Each thing you add towards your presentation is an increase in cognitive load. And in order to make a powerful presentation you want your audiences cognitive load to be a minimum .It makes sense because sometimes, if I'm working on a computer science project and I skim extremely fast, it feels as I’m going to flop. I am taking a massive cognitive load by absorbing everything at once. And similarly, a presentation giving your audience an incredibly high cognitive load can make them do the same. Also, who knew that presenting data was tied with human psychology. There's a term called Gestalt Principles of Visual Perception, which explains how people create order out of visual stimuli. As a result the way data is presented on a page can determine how much cognitive load is put on the audience. If you have a page consisting of a bunch of scattered dots, it's more challenging to decide what the trend is as if you had some form of the order, such as a line. Even the way you align data on the page can be a massive determiner of cognitive load. Using center alignment can cause text to appear uneven on different sides which can substantially increase cognitive load. This reminds a lot about coding. If you look in someone's source file, which has no idea what organization is, it's an utter atrocity even to attempt to comprehend what's happening. It's a meltdown of pure symbols that is incredibly difficult to decipher. It makes sense that having everything aligned towards the left would make it easier to read. Organizational practice in coding follows this principle also in order to make it more readable. The chapter also mentions a weird phenomenon of people wanting to remove white space and add data just for the sake of data. I can say I have been that person who has had a lot of white space and in fear of emptiness I crammed it with garbage. I'm pretty sure half of the content didn't even relate to my presentation. The chapter also discusses the importance of contrast and the art of simplicity. The easier it is to read, the better. Something interesting mentioned is not to use data markers or line borders. Those two features can substantially increase cognitive load. They can add a ton of clutter on the screen, especially with a line graph containing a ton of data. Seeing the difference between a graph with dots and without is pretty insane. I've seen many bad graphs that consist of so many data points it looks like a soup of dots. I know that I will more than likely never use dots on a line graph again.