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THE STORY HUNT: UNCOVER THE EU

Data Visualization

Data Visualisation

The visualization of your findings is a crucial step when it comes to convincing your audience. There are many tools which can help you create good data visualizations. This learning material entails useful tips when visualizing findings and entails useful resources, where to find tools and background information on presenting your data.

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General rules

General

- Only use seven colors or less! - it will get confusing
- Use logarithmic scales only when it makes sense

Prioritization

- Headlines: Explain what the reader can see
- Annotations: Explain what the reader can see
- One statement per graphic - focus on what information you want to convey
- Highlight information - use grey to color background
- Reduce the information - only keep relevant information
 - What's relevant?
 - Everything that supports your statement
 - Everything that provides context

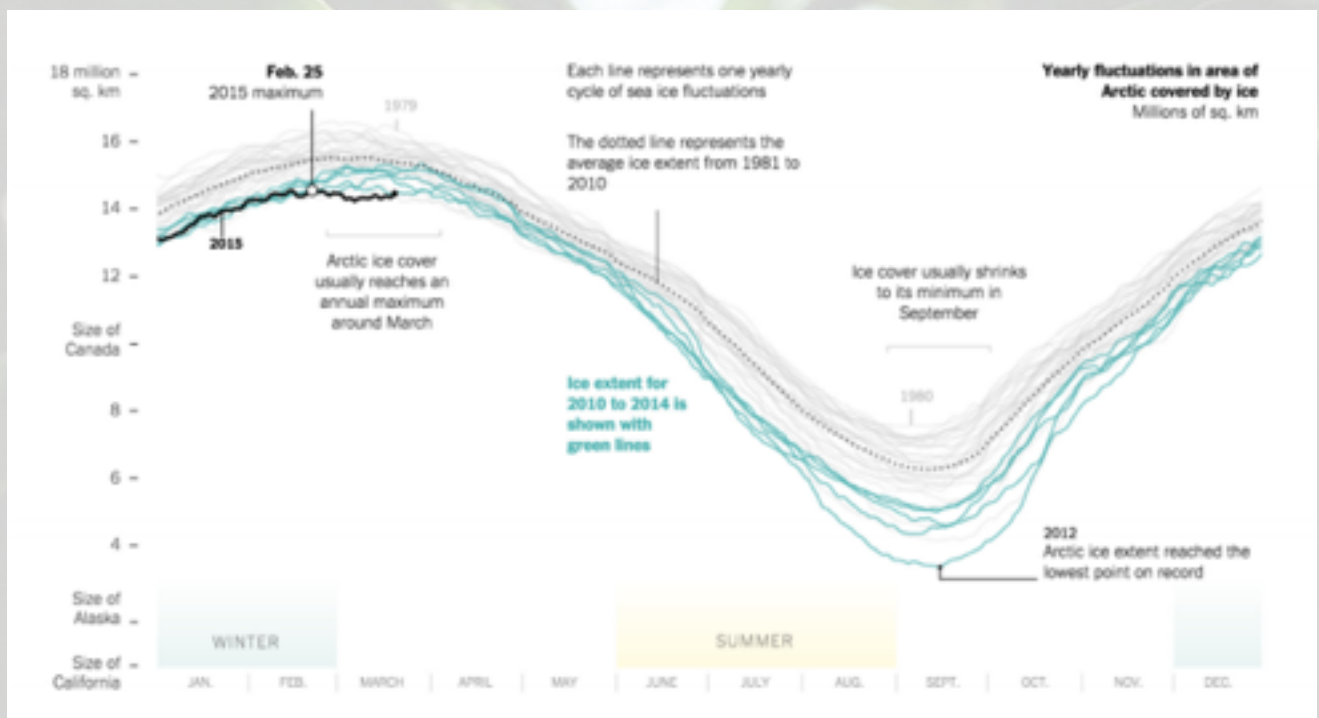
If a reader doesn't understand your chart, it's your fault.

Do's & Dont's

Do's:

• Context:

- Always set data into relations "...the size of ten football fields"
- Include time dimensions
- Label the graphs
- Label specific points within the graph if necessary

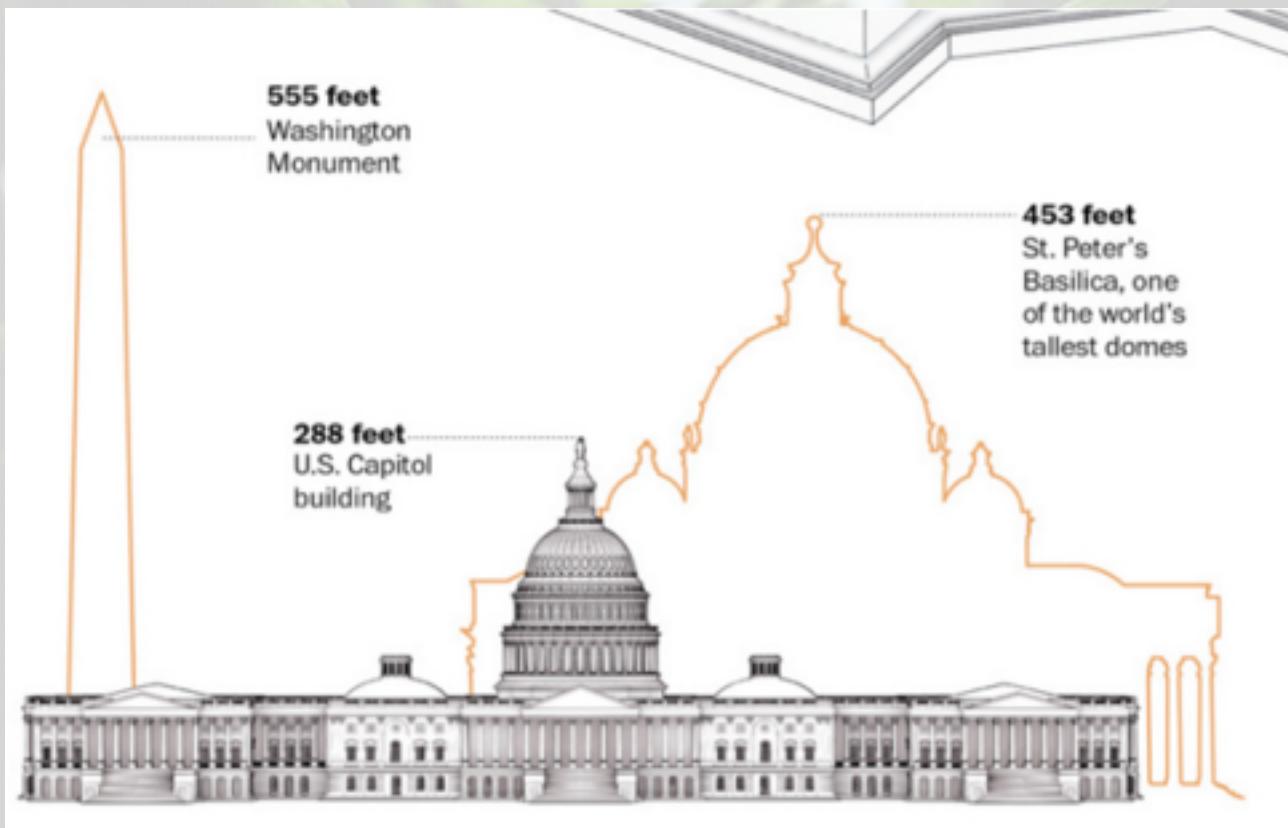


Do's & Dont's

Do's:

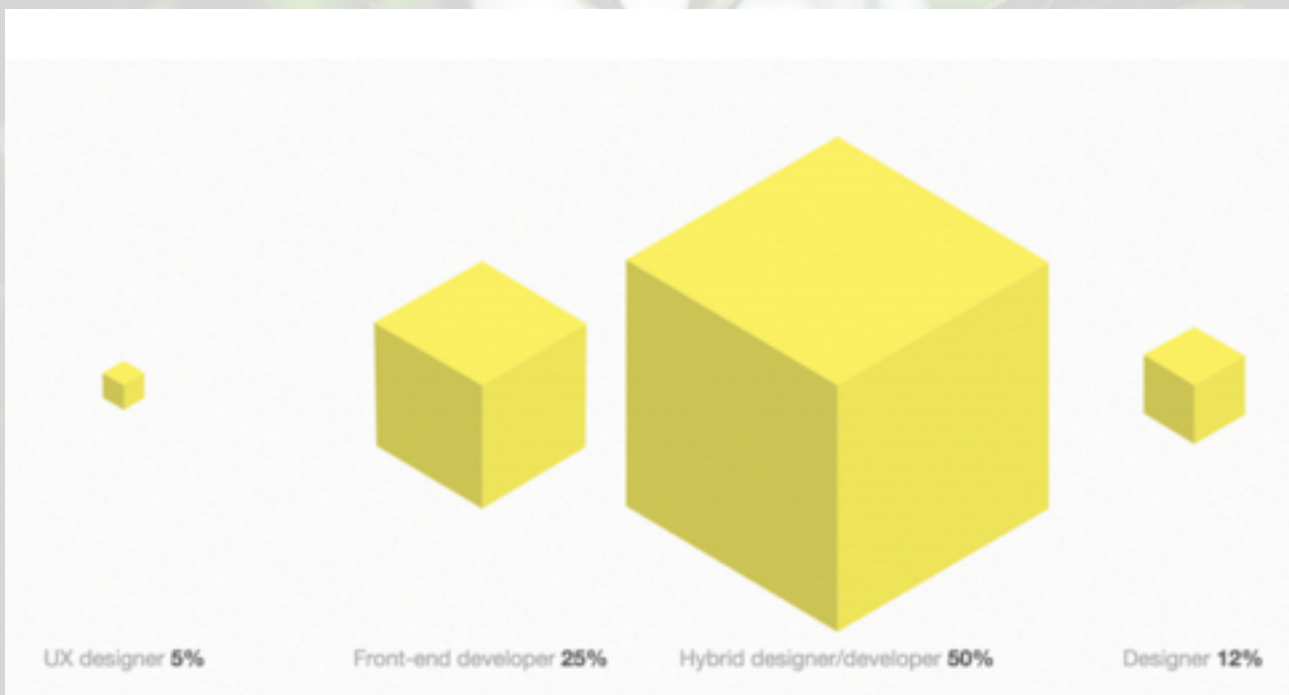
- Comparison:

- The situation x years ago
- The situation in the own country
- The average salary
- The size of a known landmark
- The size of a country e.g. Argentina
- What else you could buy for that money ...



Do's & Dont's

- Don'ts:
- Do not use too much volume graphics they hard to follow
- Here the visualization does not offer added value
- Circular graphs do not enable easy understanding even though they might look fancy
- More information can be conveyed in a chart form
- Bubble-visualizations are an absolute DO-NOT— comparing the size of two bubbles is very hard



Links & Ressources

TOOLS

Analysis & Visualization:

- Google Sheets
- R <https://www.rstudio.com/>
- Python <https://www.python.org/>
- QGIS www.qgis.org/

In between:

- Tableau <https://www.tableau.com/>
- Mapbox <https://www.mapbox.com/>

For Presentation:

- Datawrapper <https://www.datawrapper.de/>
- Raw <http://rawgraphs.io/>
- D3.js <https://d3js.org/>
- HighCharts <https://www.highcharts.com/>
- Illustrator <https://www.adobe.com/products/illustrator.html>
- Plotly <https://plot.ly/>

Literature:

- Data Design: Visualising Quantities, Locations, Connections
- Designing Data Visualizations
- D3Noob.org
- The Truthful Art: Data, Charts and Maps for Communication
- The Data Journalism Handbook

About Us



The Open Knowledge Foundation Germany is a nonprofit organization that advocates open knowledge, open data, transparency, and civil participation.



OpenBudgets is an EU funded project, aiming at supporting journalists, civil society organisations, NGOs, citizens and public administrations, by providing an overview of public spending, as well as tools and appropriate data and stories to advocate and fight for fiscal transparency.



School of Data Germany helps non-profit organisations, civil rights defenders and activists to understand and use data and technology effectively to increase their impact on societal challenges.



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