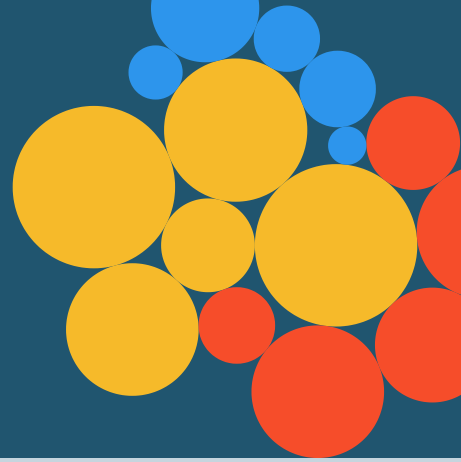# Rules to 'Viz' By

Keep It Simple! (KIS Principle)

- One Concept, One Visual
- Pick and Display Variables Judiciously
- Reduce Background Noise (limit gridlines, unnecessary elements, cluttered backgrounds, etc)

Clarity of Message

Be clear on what your message is and build your visualization around that!

Consistency

Ensure that all your visual elements are consistent both within and between visualizations. (e.g.: fonts, colours, etc.)

Accessibility

Apply accessibility best practices. E.g.: Using colours carefully and using proper contrast and colour palettes.
Make sure your text and fonts are readable.

Differentiation

Ensure that you clearly label your graph elements and use best practice conventions in naming and scales.

These "rules to viz by" were developed by class participants based on their introspection after having completed the "Worst Practices in Data Viz" exercise.