coursera | **Google**

Essential design principles

You recently learned about pre-attentive attributes of data visualization—the building blocks of data visualizations: marks and channels. In this reading, you'll take this understanding a step further with essential design principles.

As an analyst, your audiences will have a variety of roles, backgrounds, and perspectives. You might present information to other data analysts, to clients, or to executives in your company's C-suite. You're responsible for developing data visualizations that convey the information your audience needs in a manner that makes sense to everyone.

Design principles

These design principles are important to your work as a data analyst because they help ensure that you're creating visualizations that communicate your data effectively to your audience. By keeping these rules in mind, you can plan and evaluate your data visualizations to decide if they're working. And, if they aren't, you can adjust them!

Principle	Description
Choose the right visual	One of the first things you have to decide is which visual will be the most effective for your audience. Sometimes, a simple table is the best visualization. Other times, you need a more complex visualization to illustrate your point.
Optimize the data-ink ratio	The data-ink entails focusing on the part of the visual that is essential to understanding the point of the chart. Try to minimize non-data ink like boxes around legends or shadows to optimize the data-ink ratio.
Use orientation effectively	Make sure the written components of the visual, like the labels on a bar chart, are easy to read. You can change the orientation of your visual to make it easier to read and understand.
Color	There are a lot of important considerations when thinking about using color in your visuals. These include using color consciously and meaningfully, staying consistent throughout your visuals, being considerate of what colors