

EFFECTIVE VISUALIZATION

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

Have a CLEAR Vision

FOCUS ON **storytelling**

Learn **COLOUR** theory

TYPOGRAPHY **MATTERS**

DON'T LIE

DATA THEMES

SHOW THE DATA


FACILITATE COMPARISON

AVOID UNNECESSARY OR SUPERFLUOUS ELEMENTS


INCLUDE Emotion

Provide Context

GOLDEN RULE

What's your point? 

—OR—

What's the story
you want to tell? 

WORKFLOW

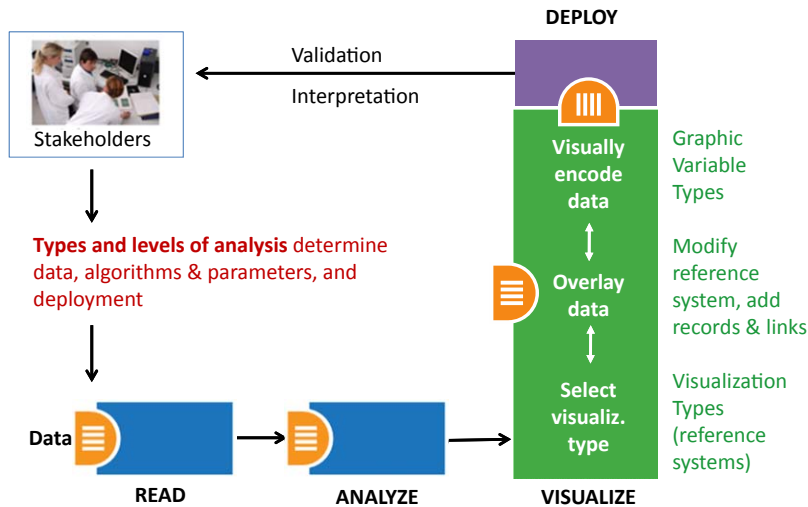
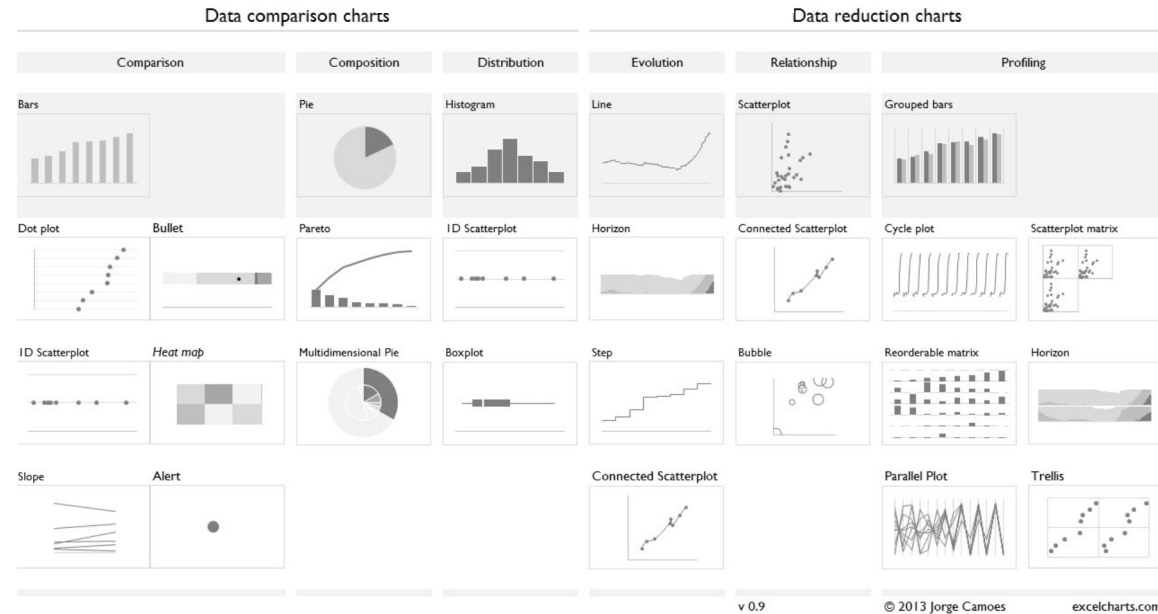
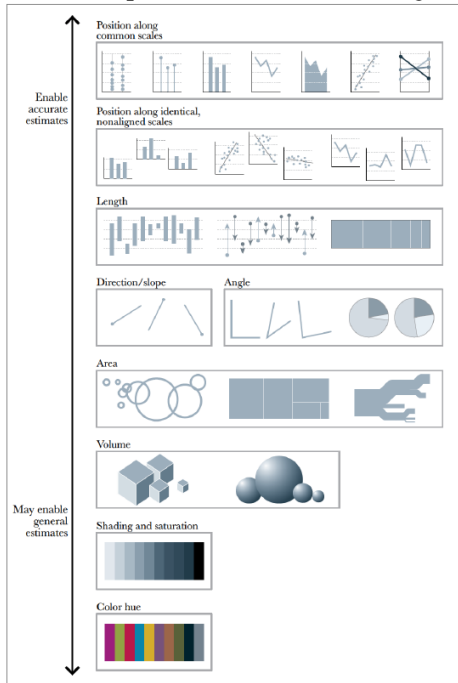


CHART TYPES

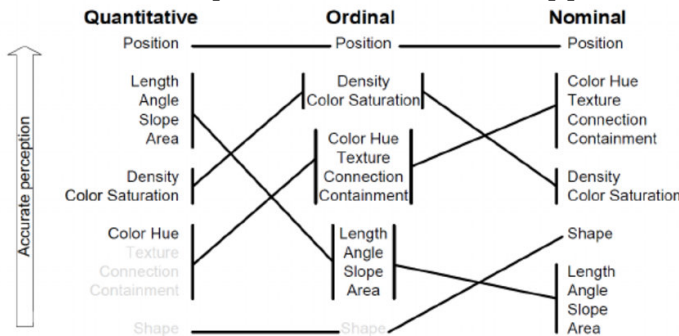


PERCEPTION

Perceptual Task: Decoding



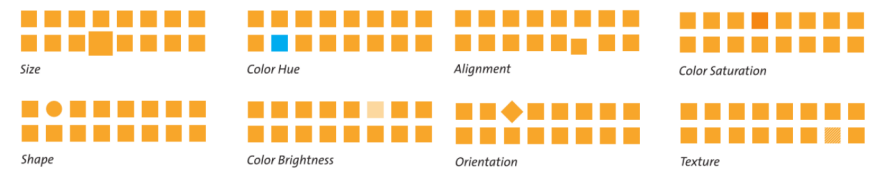
Perceptual Task: Variable Type



References

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 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 Excel. New Riders, 2016.
 Edward, Tufte. "The visual display of quantitative information." Graphics Press, Cheshire, USA, 4.5 (2001): 6.

PREATTENTIVE FEATURES



GESTALT PRINCIPLES

