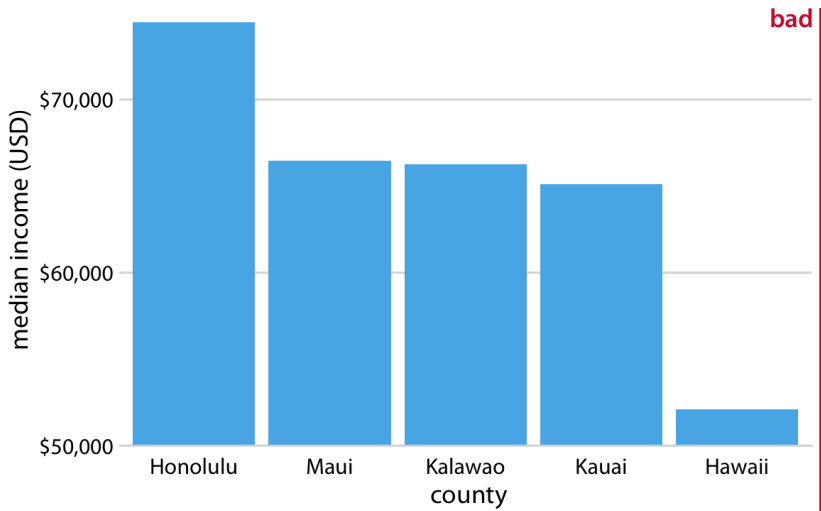# Chapter 17
The principle of proportional ink

Fundamentals of Data Visualization

May 6, 2023
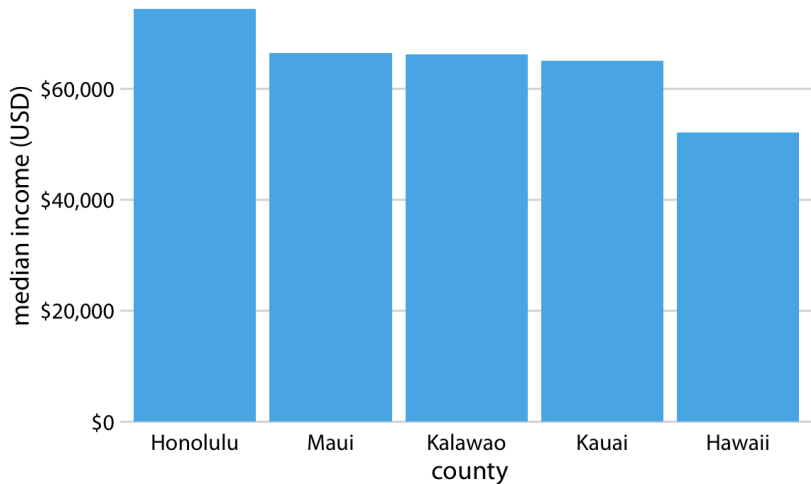
The principle of proportional ink

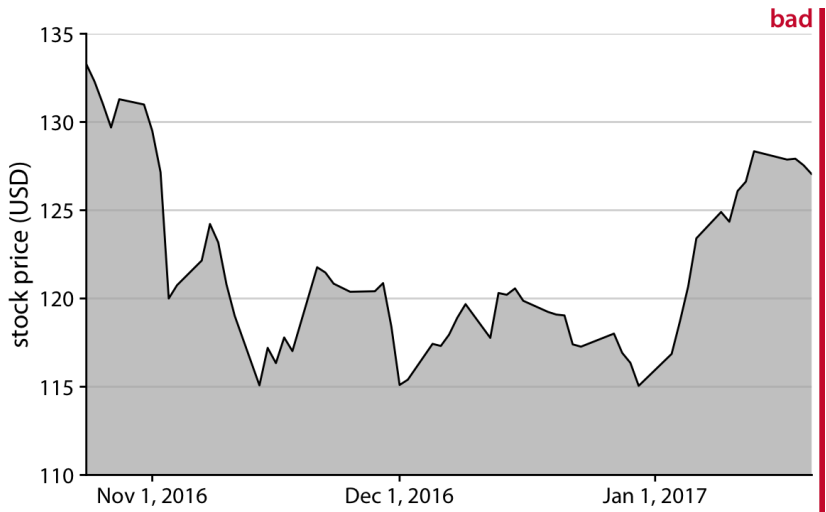**The sizes of shaded areas in a visualization need to be proportional to the data values they represent.**
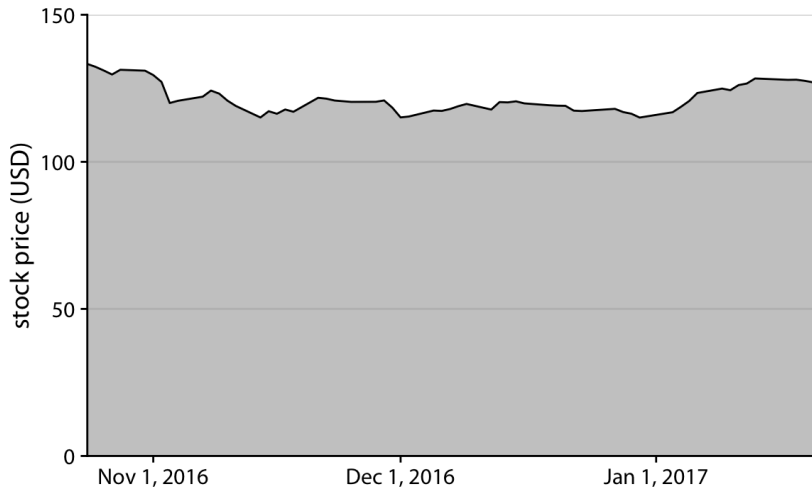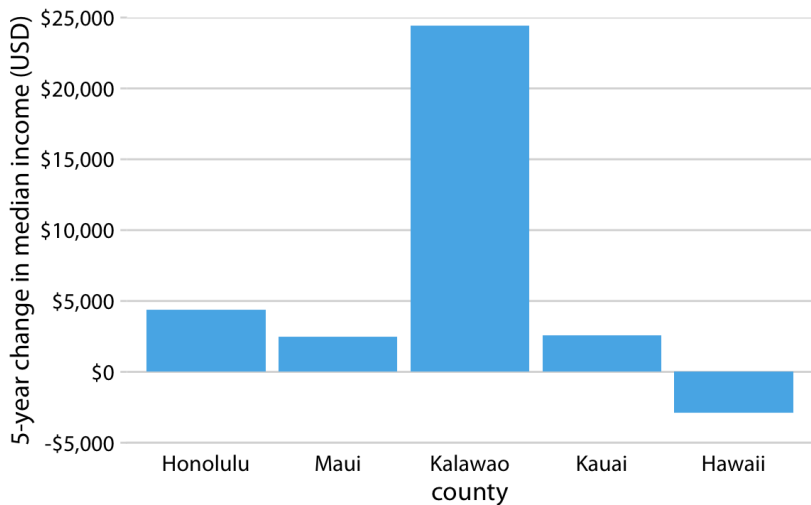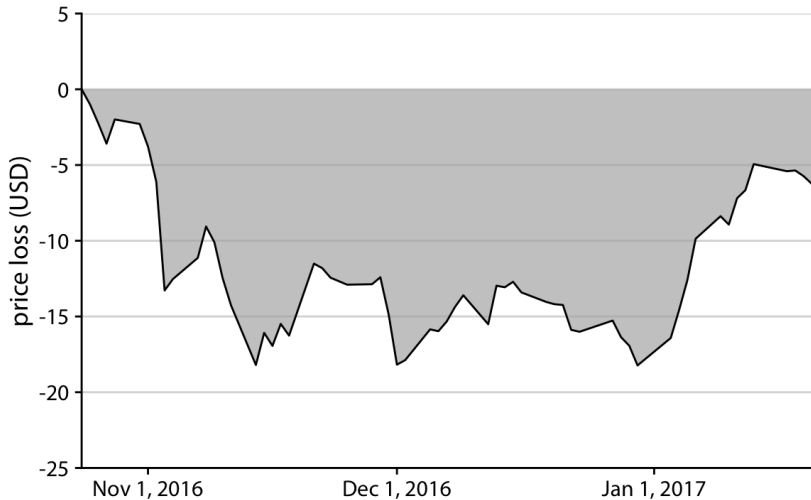
Bad boxplot

Good boxplot

Bad lineplot

Good lineplot
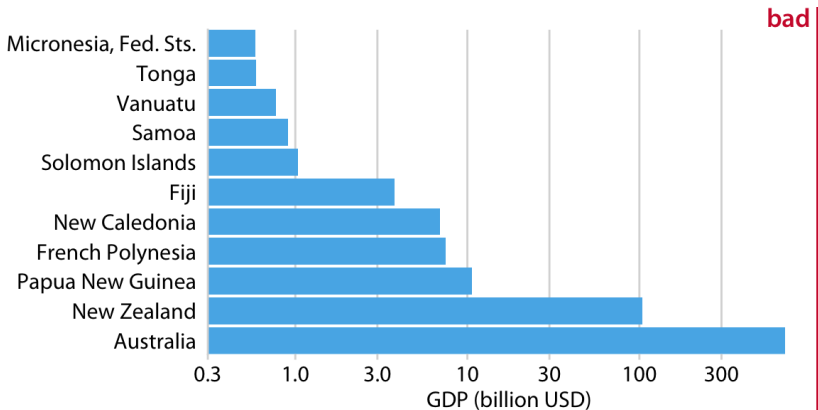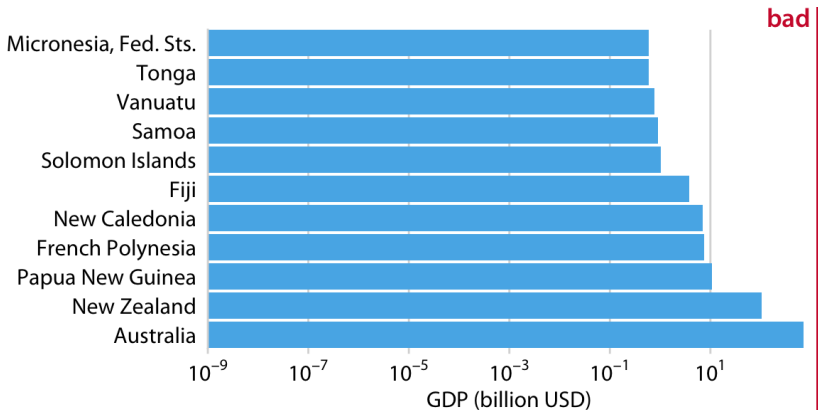
Bars for change

Bars for change

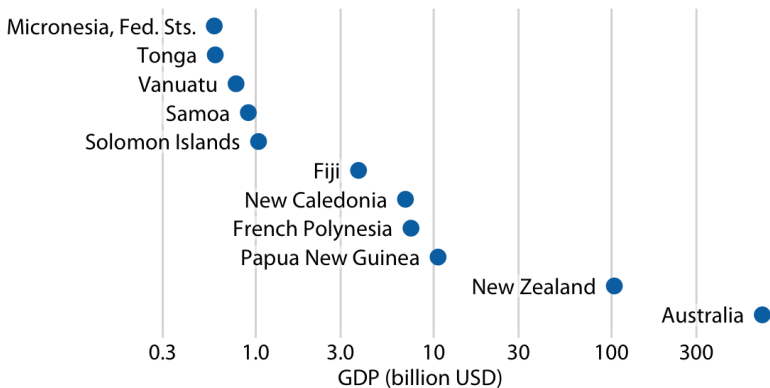Loss of Facebook stock price

Log plots of amounts

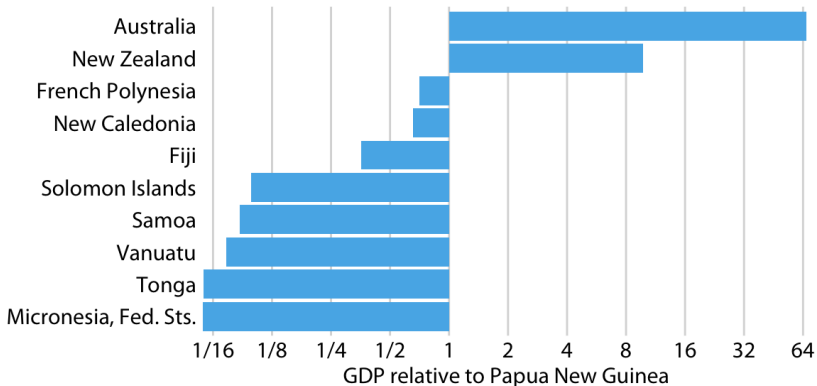- No natural zero.

Log plots of amounts

bad

- No natural zero.

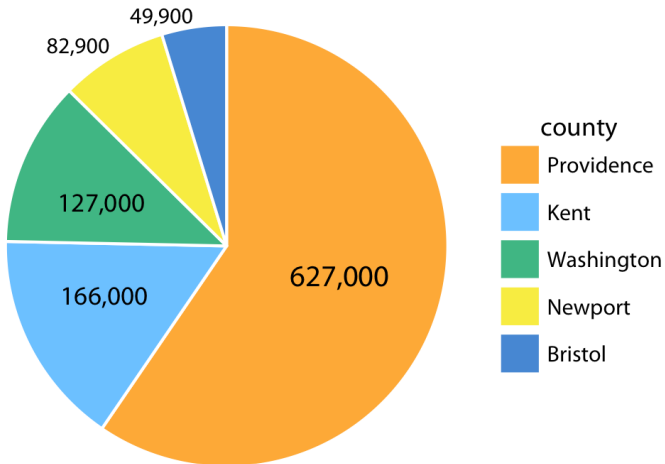Log plots of amounts: use dots

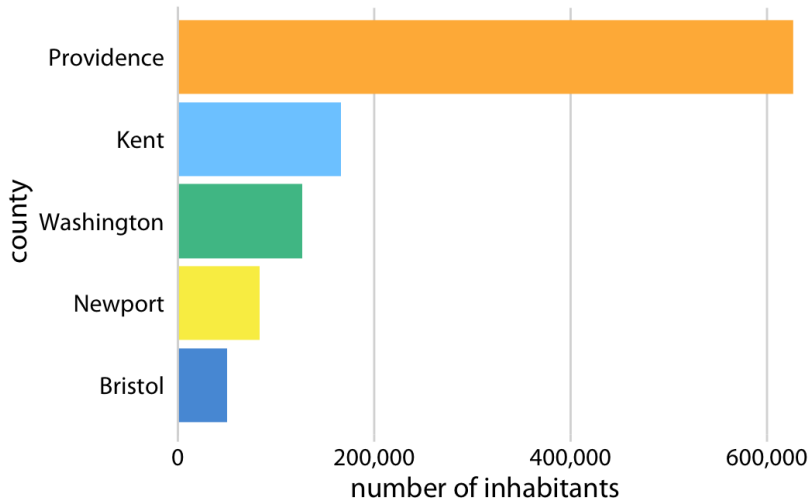# Log plots of ratios

- Start at 1, not zero.

Direct area visualizations

Number of inhabitants in Rhode Island counties

Direct area visualizations

Number of inhabitants in Rhode Island counties

Direct area visualizations