EFFECTIVE VISUAL/ZATION

COMBINES:

Graphical Excellence

CLEARLY PRESENT COMPLEX IDEAS, AND RICH DATA

Graphical Perception

EMPLOY METHODS TO ACCURATELY REPRESENT KEY FEATURES

Visual Engagement

CONSTRUCT A NARRATIVE FOR USERS TO EXPLORE

GUIDED BY:

— Design Themes —

Data Themes —

Have a CLEAR Vision

SHOW THE DATA

FOCUS ON storytelling

FACILITATE COMPARISON

Learn **COLOUR** theory

Avoid unnecessary or superfluous elements

TYPOGRAPHY MATTERS

INCLUDE Emotion

DON'T LIE

Provide Context

GOLDEN RULE

What's your point



What's the story you want to tell

Nominal

Position

Color Hue

Connection

Containment

Color Saturation

Texture

Density

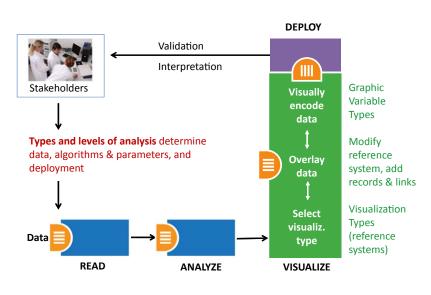
Shape

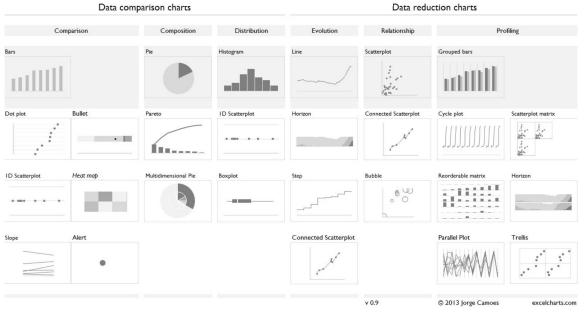
Length

Angle Slope

Workflow

CHART TYPES





PERCEPTION

Quantitative

Position

Length

Angle

Slope Area

Density

Color Hue

Excel. New Riders, 2016.

Color Saturation

Perceptual Task: Decoding

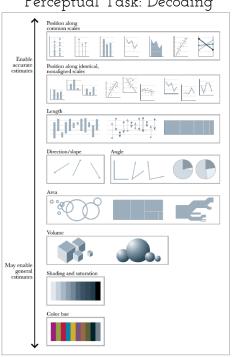


Figure 5.5 Scale of elementary perceptual tasks, inspired by William Cleveland and Robert McGill.

References Börner, Katy, and David E. Polley. Visual insights: A practical guide to making sense of data. MIT Press, 2014. Cairo, Alberto. The Functional Art: An introduction to information graphics and visualization. New Riders, 2012. Camões, Jorge. Data at Work: Best practices for creating effective charts and information graphics in Microsoft

Perceptual Task: Variable Type

Ordinal

Position

Density

color Saturation

Color Hue

Texture

Connection

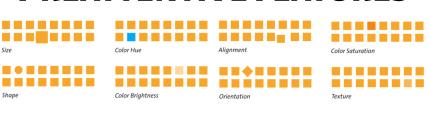
Containment

Length Angle Slope

Area

Edward, Tufte. "The visual display of quantitative information." Graphics Press, Cheshire, USA, 4.5 (2001): 6.

PREATTENTIVE FEATURES



GESTALT PRINCIPLES

