**Personal Data Visualization Checklist**

Rate each guideline by checking the most appropriate number, where 2 points means the guideline was fully met, 1 means it was partially met, and 0 means it was not met at all. n/a should not be used.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **category** | **Description** | **2** | **1** | **0** | **n/a** |
| **Color** | **Be careful to use color**  Colors can be distracting if they add little to meaning. |  |  |  |  |
| **The colors chosen are friendly to the color blindness**  Avoid red-green and yellow-blue combinations. |  |  |  |  |
| **Avoid using the intense color**  Intense colors lose their attention-getting effectiveness if overused. |  |  |  |  |
| **Line** | **Avoid using the grid on the background when it’s not necessary**  By using mute grid is alternative when needed. |  |  |  |  |
| **Consider the border line carefully, sometimes it’ s not required to have a full frame.**  The graph can be contained by a half frame, even no border. |  |  |  |  |
| **Avoid using Dual-axis charts**  The graph with dual axis will mislead the audience with the wrong information. |  |  |  |  |
| **Text** | **Text size is hierarchical and readable**  Title are larger than annotations, which are larger than labels, which are larger than axis labels, which are larger than source information. |  |  |  |  |
| **Be careful with the text labels vertically.**  Wherever in the axis or on the graph, the text labels should be horizontally arranged, in order to make the audience easier to read. |  |  |  |  |
| **Avoid separate the data and the labels**  Label the text next to the graph, take a multiple lines graph as example, label next to the lines, instead of having a description together on the right corner. |  |  |  |  |
| **Labels are used sparingly**  Labels used are informative and not redundant. |  |  |  |  |
| **Arrangement** | **Avoid 3-Dimensional graph**  By using three-dimensional graphs, it’s not easy to read and compare. |  |  |  |  |
| **Avoid distorting the data by using proportion and scales appropriately**  Axis starts at same point, proportionate, and not misleading. |  |  |  |  |
| **Overall analysis** | **Minimize Non-Data(high “data-ink ratio”), Eliminate Chartjunk(superfluous embellishments in visualization), Strive for high “data-density”.** |  |  |  |  |
| **Avoid Pie Charts**  Area estimates are biased. |  |  |  |  |
| **Avoid Stacked Bar Chart**  Stacks can’t be compared visually because they don’t have a fixed starting point |  |  |  |  |
| **Choose the right graph for the data**  It’s important to understand the purpose and function of the graph, choose the right type of graph is the key for the designer. |  |  |  |  |
| Score |  |  |  |  |  |

Reference:

<https://stephanieevergreen.com/updated-data-visualization-checklist/>

<http://statsthinking21.org/data-visualization.html#principles-of-good-visualization>