CDS DS 594
Lec 08

Colors

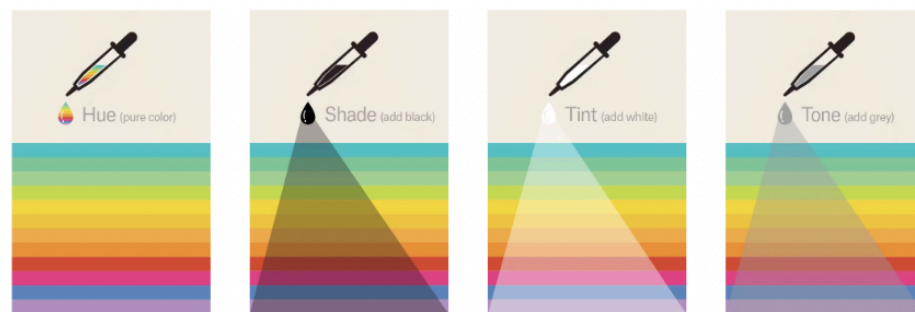1. Why Color in Data Visualization?
   a. Visually appealing
   b. Emphasize a point
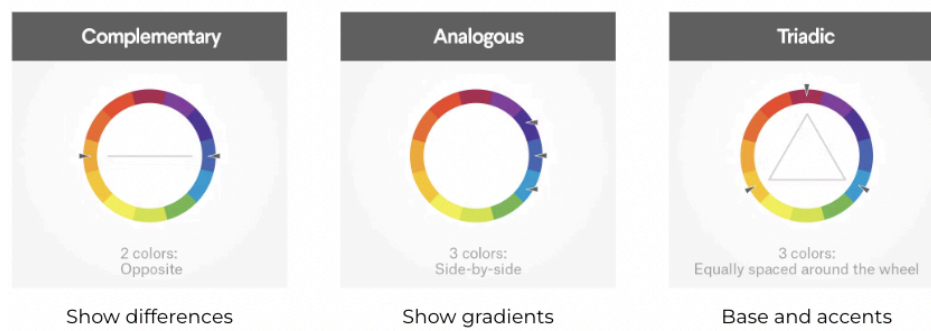   c. Represent a brand
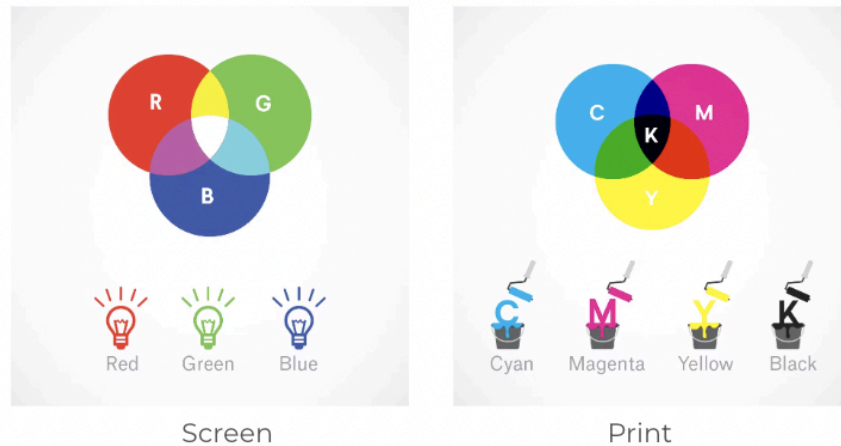2. Color Wheel
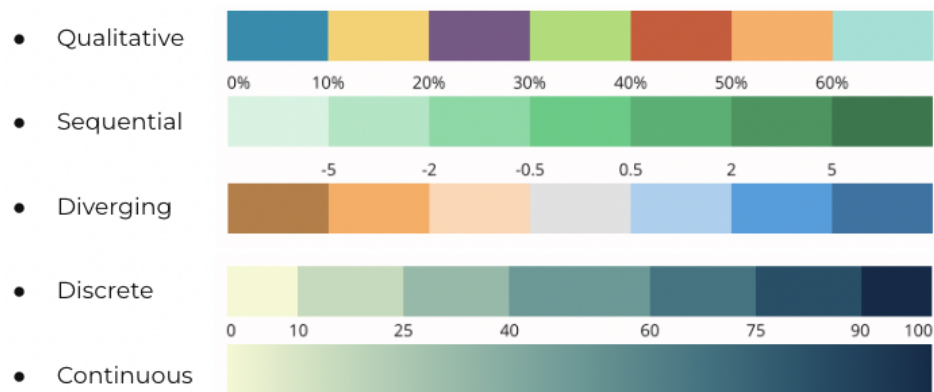
   a.

3. Color Variations

   a.

4. Color Schemes

   a.

5. Creating Colors

   a.

   | Screen | Print |

6. Types of Color Palette
   a. Three major types of color palette exist for data visualization:
      - Qualitative
      - Sequential
      - Diverging
      - Discrete
   b.
      - Continuous

7. Best Practices in Data Visualization
   a. Avoid unnecessary usage of color
   b. Be consistent with color across charts
   c. Leverage meaningful of color
   d. Attend to color blindness
   e. No more than five colors

8. Palette Builders
   a. OS Tools
      i. MS Paint
      ii. OSX Preview
   b. Pre-build in BI Tools
      i. Tableau
      ii. Flourish