**Preview Questions**

1. What is chartjunk?
2. What are vibrations?
3. What is the problem with grids?
4. What are ducks?

**Reading Summary**

Chartjunk: Vibrations, Grids, and Ducks

* Chartjunk is decorative graphics do not provide any useful information (i.e., graphical clutter).
* There are better ways to introduce artistic considerations than getting them entangled with statistical graphics.
* Examples of chartjunk:
  + Over-busy grid lines
  + Visual tricks
  + Redundant data representations
* Unintentional optical art involves the design interaction with the physiological tremor of the eye to produce the appearance of vibration and movement (i.e., moire’ effects)
* Moire’ vibration is probably the most common form of graphical clutter.
* Grids should be muted so that its presence is only implicit so that it doesn’t compete with the data.
* Grids are usually for initial plotting of data for review and not for publication.
* Grids may inadvertently create optical illusions.
* Graphical ducks (named after the duck-form store “Big Duck” in Flanders, New York) are self-promoting graphics.
* Sometimes a simple table will do a better job of conveying the information.
* Data graphics stand or fall on their content, not their visuals.