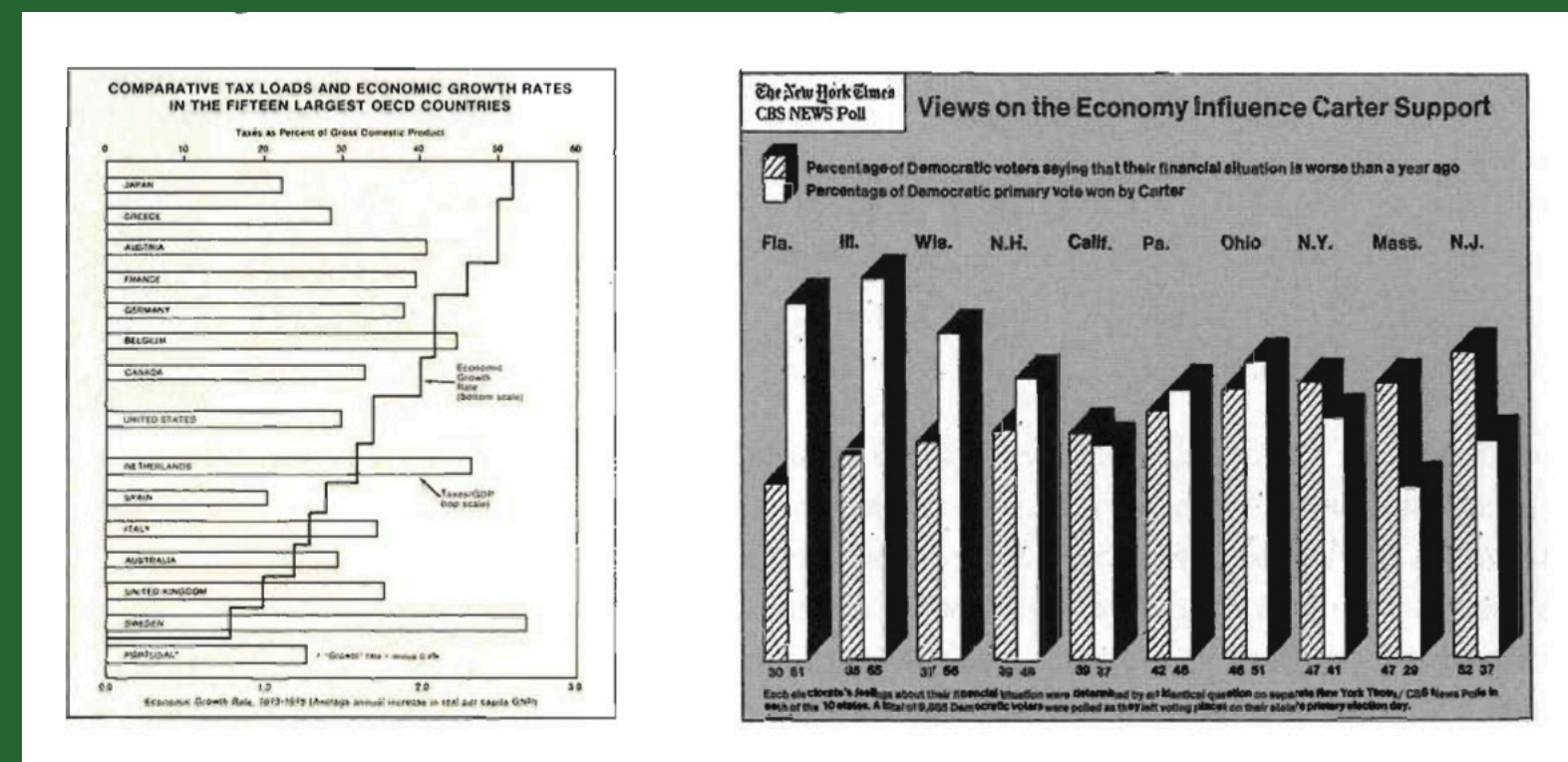
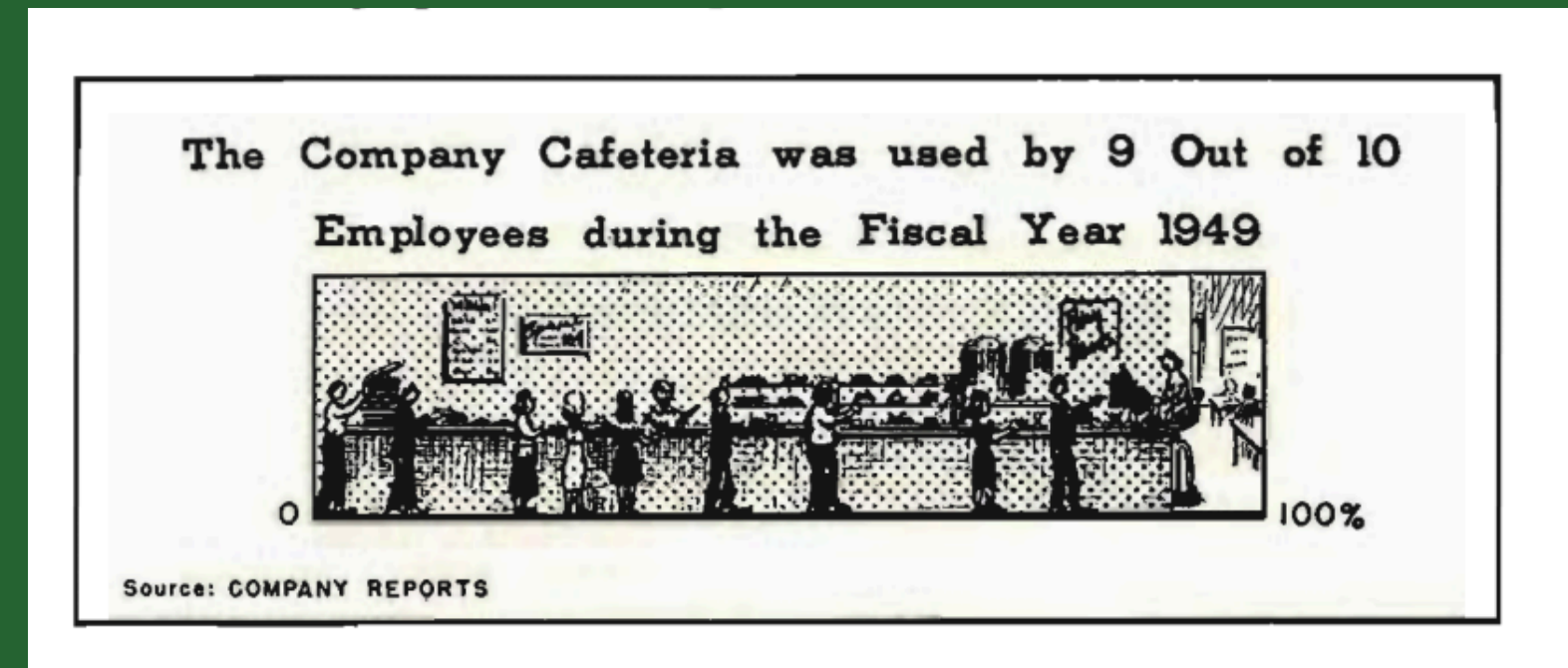


# 3—Sources of Graphical Integrity & Sophistication

# Threat of Graphic Mediocrity

Let's Beautify Data, Disregard its Statistical Integrity.  
+  
Statistical Data is Boring, Animated Graphics are Fun.  
+  
Graphics are for Unsophisticated Readers.  
+  
Lack of Relational Graphics in News Publications.  
=

Over-decorated or Simplistic Designs  
Insufficient Data Sets  
Lies  
Masked Truths

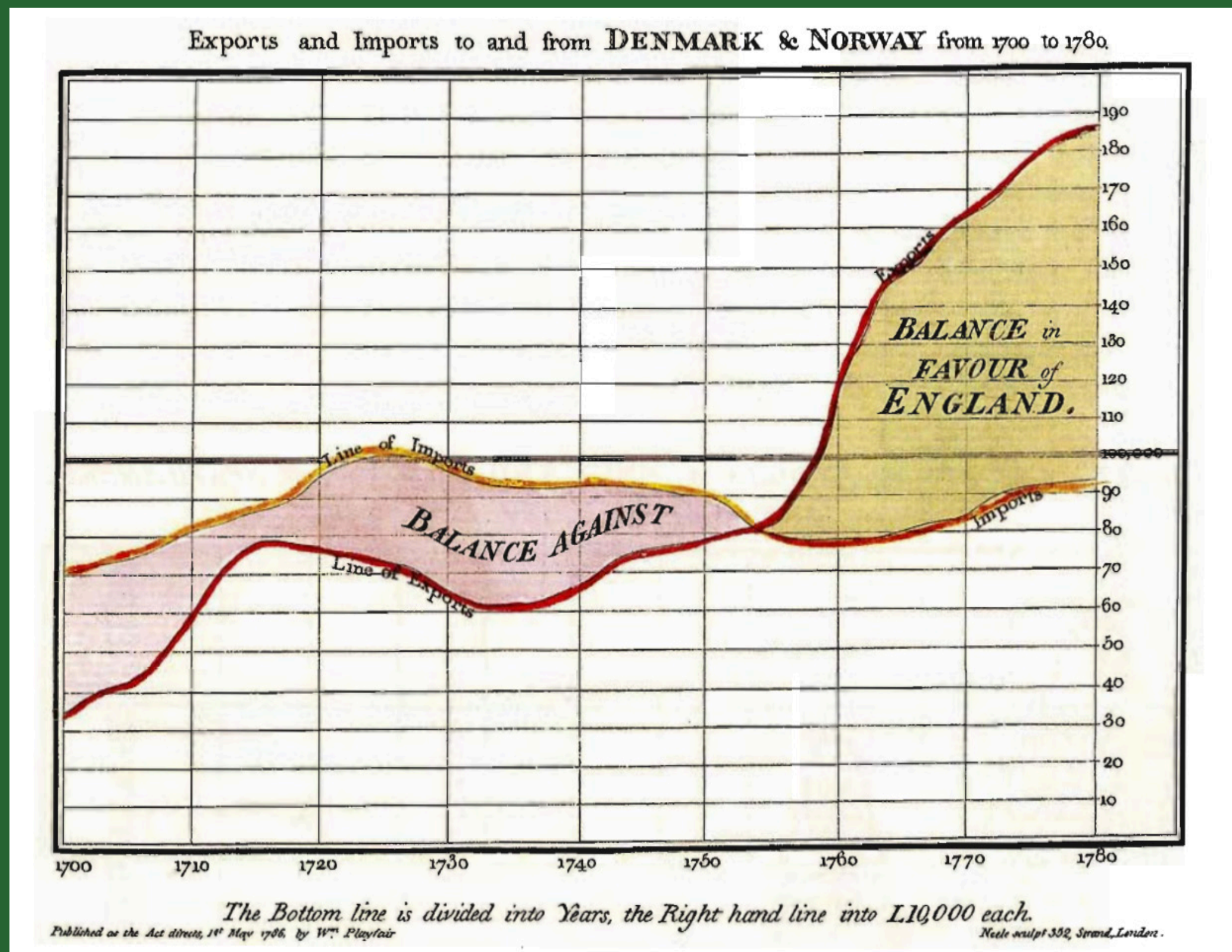
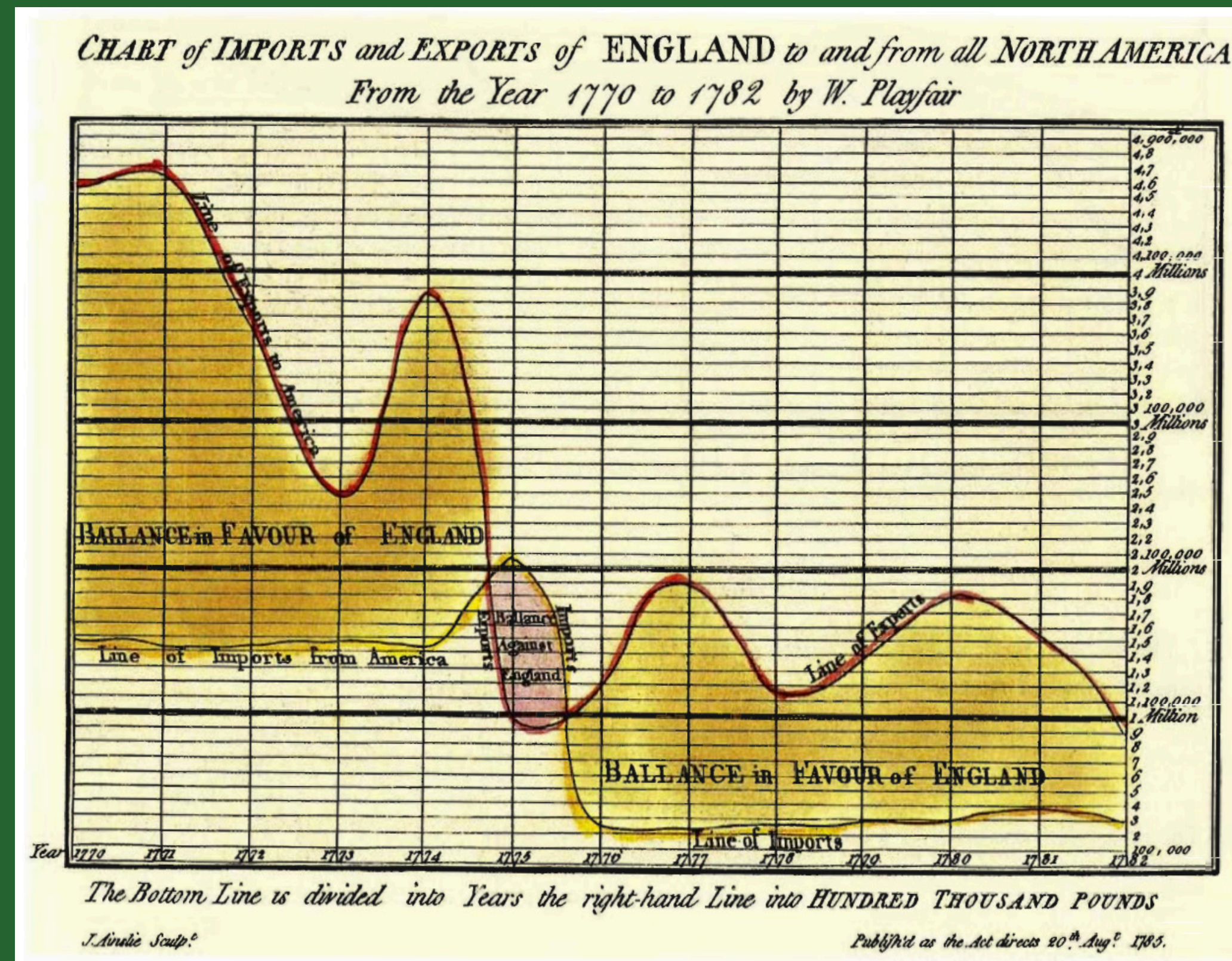


# Balance Substantive—Statistical—Artistic Skills

# 4—Data Ink and Graphic Redesign

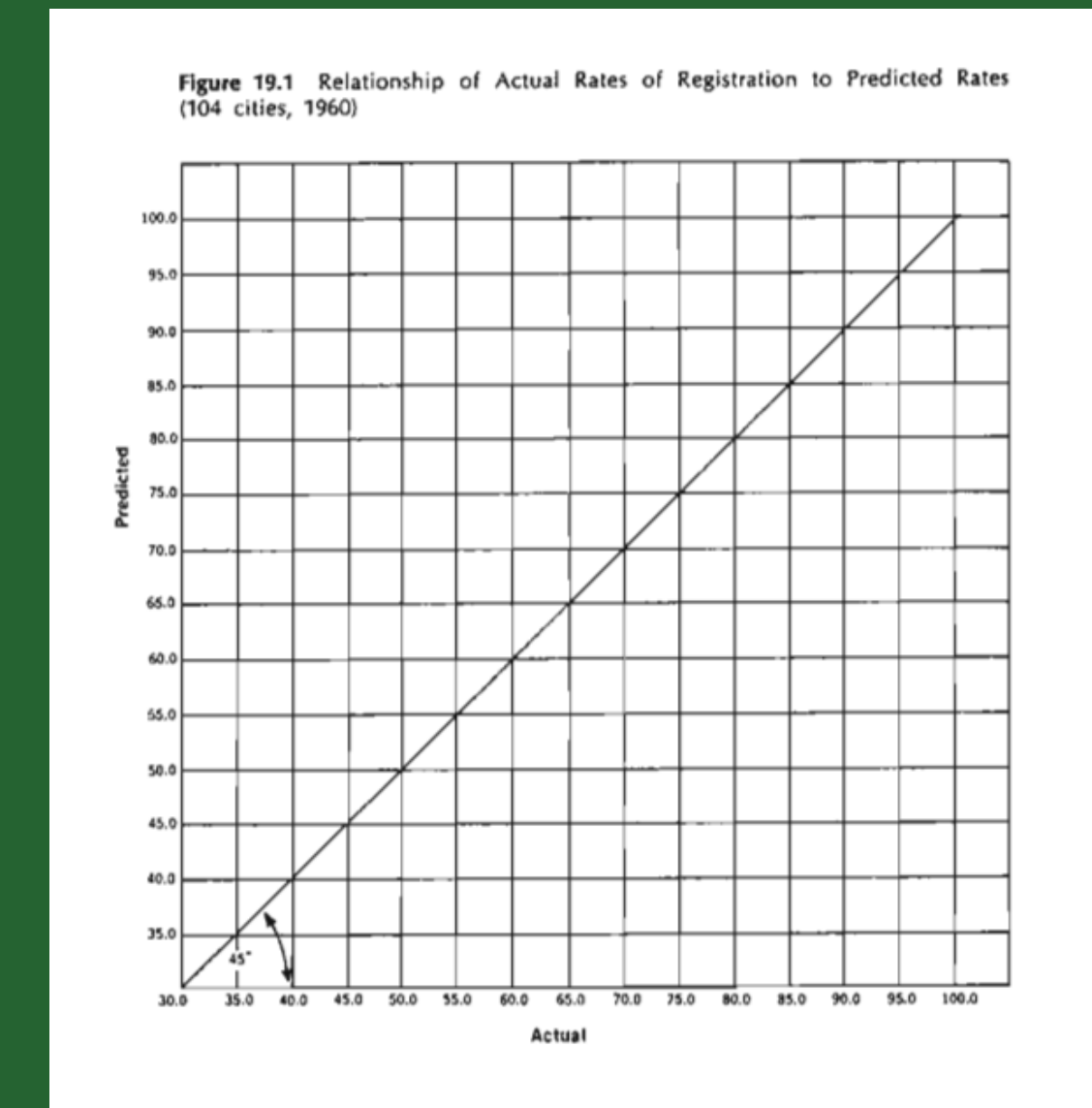
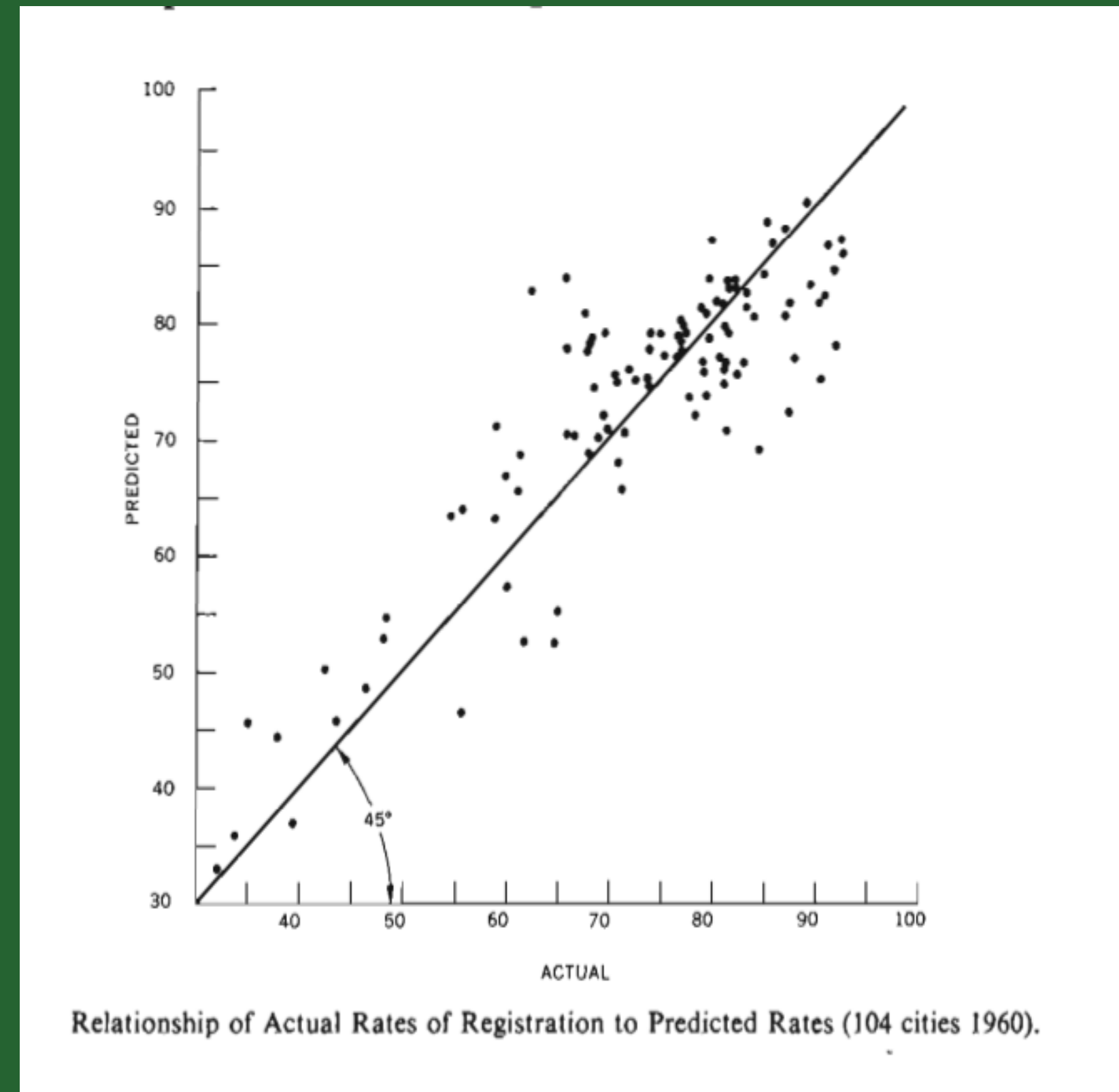
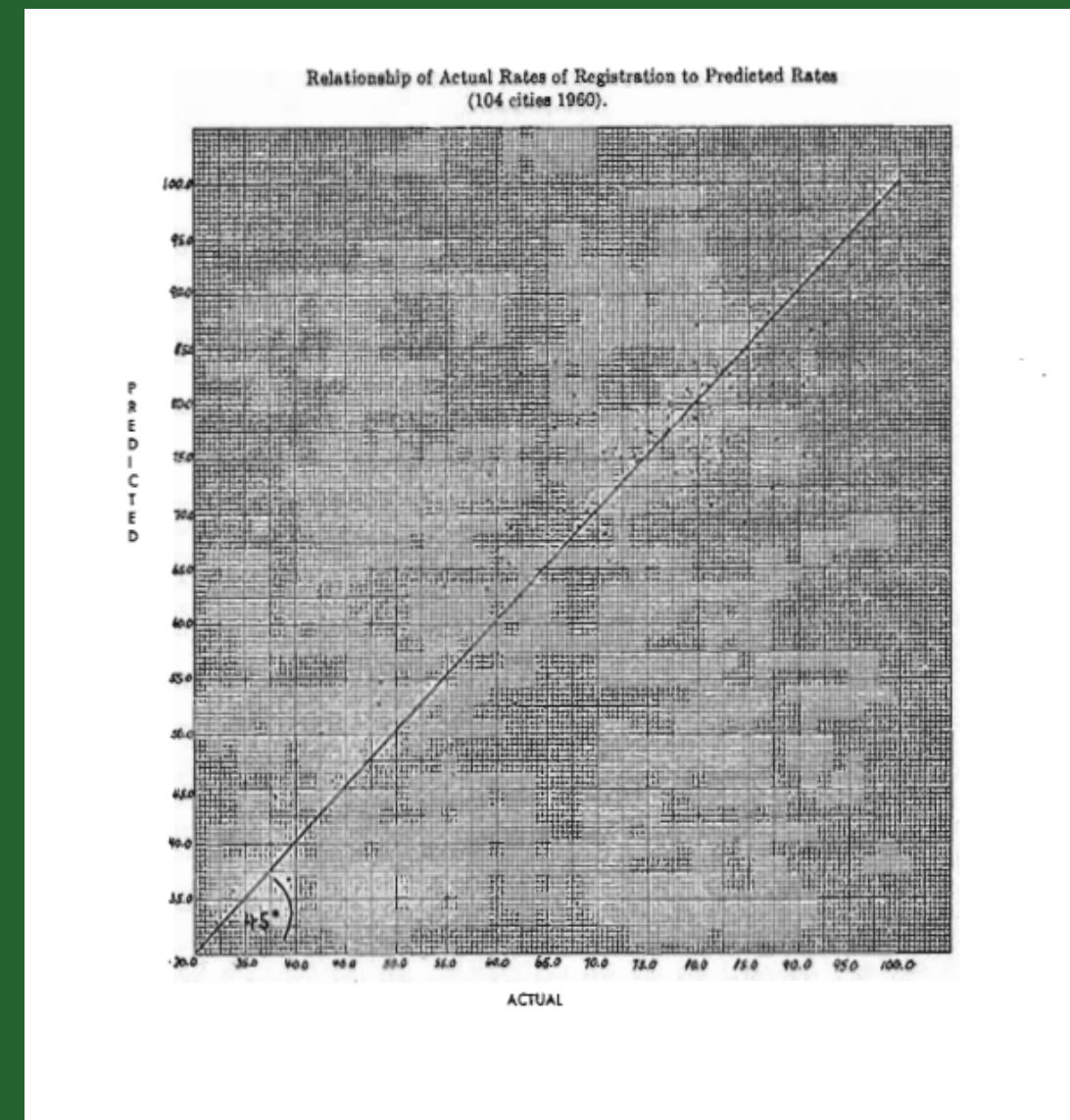


# Principle 1—Be Able to Show The Data

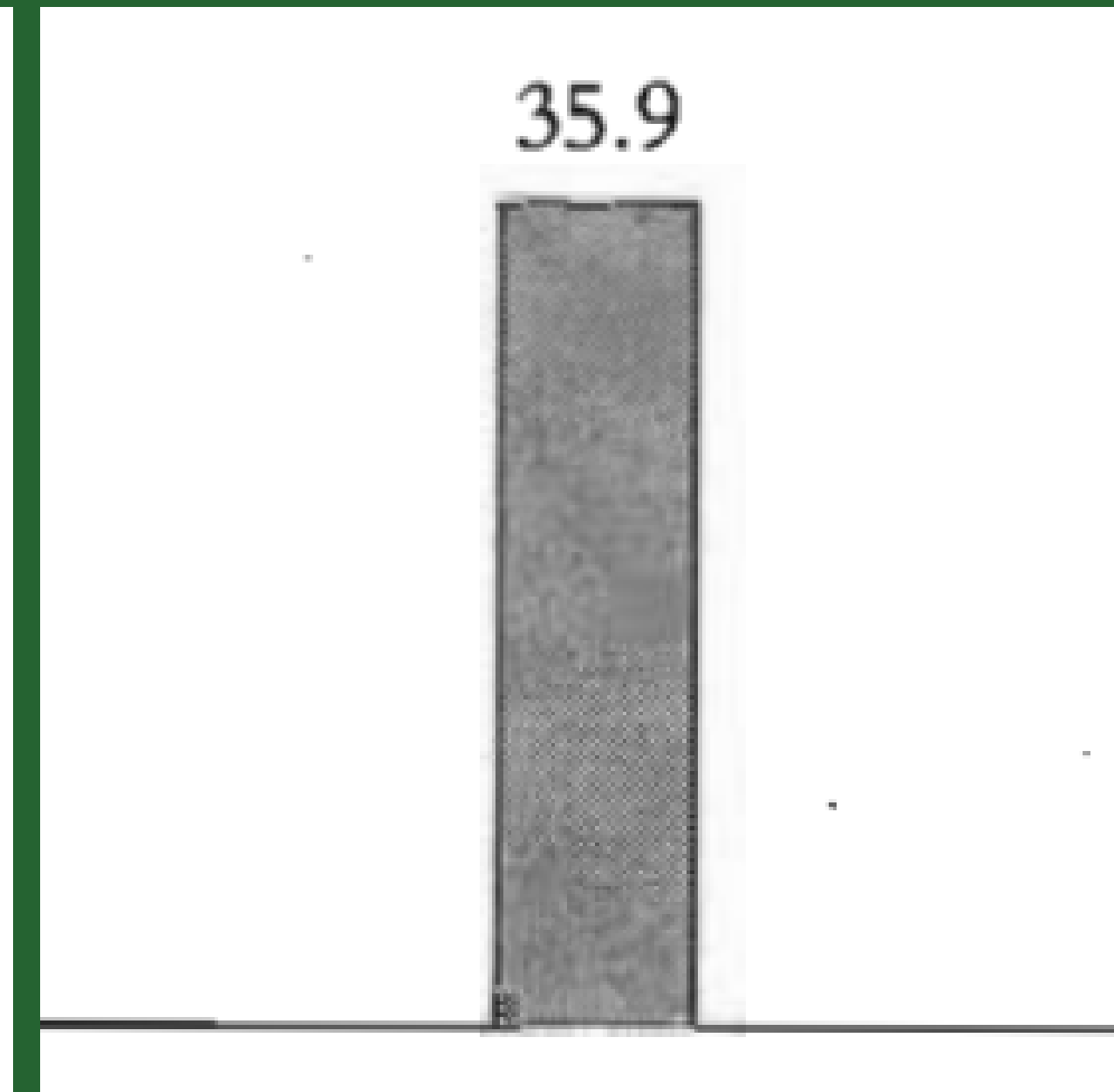
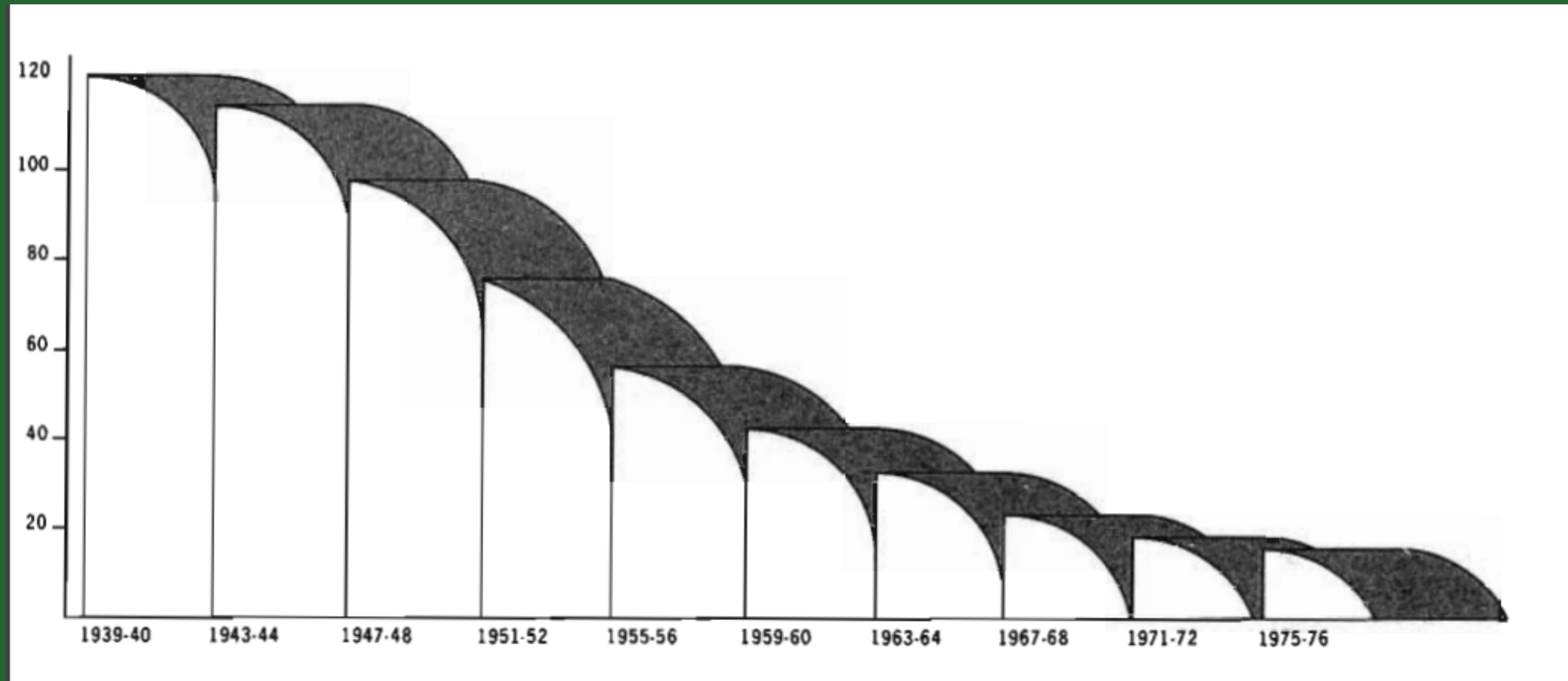




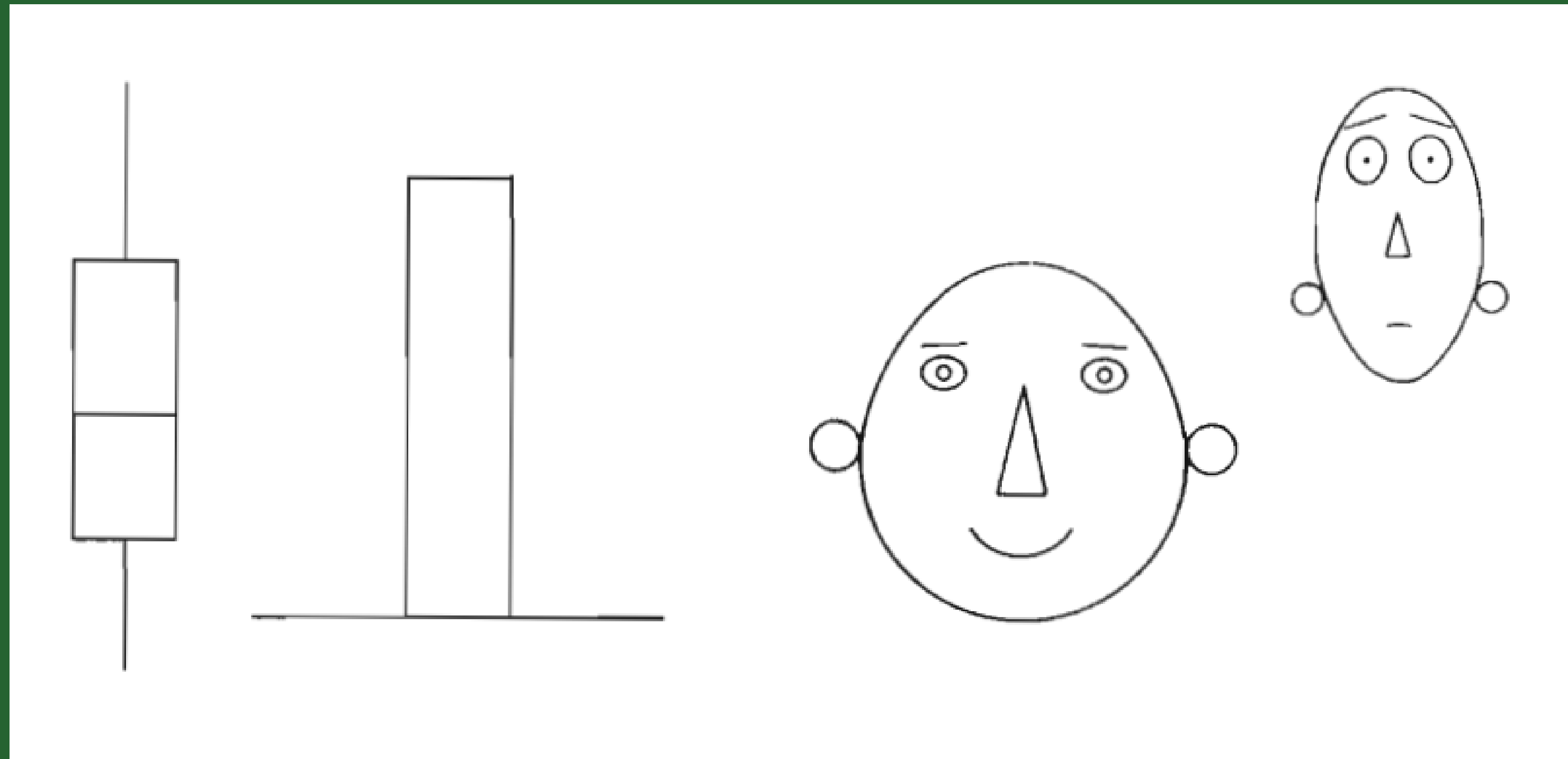
# Principle 2—Maximize Data-Ink Ratio



# Principle 3—Erase Non Data-Ink

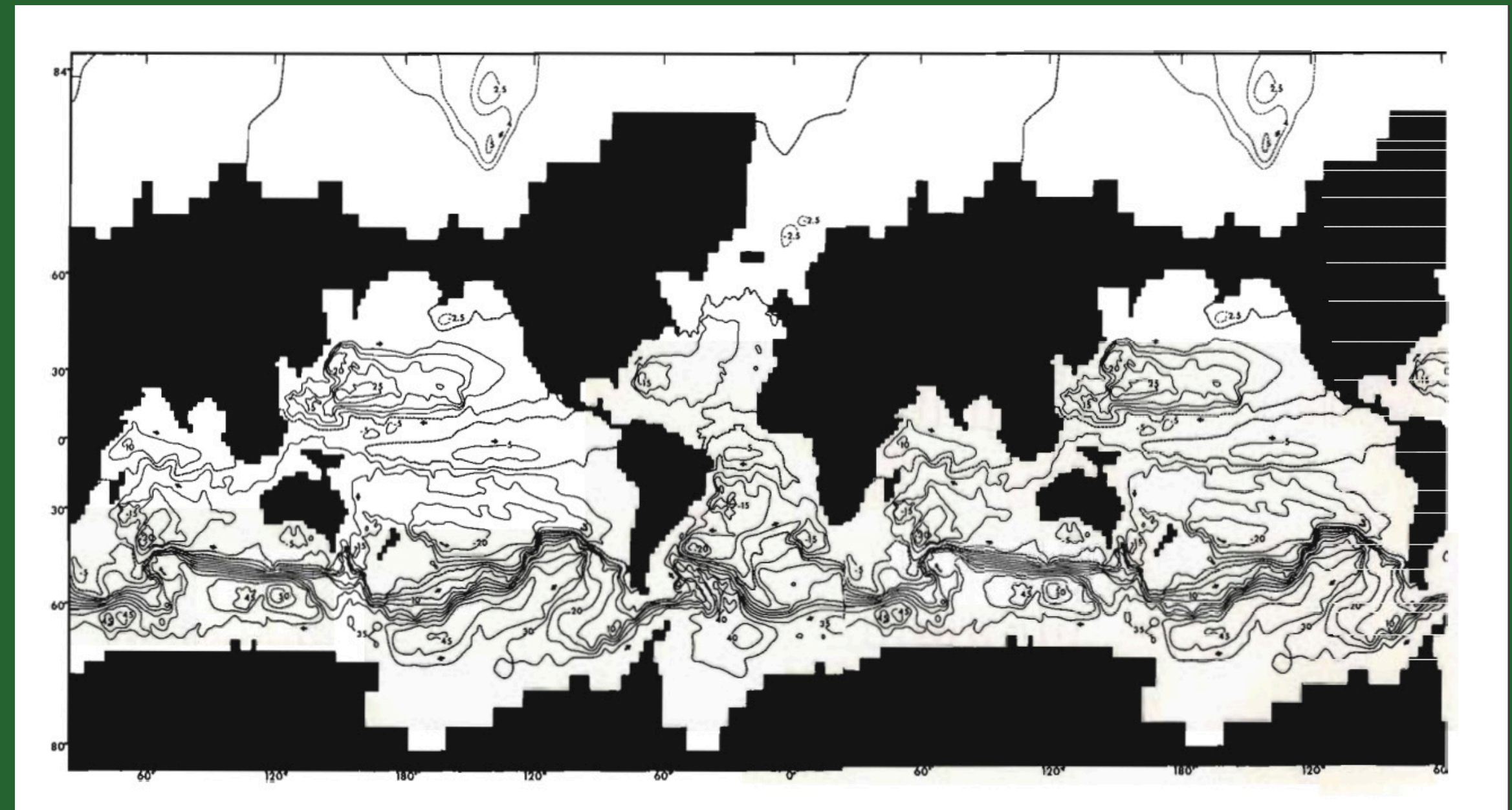
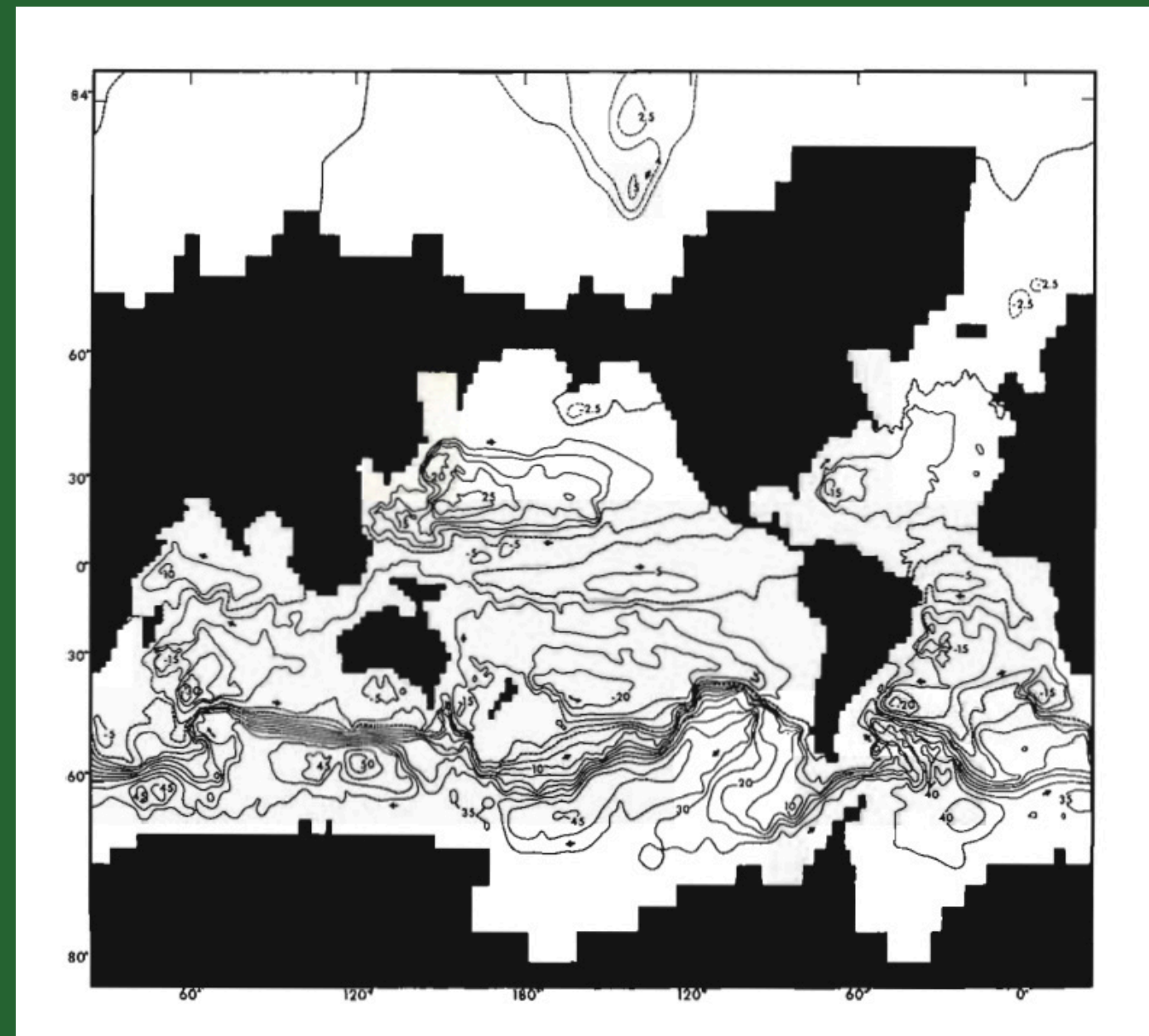


# Principle 4—Erase Redundant Data-Ink

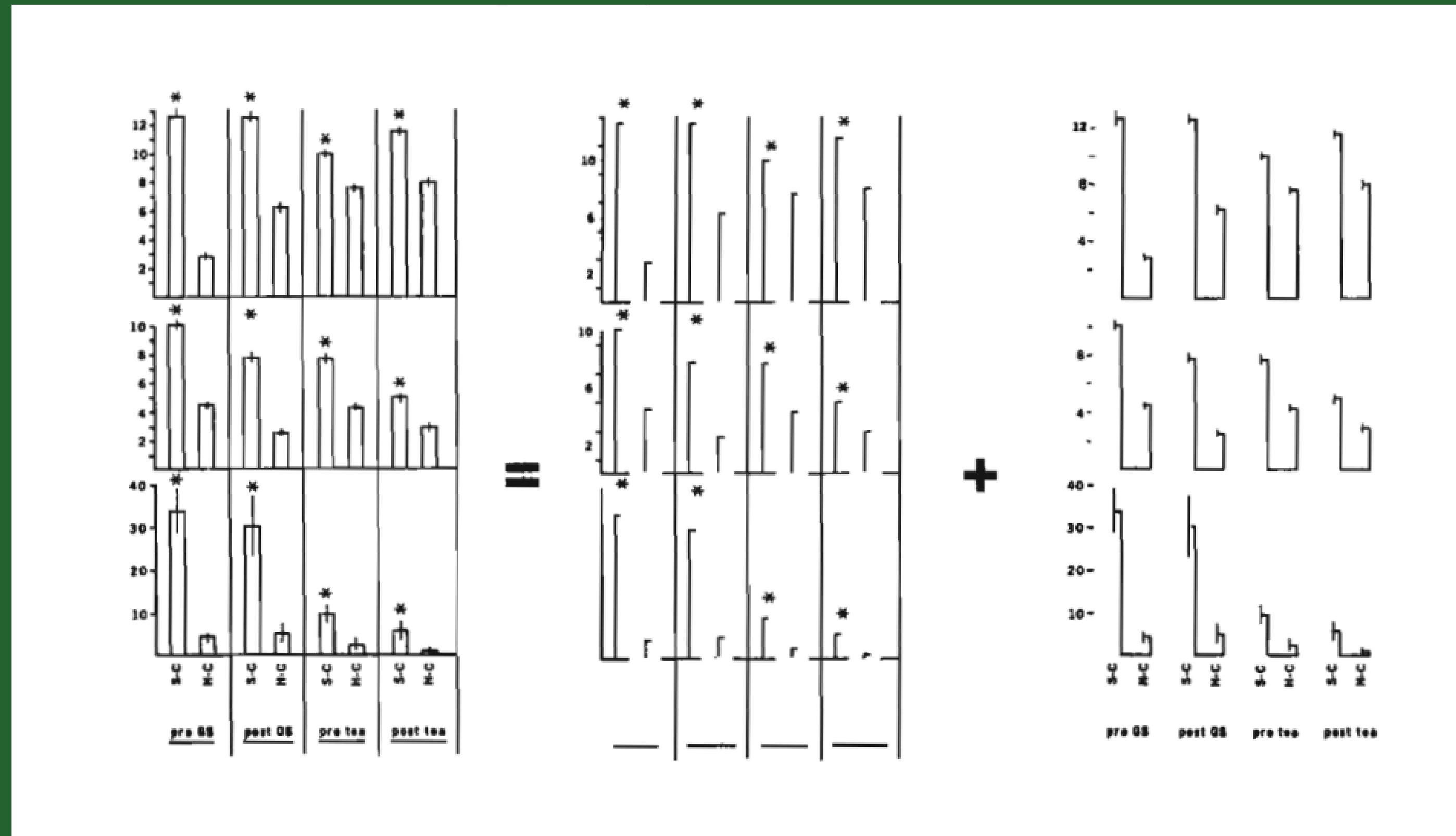




# Principle 4—Erase With Reason



# Principle 5—Revise & Edit





# Principle 5—Revise & Edit

