

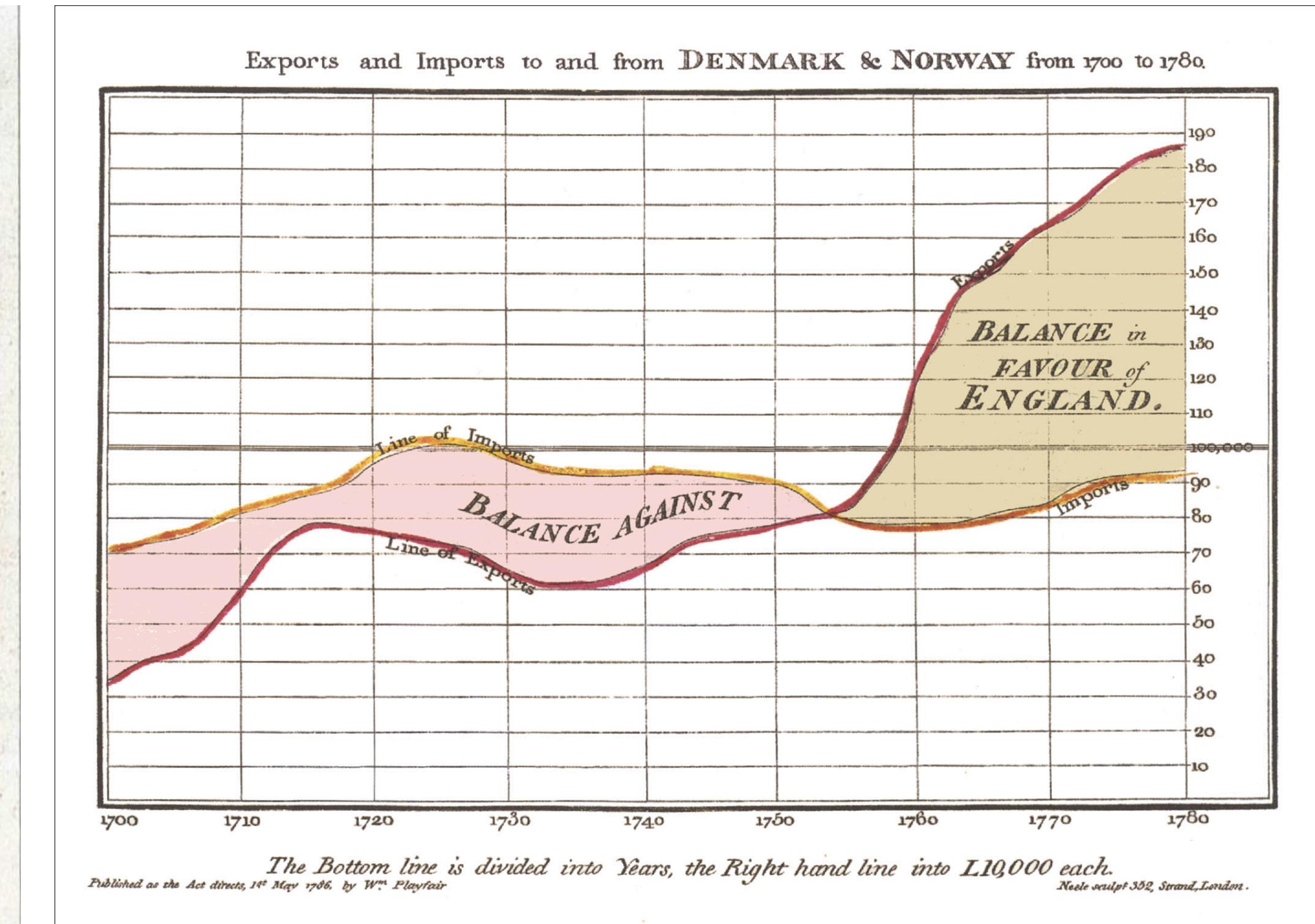
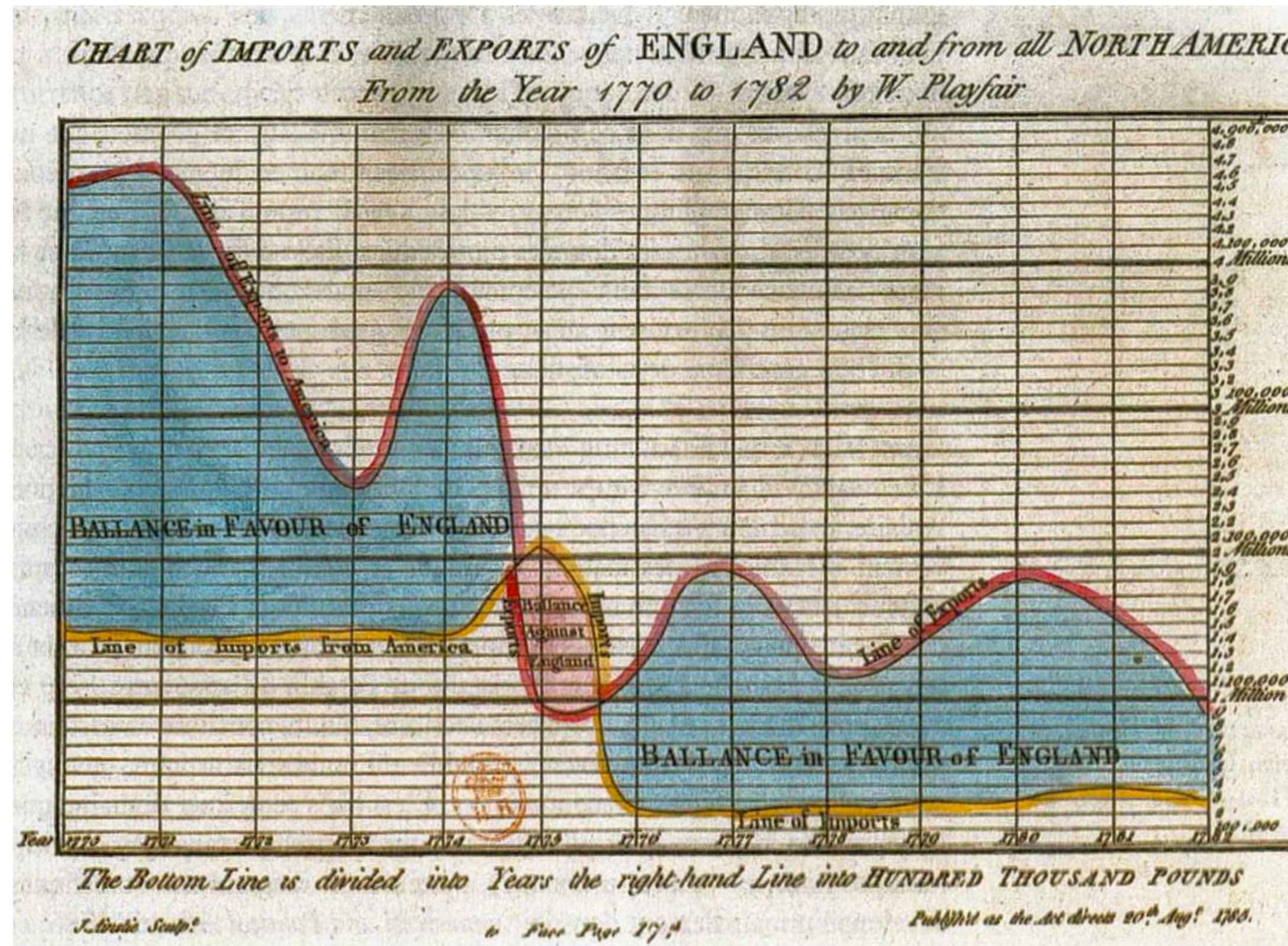
The Visual Display of Quantitative Information

CHAPTERS 4-6

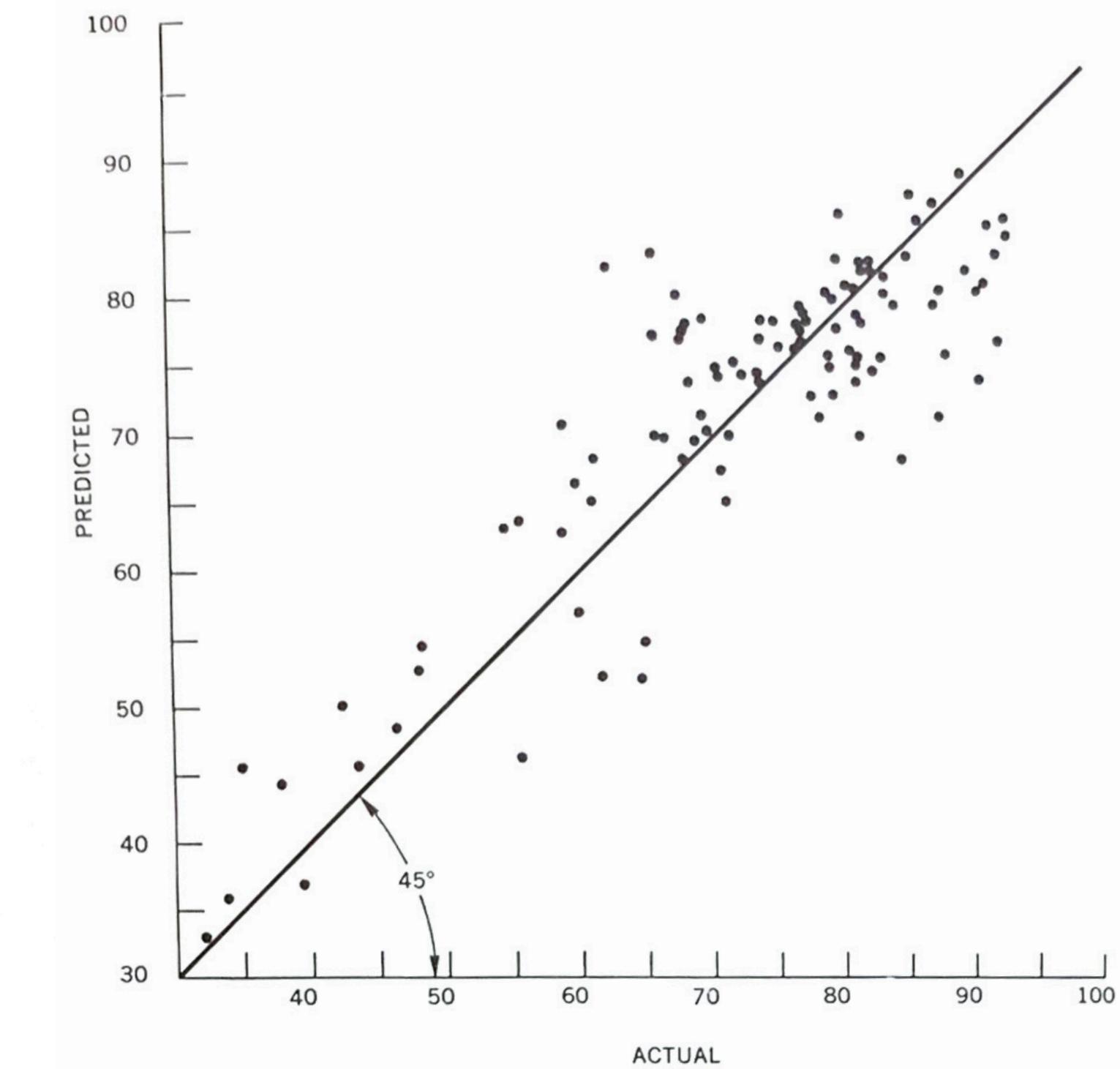
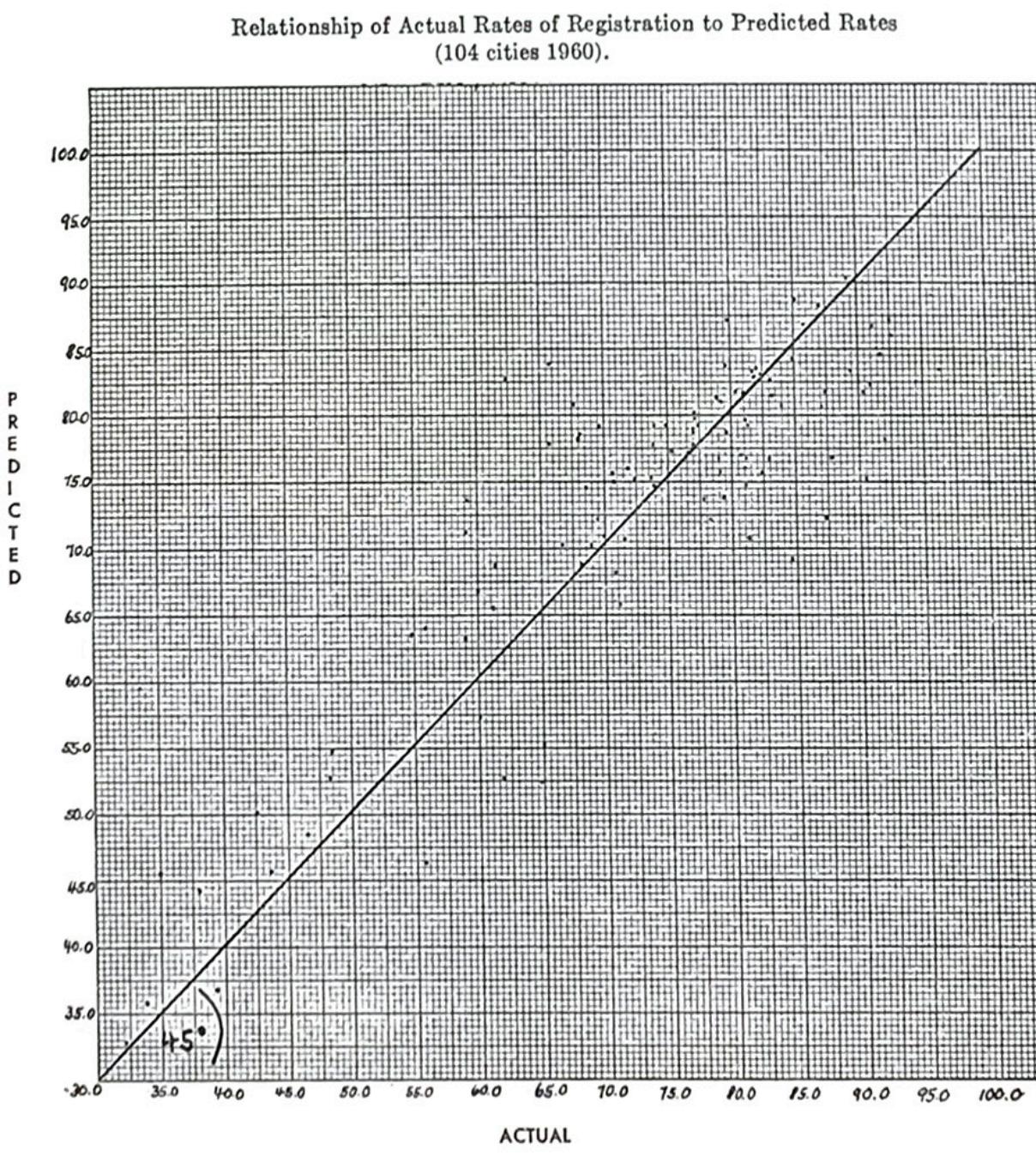
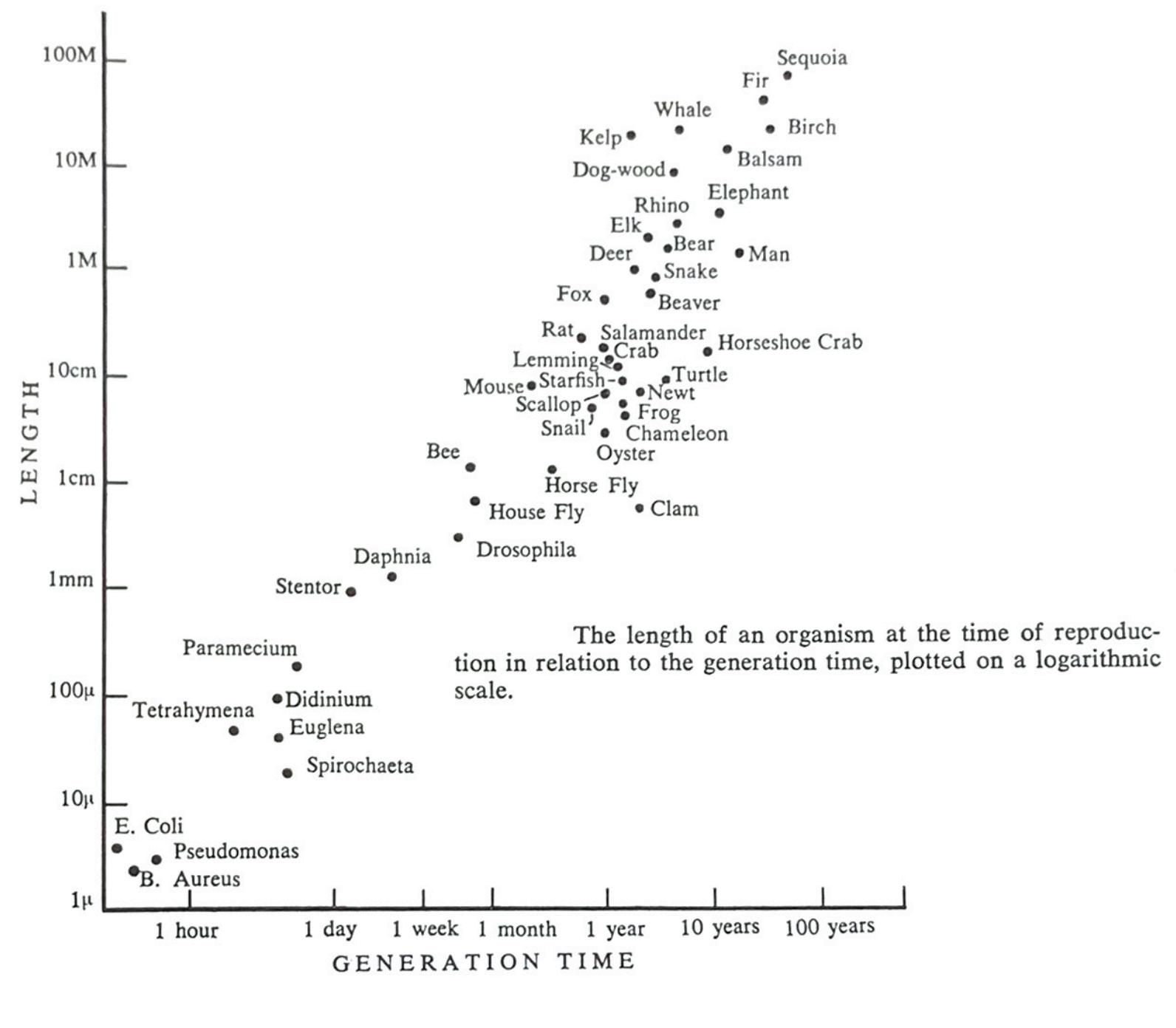
Data graphics should draw the viewer's attention to the sense and substance of the data, not to something else.

CHAPTER 4

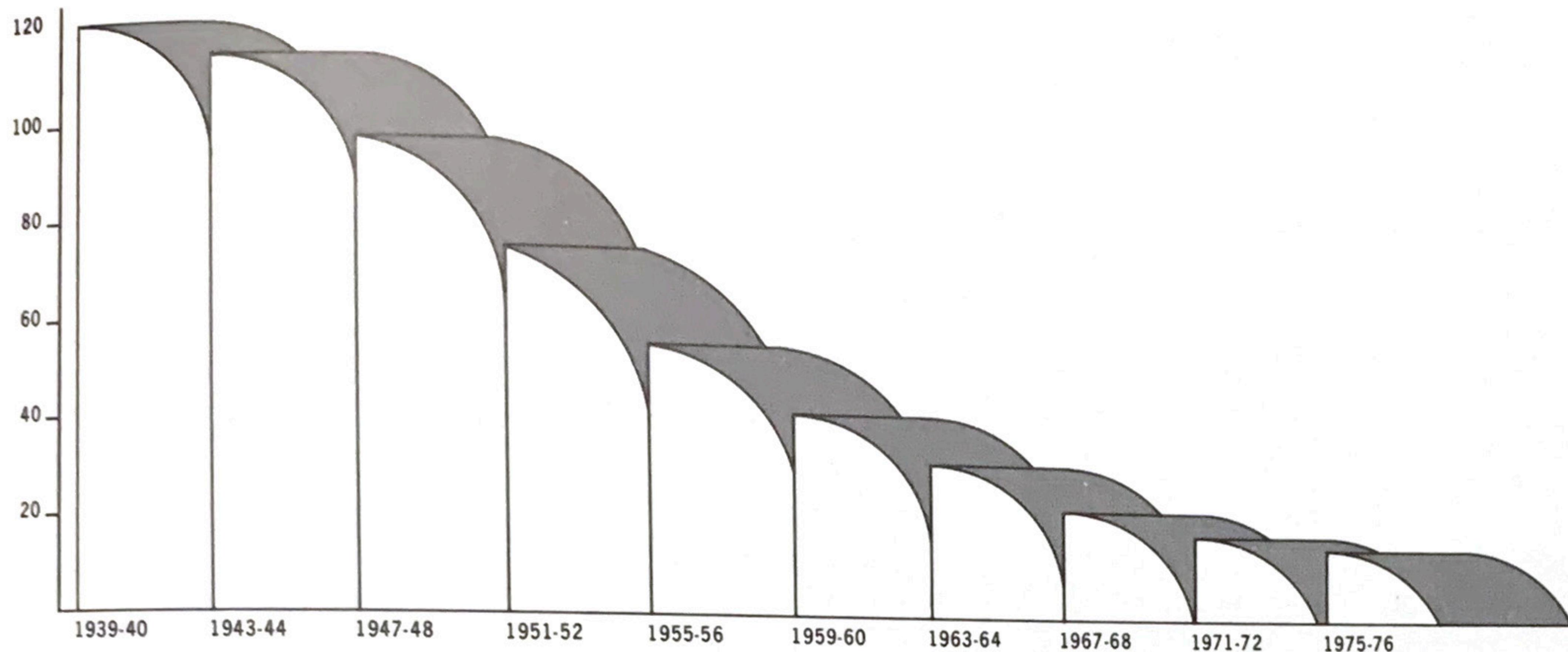
Above all else show the data



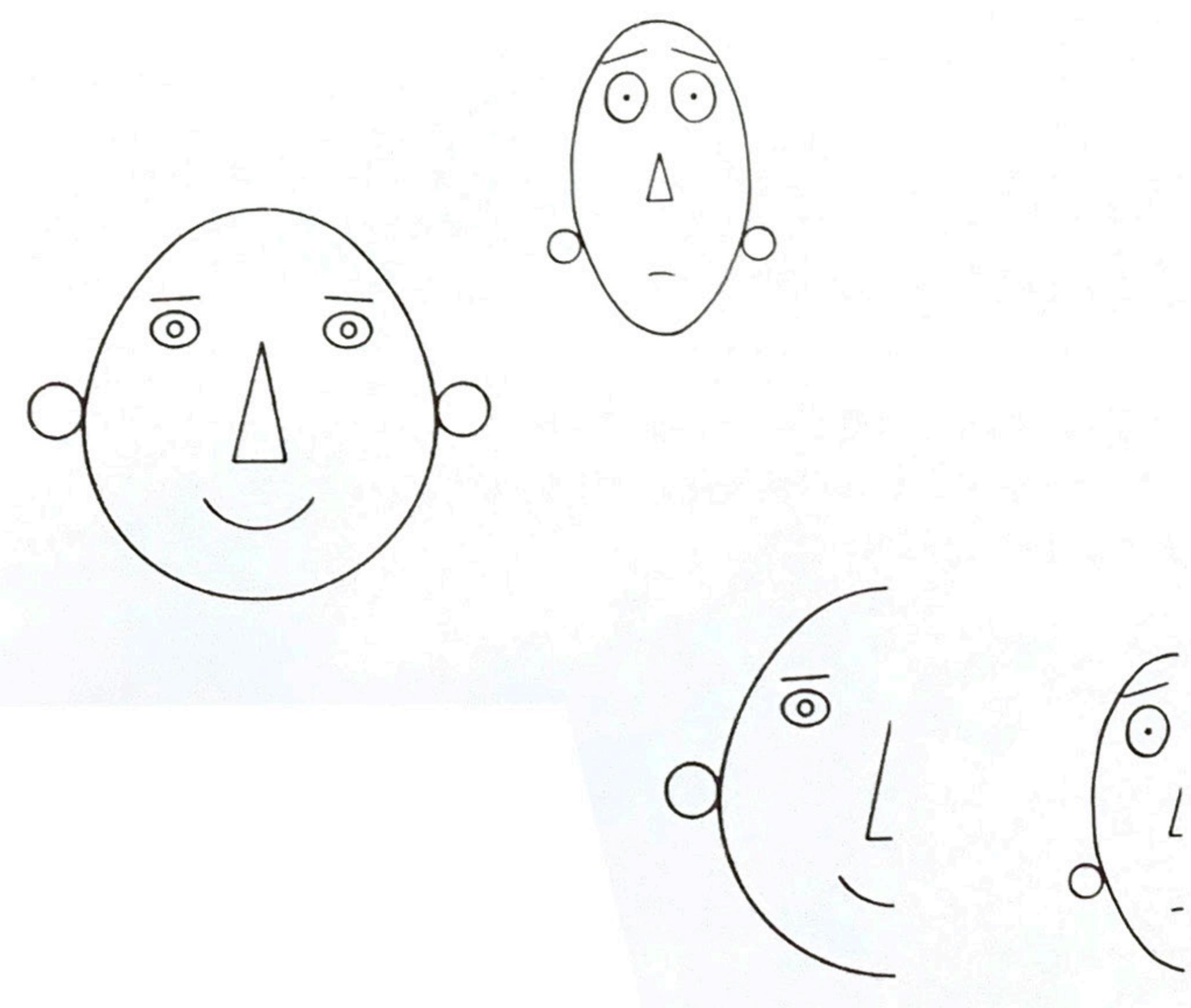
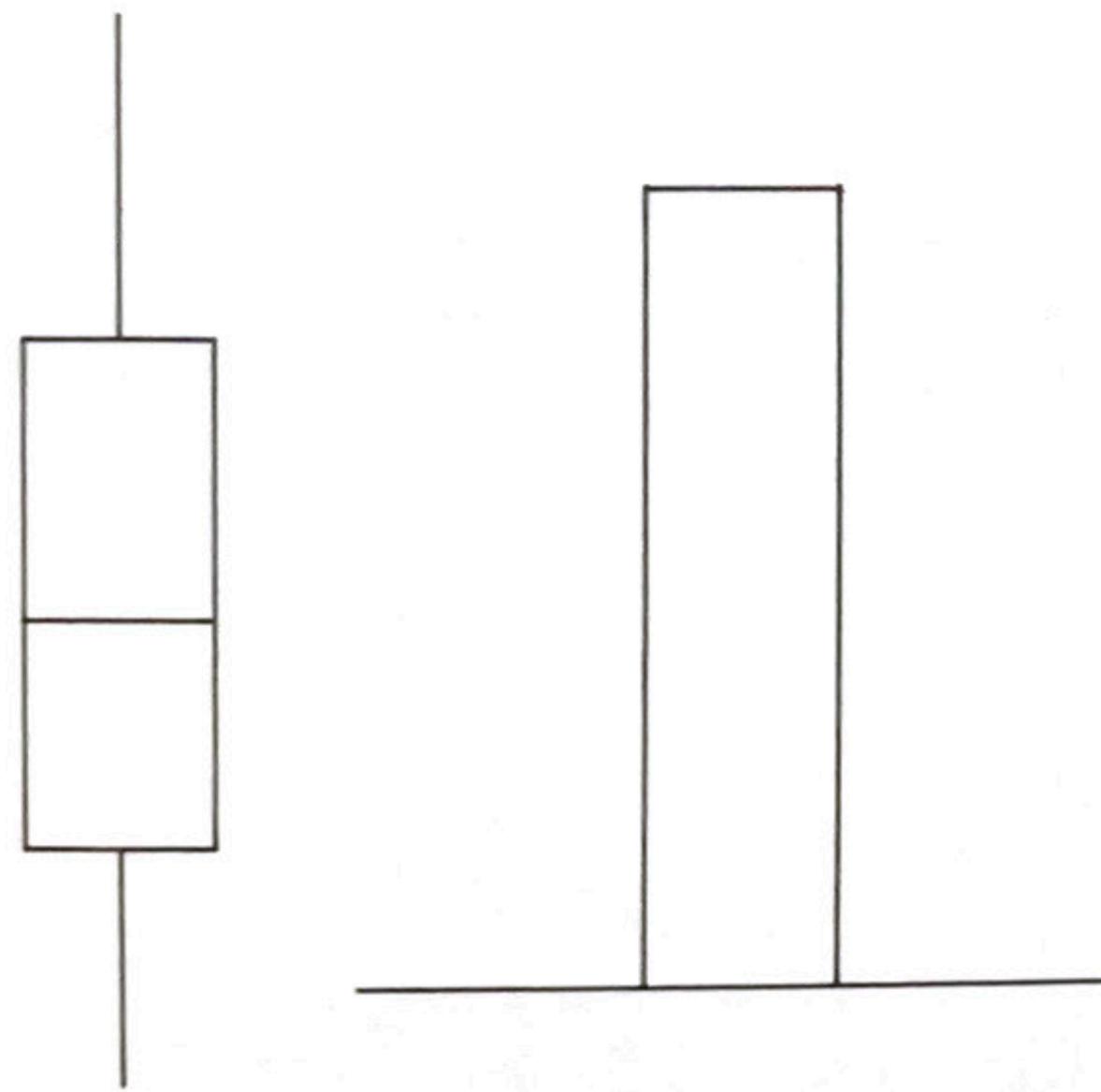
Maximize the data-ink ratio



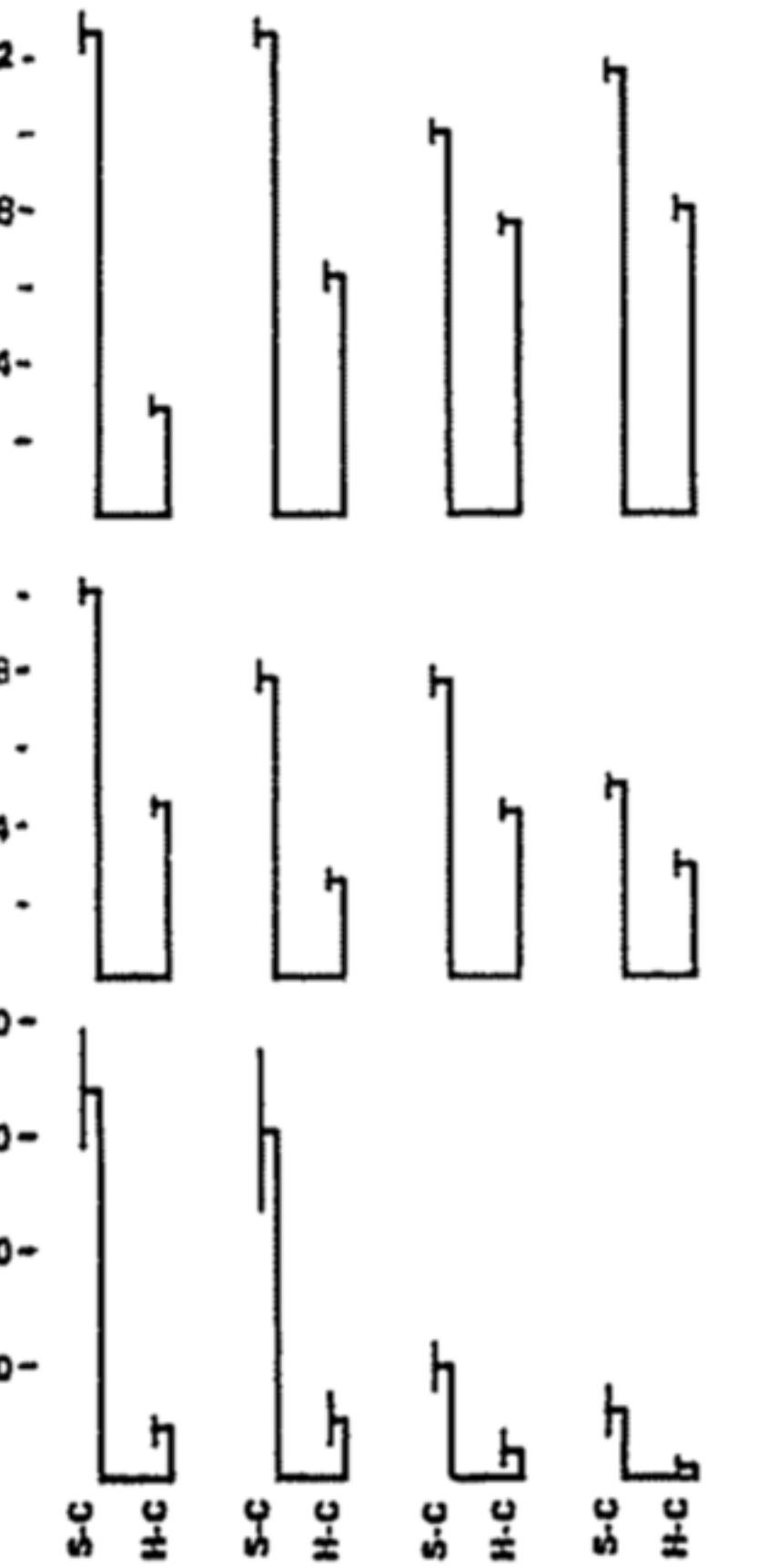
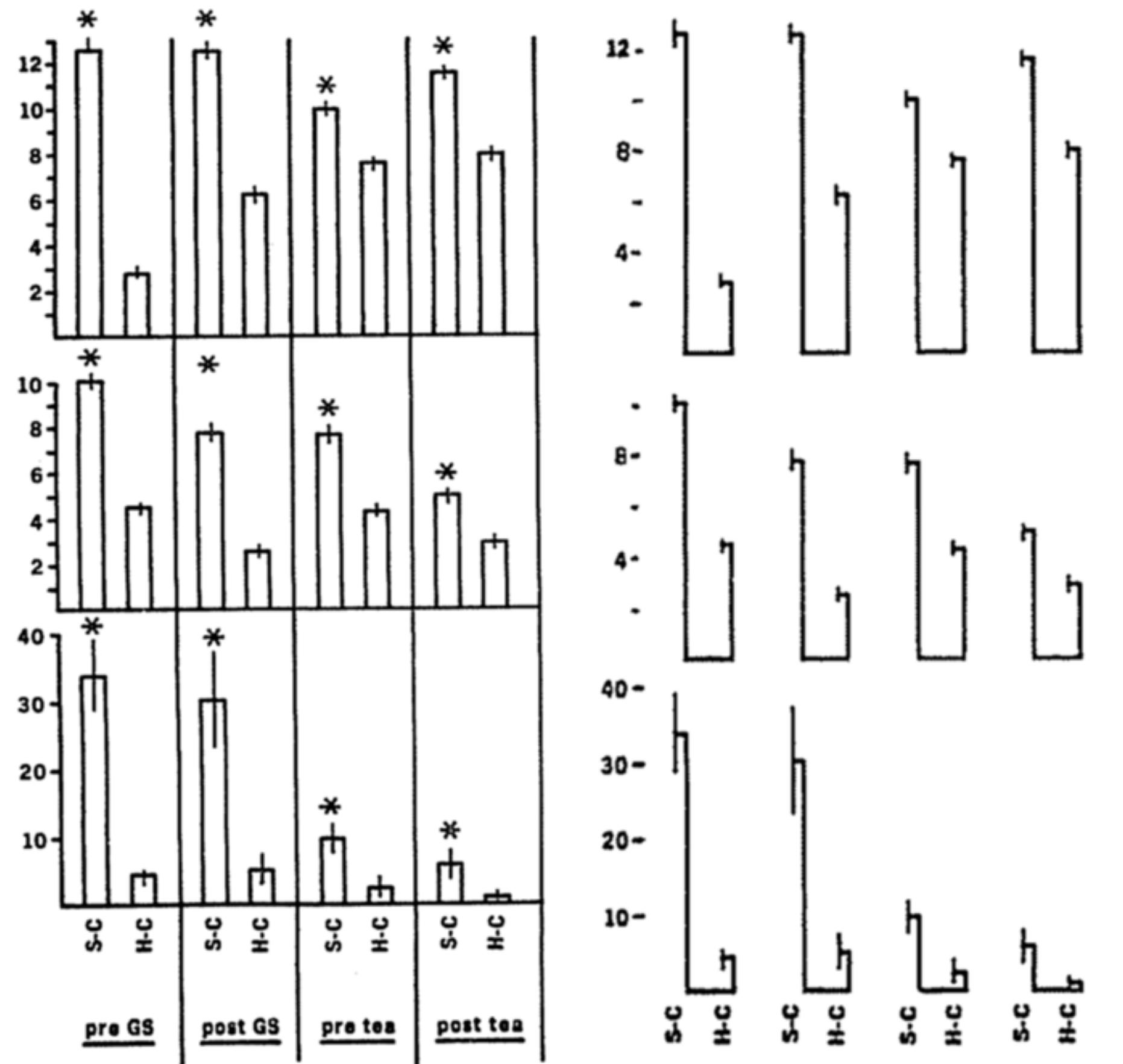
Erase non-data ink



Erase redundant data-ink



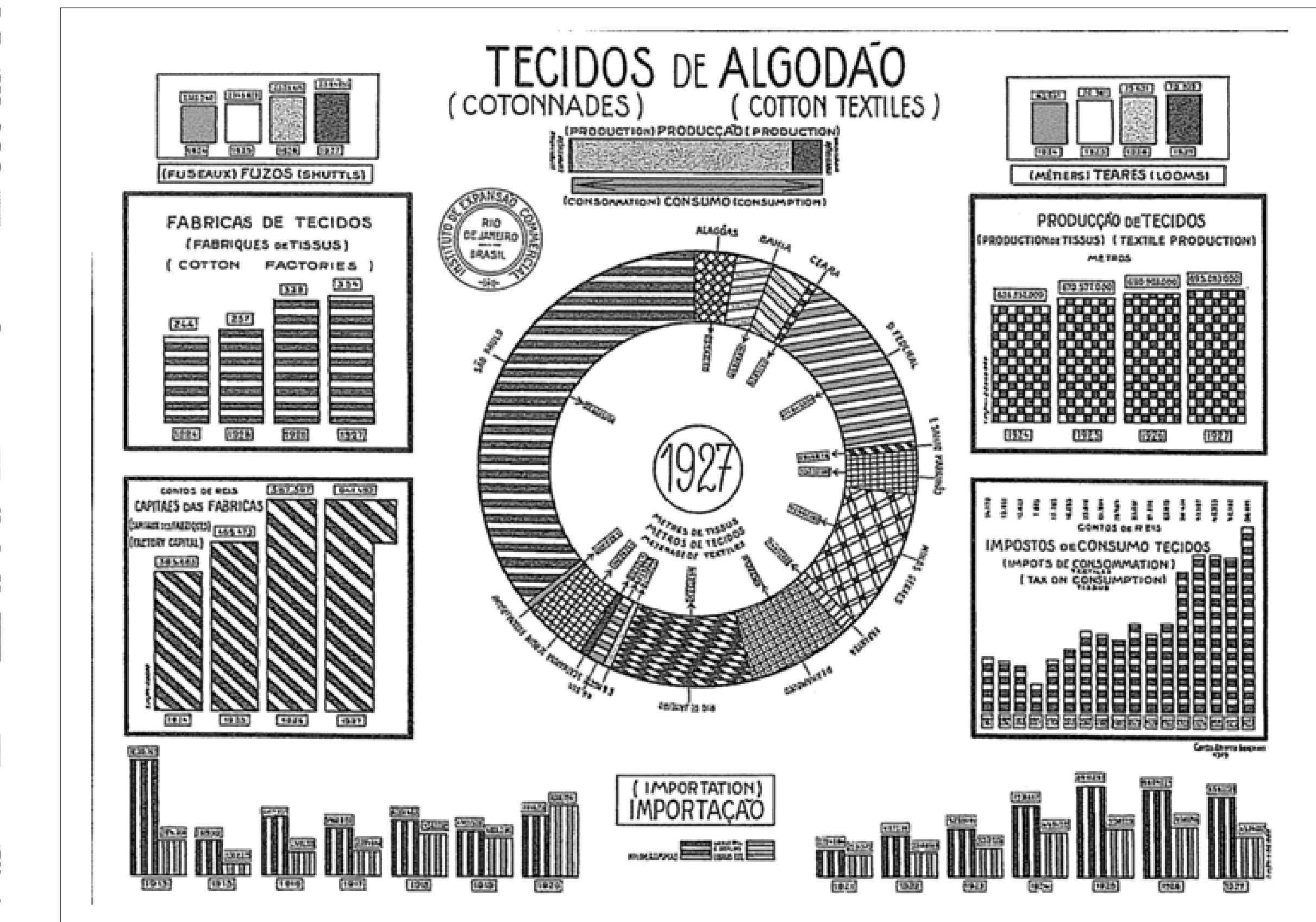
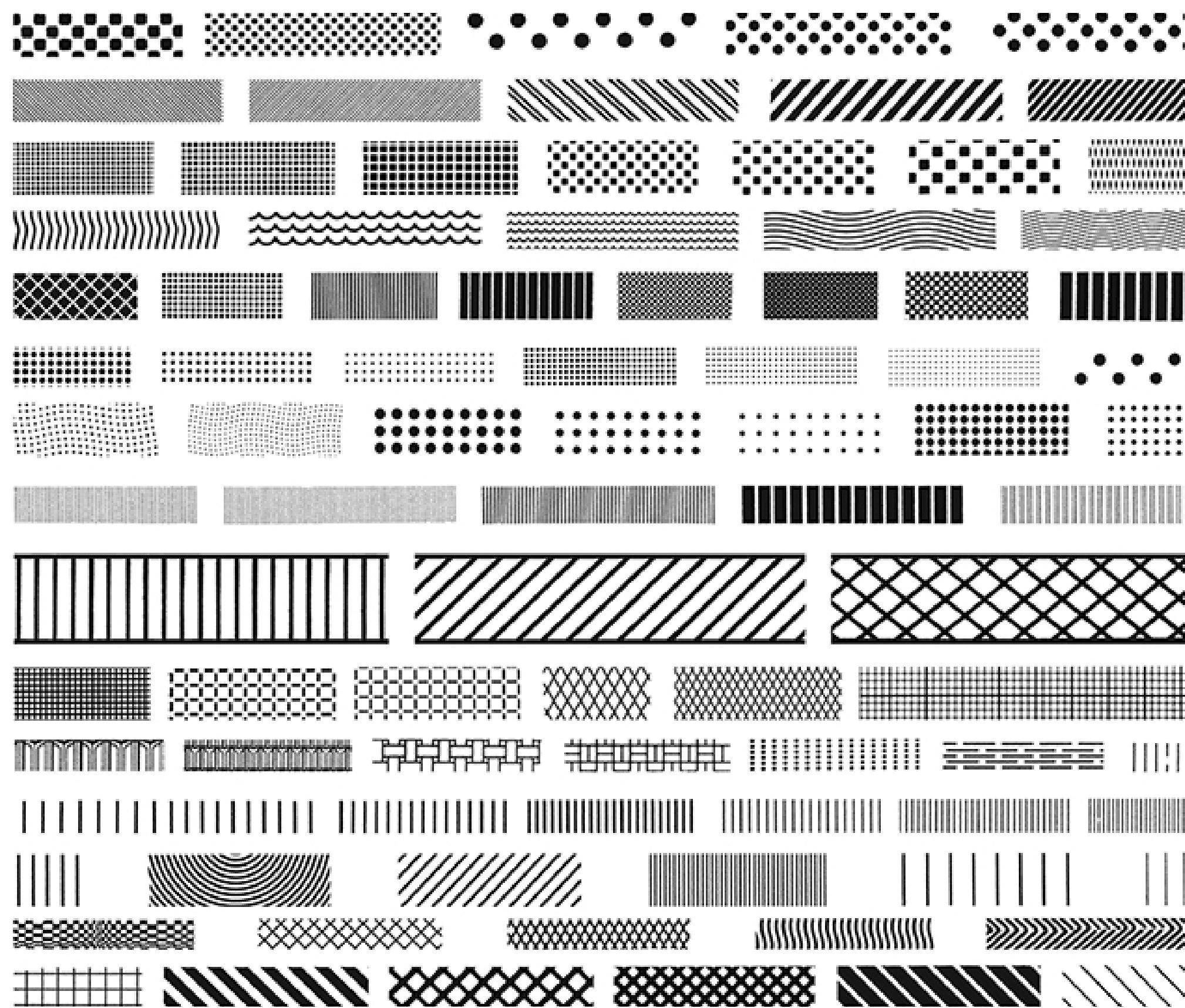
Revise and edit



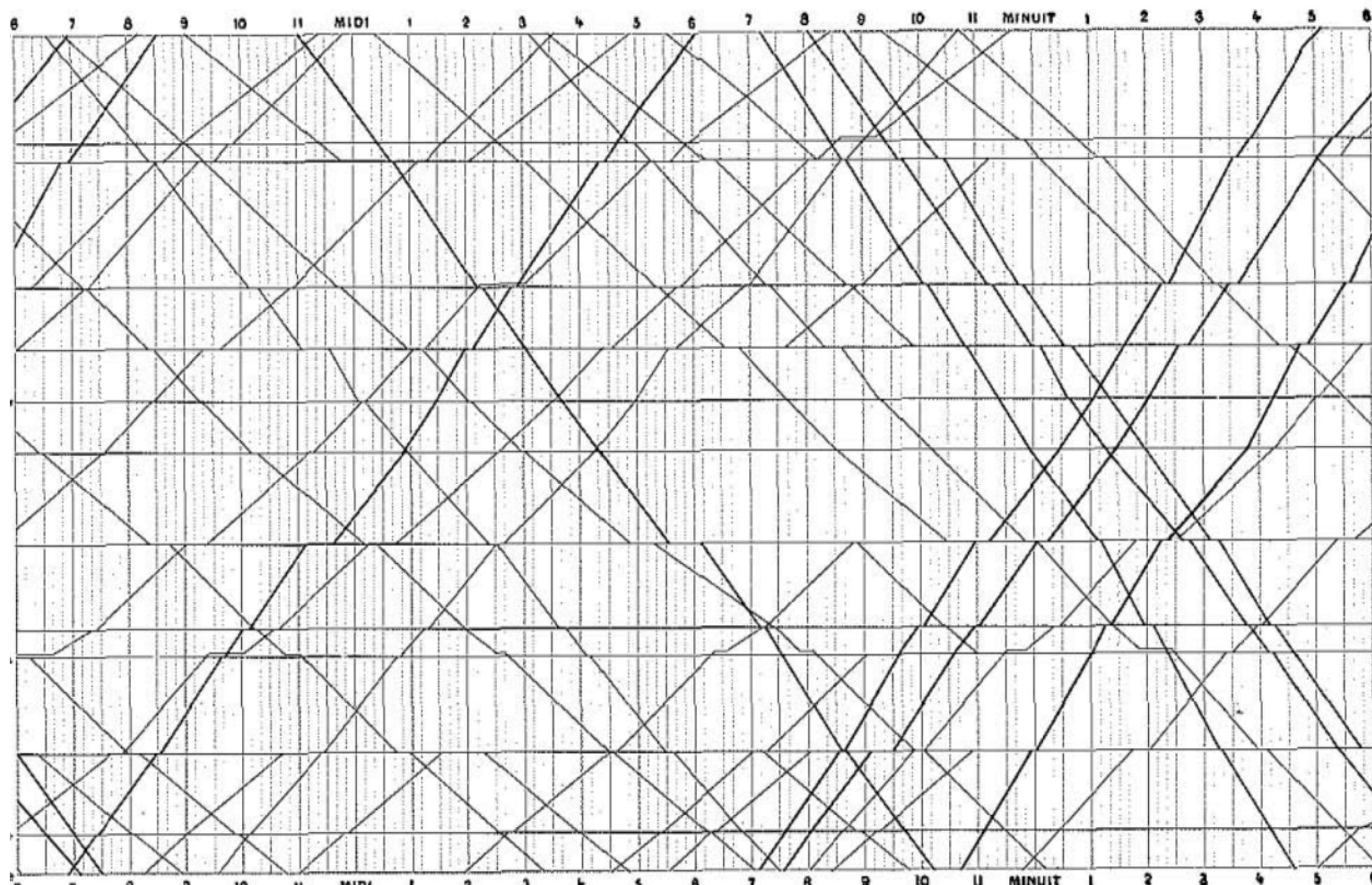
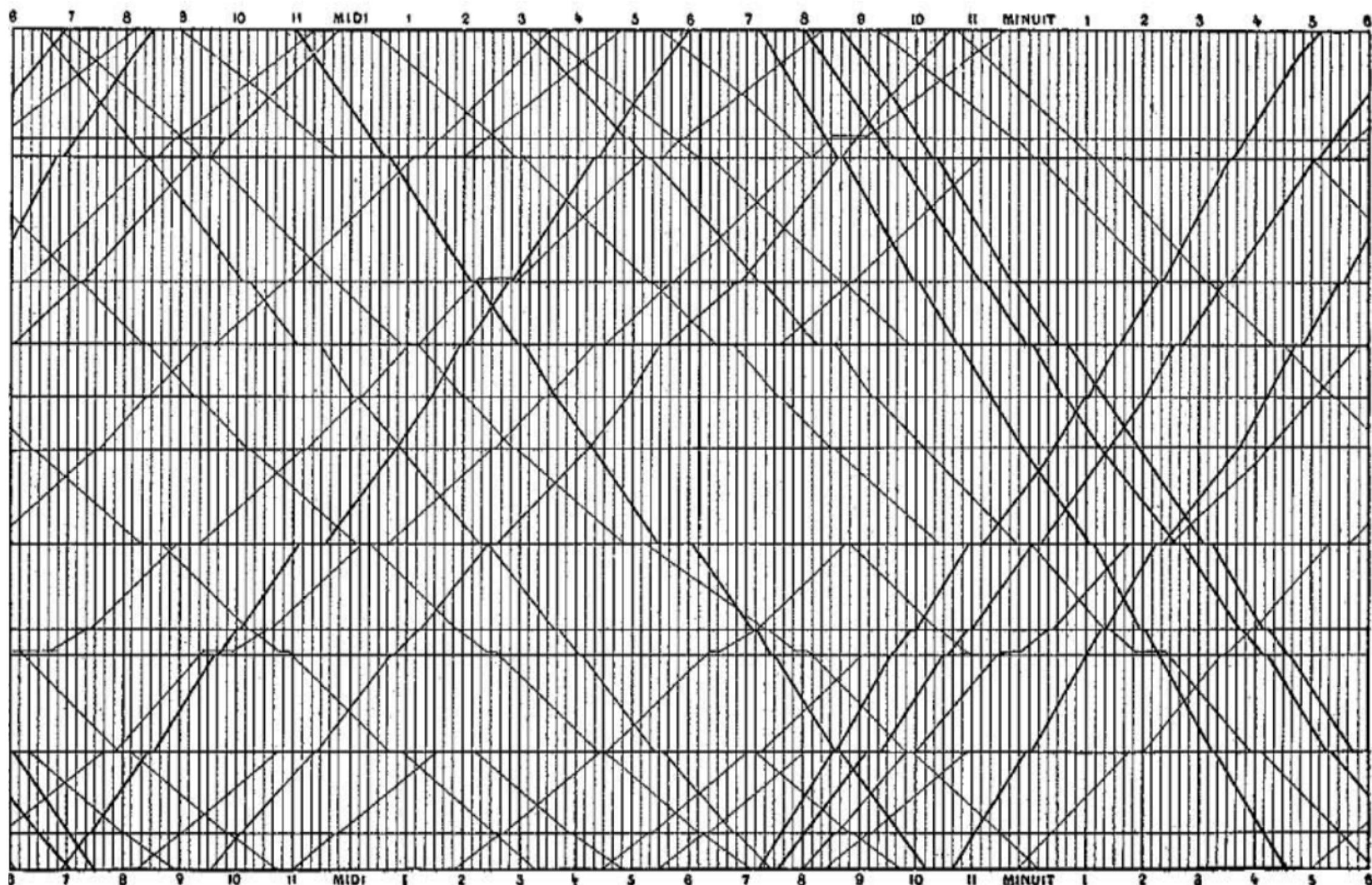
The interior decoration of
graphics generates a lot of ink
that does not tell the viewer
anything new.

CHAPTER 5

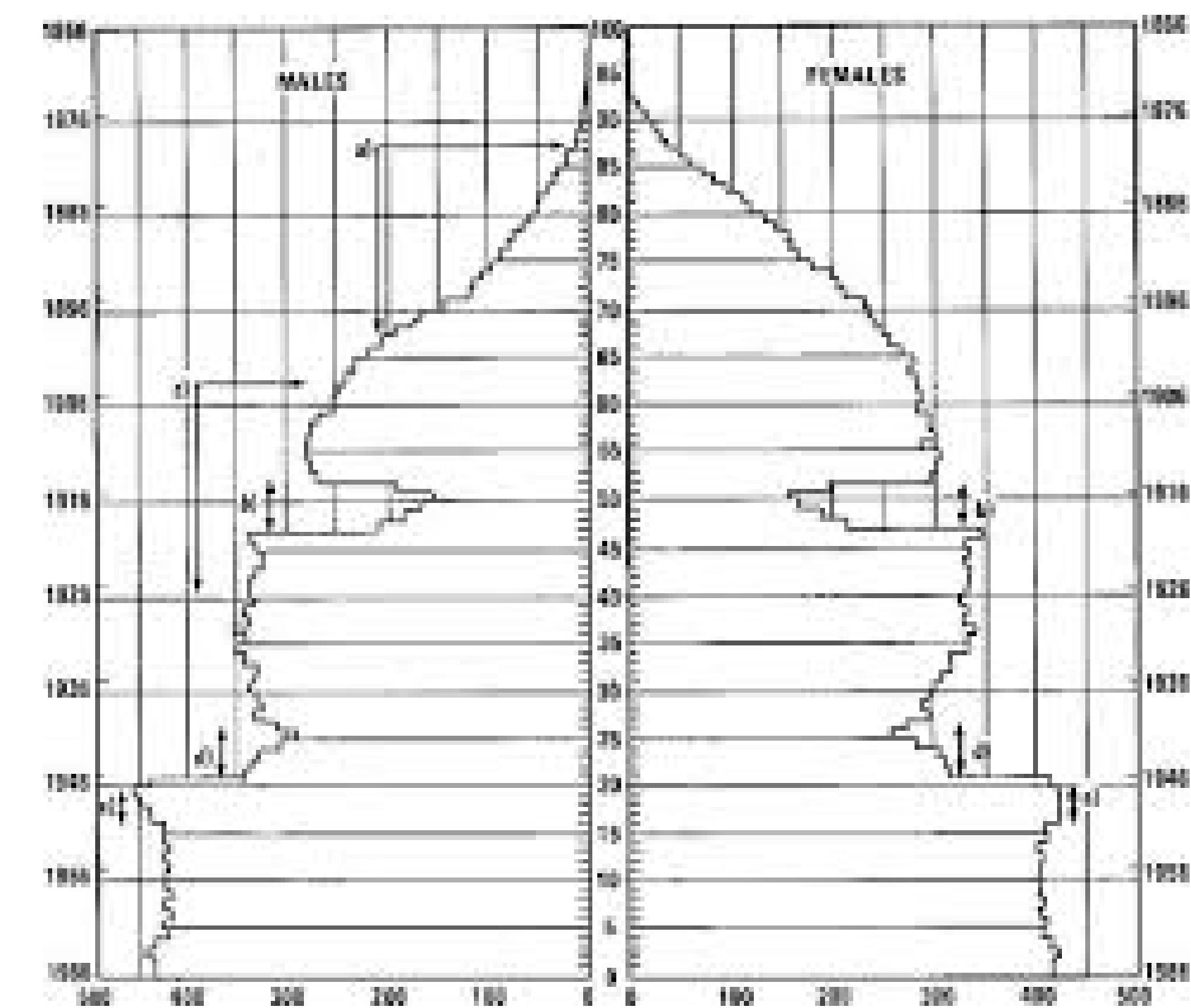
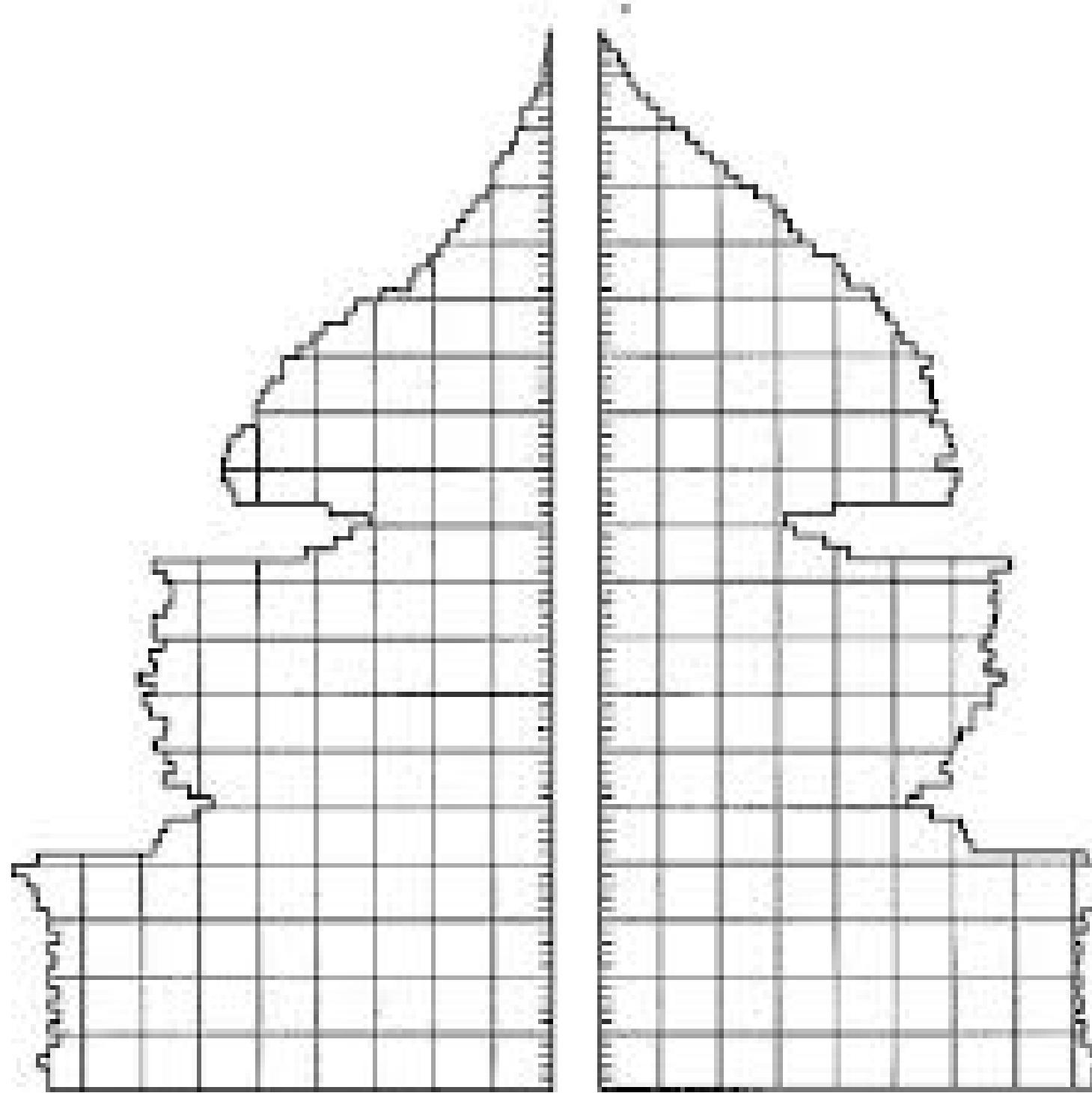
Unintentional Optical Art



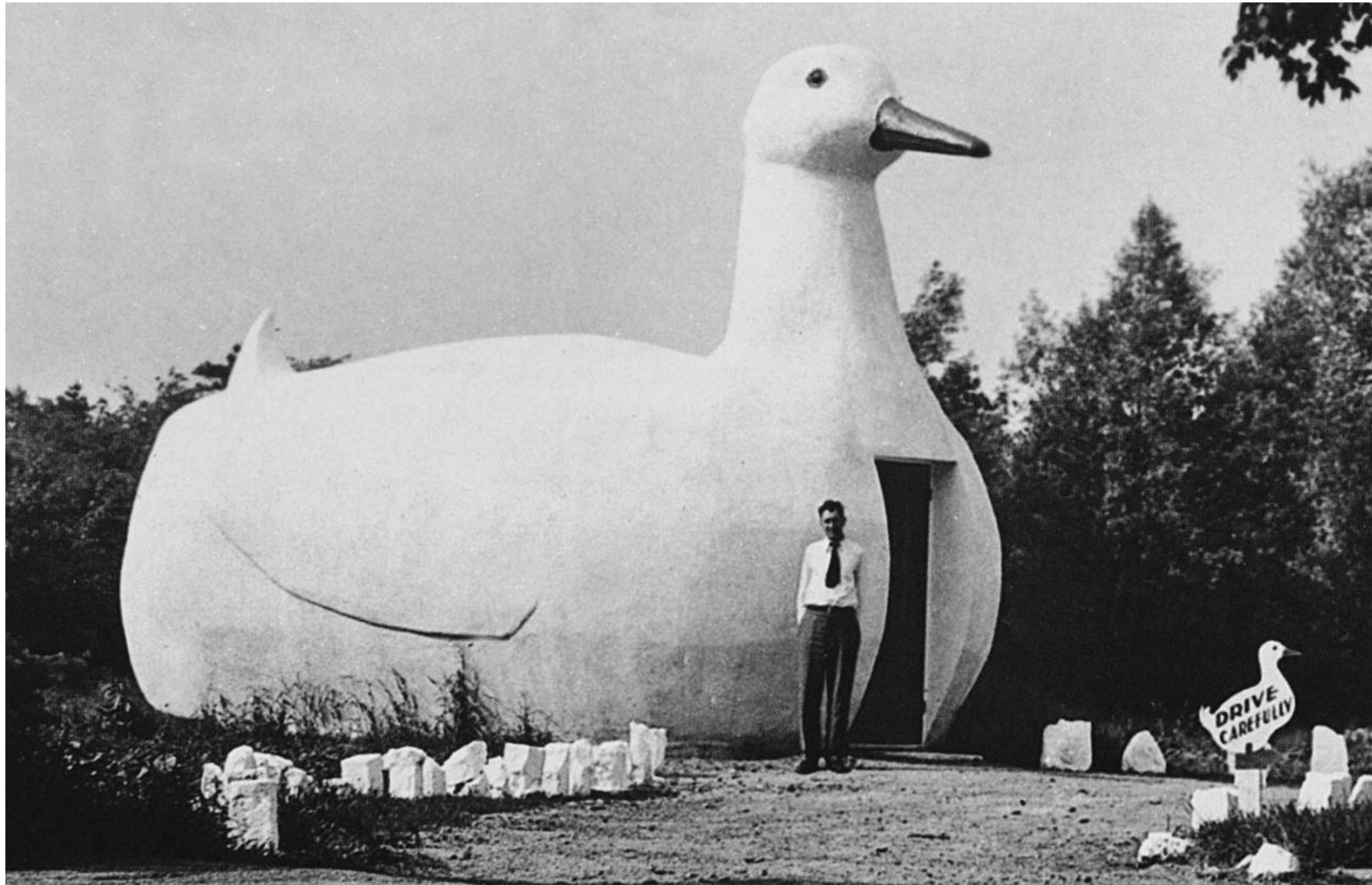
The Dreaded Grid



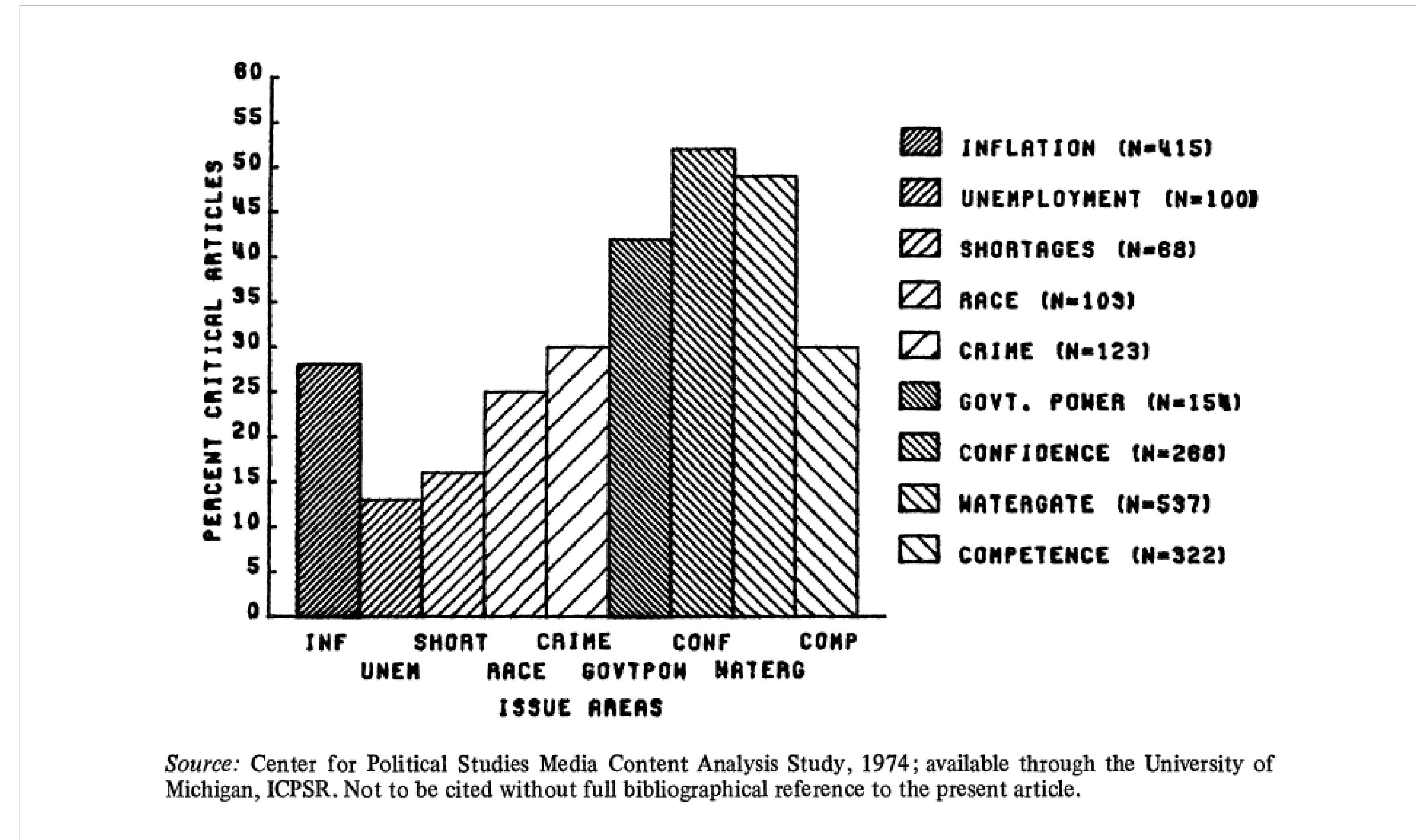
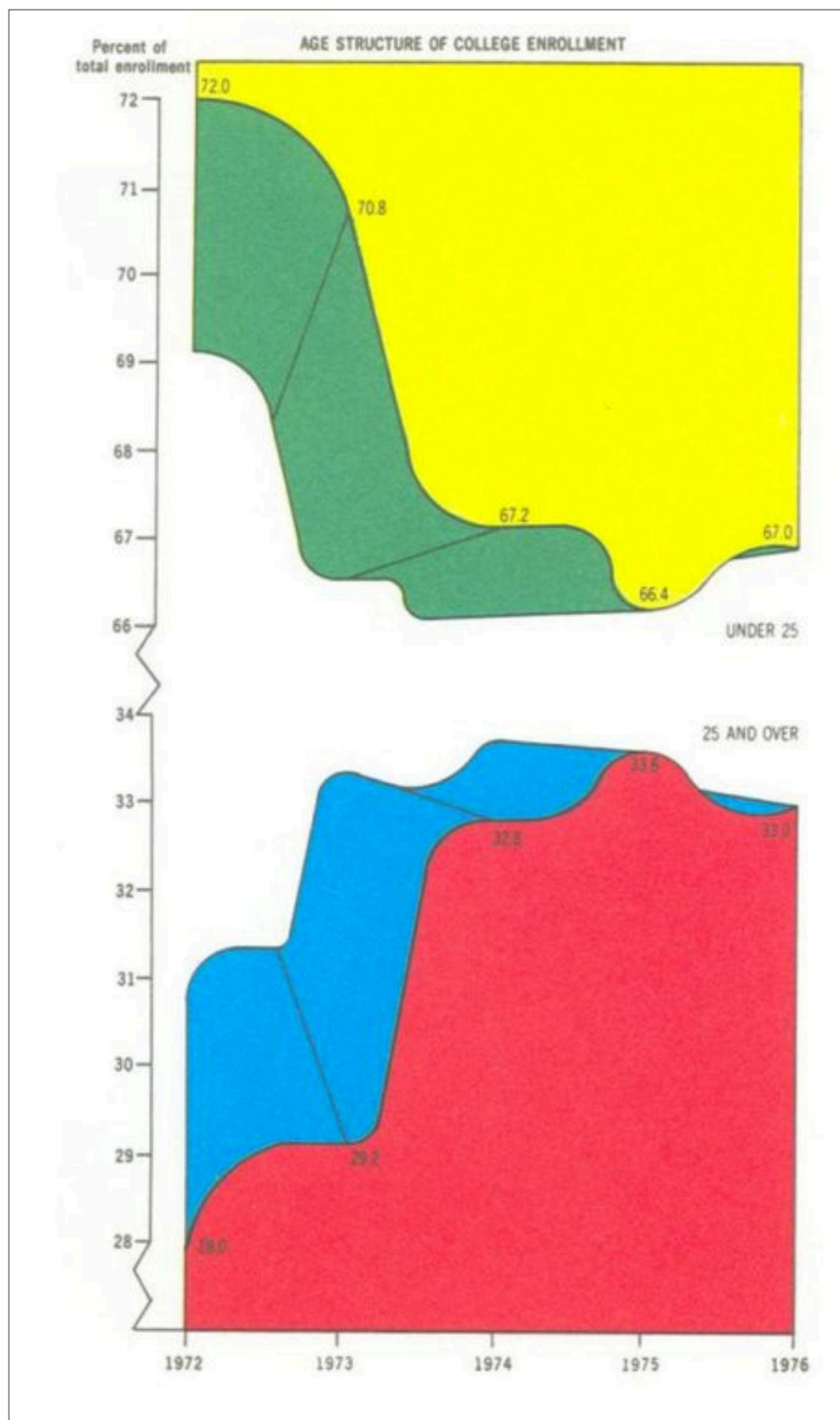
The Dreaded Grid



The Self-Promoting Graphical Duck



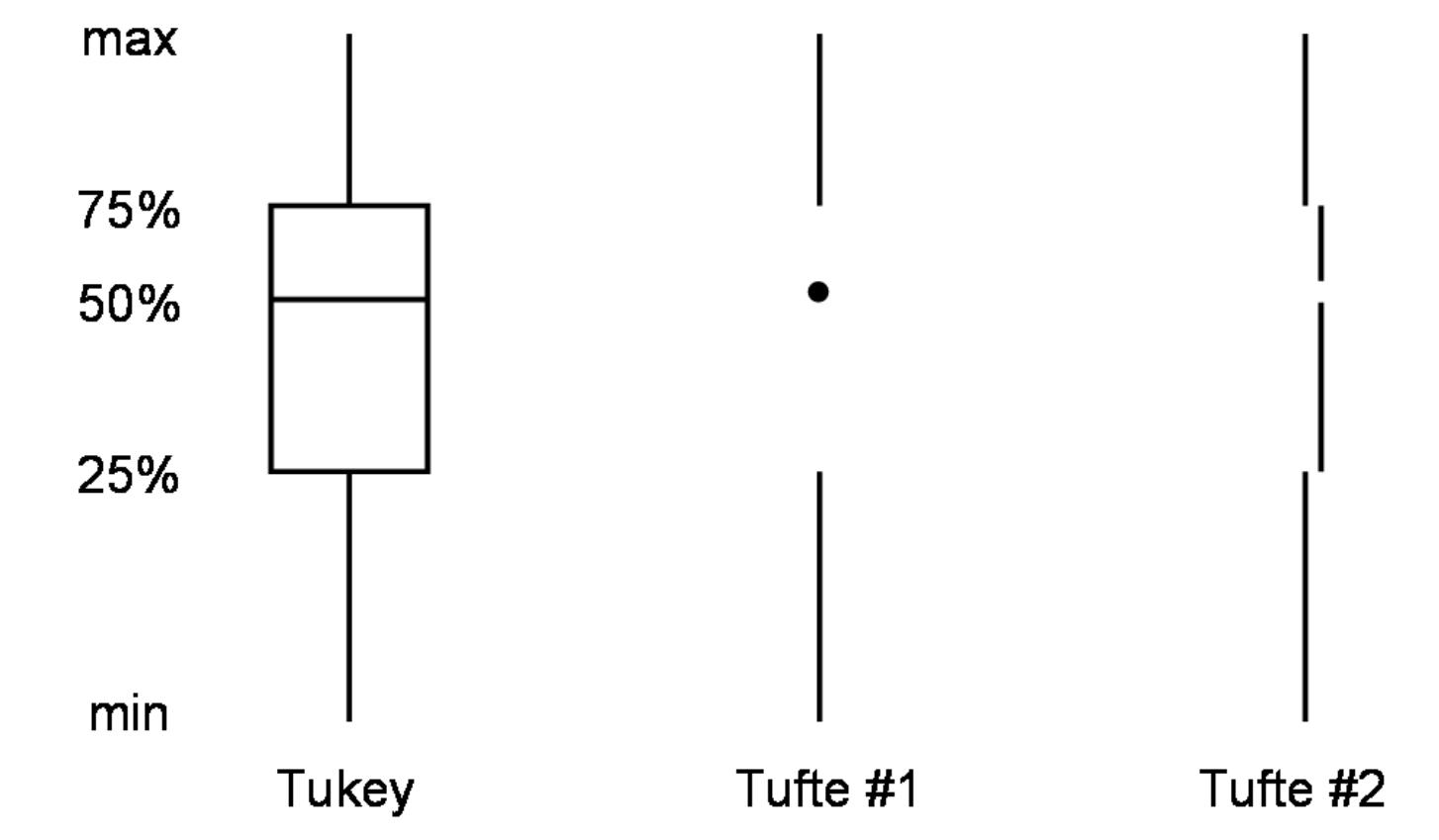
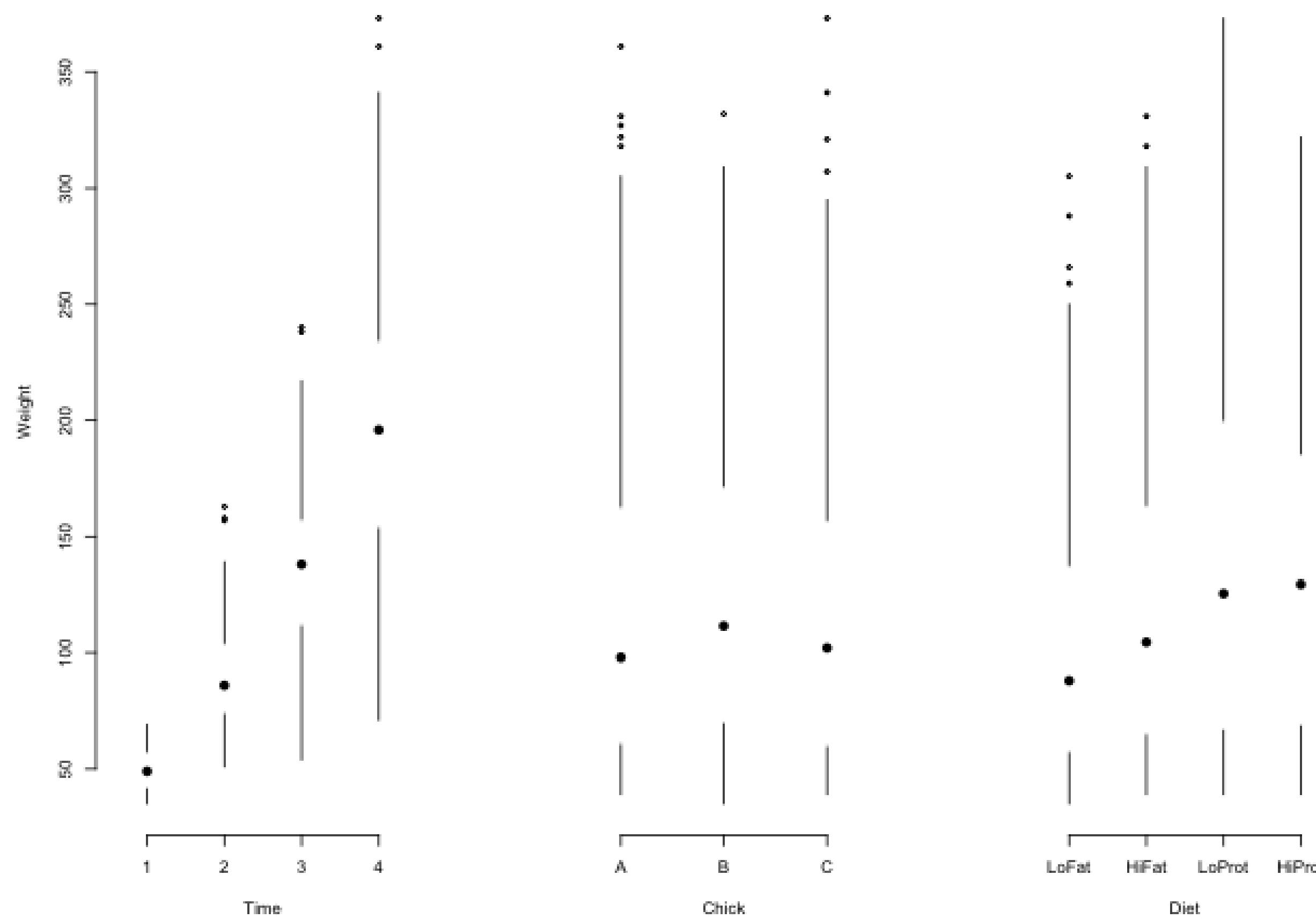
We-Used-A-Computer-To-Build-A-Duck Syndrome



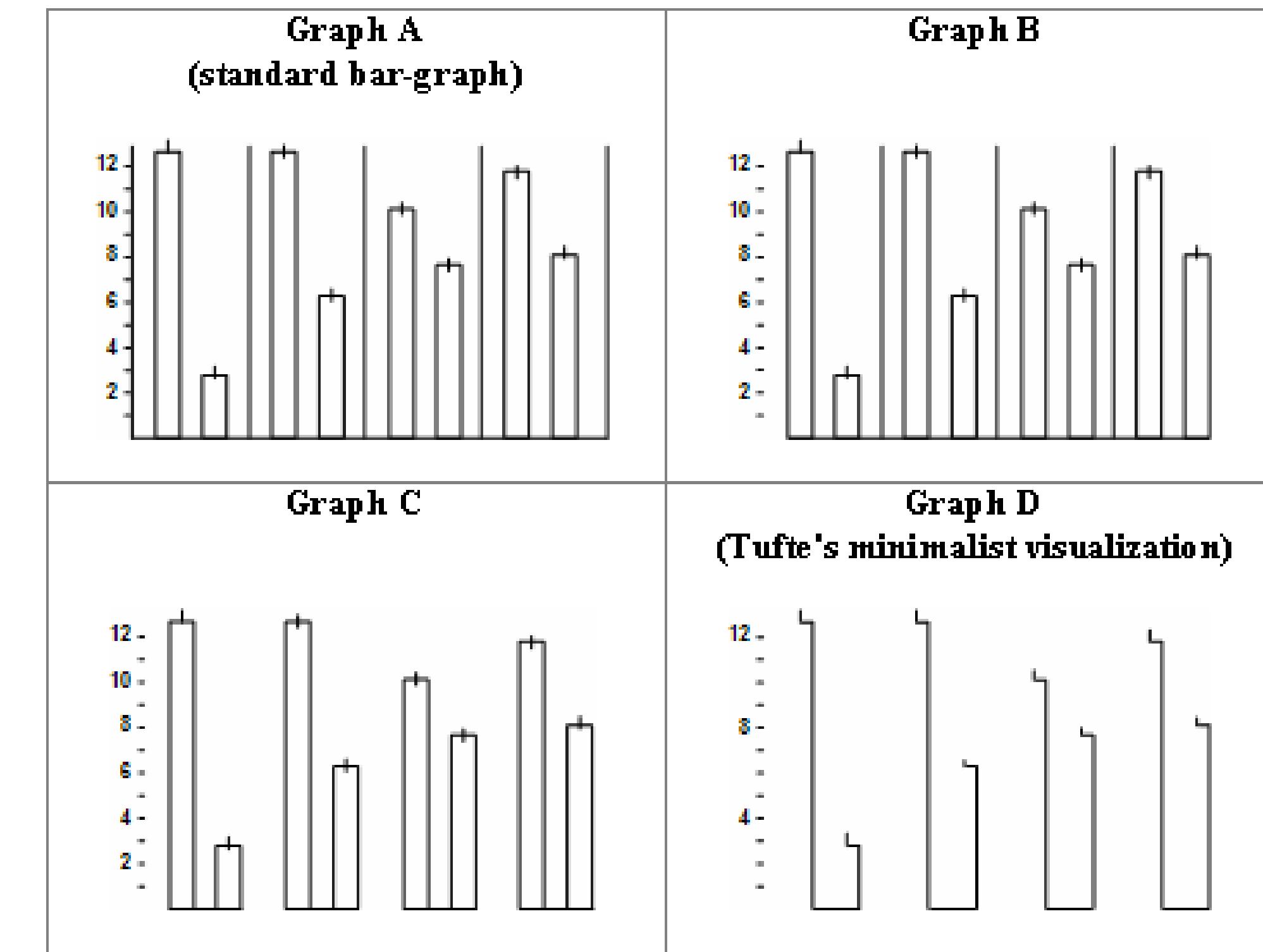
Some of the new designs may appear odd, but this is probably because we have not seen them before... With use, the new designs will come to look just as reasonable as the old.

CHAPTER 6

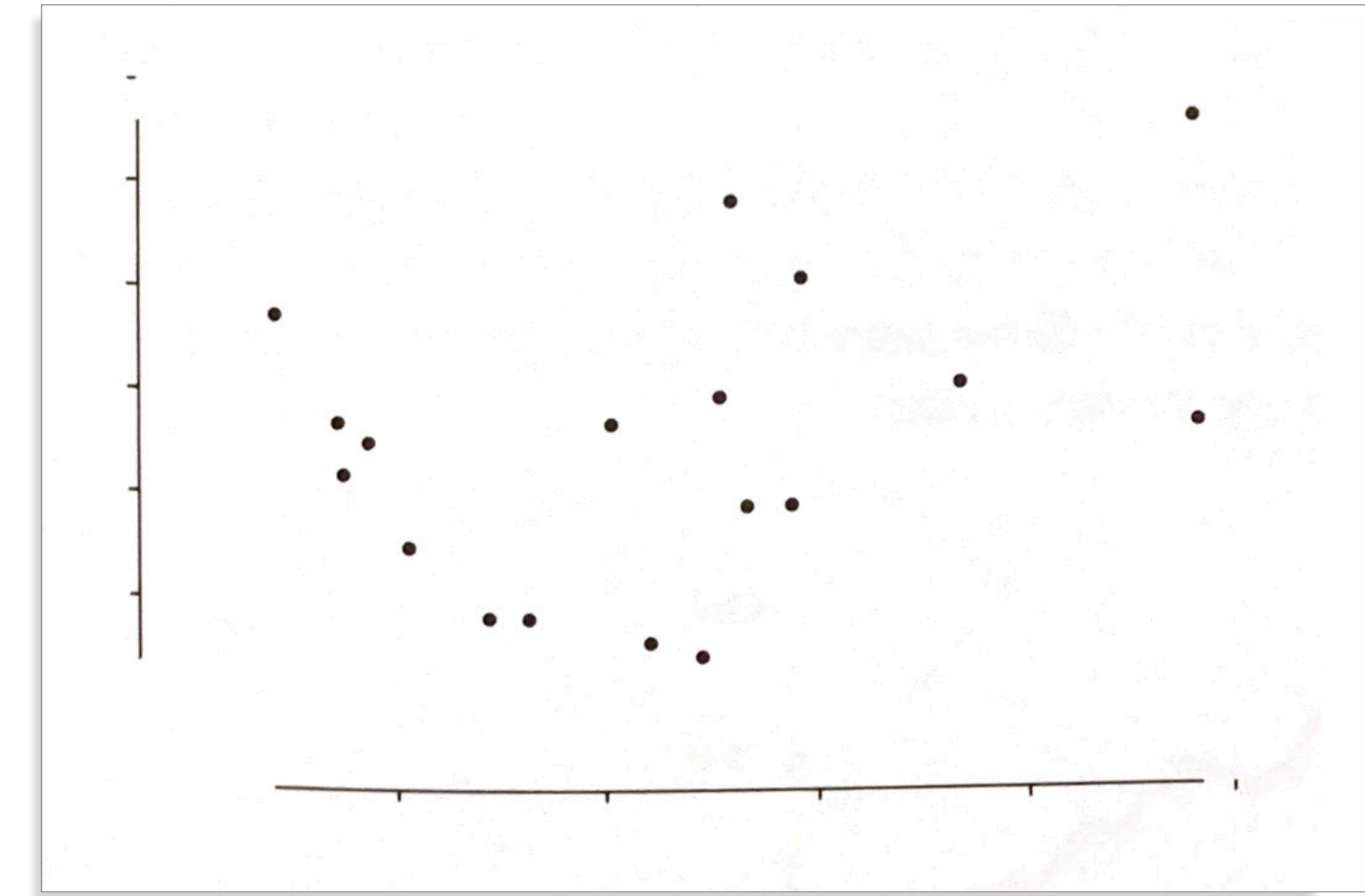
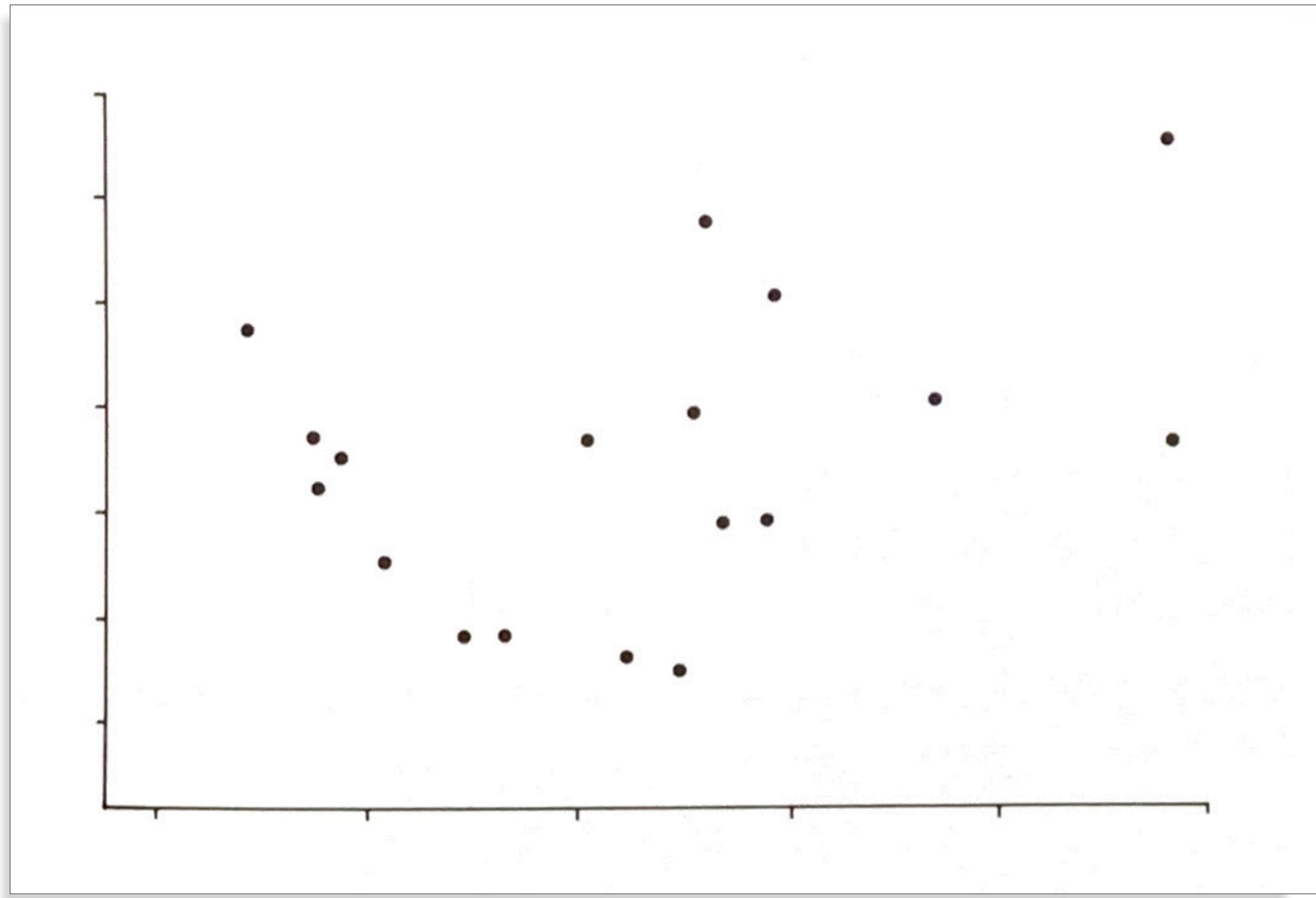
Redesign of the Box Plot



Redesign of the Bar Chart/Histogram



Redesign of the Scatterplot



Thank You

TUFTE, JUDGING YOUR GRAPHICS →

