

Chapter - 8 Visuals (part 2)

Polishing the scenes of your Data story.

- In the last

- In the last chapter we covered the 'setup' of data viz, after the setup portion is complete, we will polish the visuals.

4. Remove unnecessary noise +

- eliminate the unnecessary, so that the necessary may speak.

- Best practices to remove noise ÷

- i) Remove surplus data
- ii) Aggregate less important data.
- iii) Separating overlapping data.

5. Focus attention on what's important.

- i) Color contrast
- ii) Text
- iii) Typography
- iv) layering

6. Make your Data Approachable and Engaging

- | | |
|-----------------|---------------------------|
| i) Labeling | ii) Reference Lines |
| iii) Formatting | iv) Convention adherence. |

7. Instill trust in your numbers:

- To build credibility with the audience, they must ensure they understand your intent is to inform and enlighten and not deceive.