Making Easy-to-Read Visuals

The simple things can be really powerful.

Power BI: Introduction to Business Analytics

Course Author: Joshua Michalik

Understand Context

Before you create, you must first wonder.

Exploratory vs. Explanatory

Who, What, and How

3-Minute Story

Big Idea

Storyboarding

Course Author: Joshua Michalik

Appropriate Visuals

It's strength is in its purpose.

Simple Text

Graphs

Points

Lines

Bars

Area

Things to Avoid

Course Author: Joshua Michalik

Eliminate Clutter

If I had more time, I would have written less.

Cognitive Load

Clutter

Gestalt Principles

Lack of Visual Order

Bad Use of Contrast

Decluttering

Course Author: Joshua Michalik

Focus Attention

The most IMPORTANT part to remember is focus..

Preattentive Details in Text

Preattentive Details in Graphs

Size

Color

Position

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Good Design

Design adds value faster than it adds cost.

Affordances

Accessibility

Aesthetics

Acceptance

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Tell a Story

Every great design begins with an even better story.

Power BI: Introduction to Business Analytics

Constructing a Story

Narrative Flow

Repetition

Storytelling Tips

Course Author: Joshua Michalik

Review

Review

What are the 6 steps to building good visuals?

Why is understanding your audience an important step?

What are some good reasons to remove clutter?