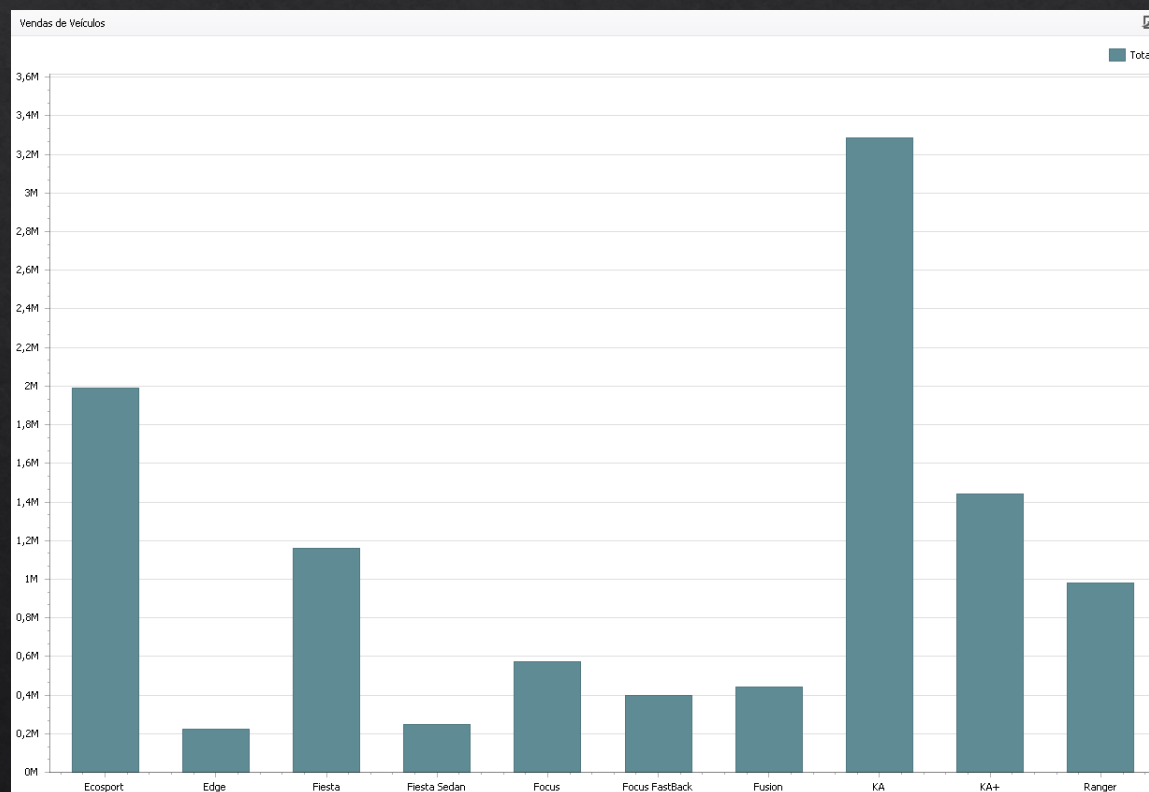


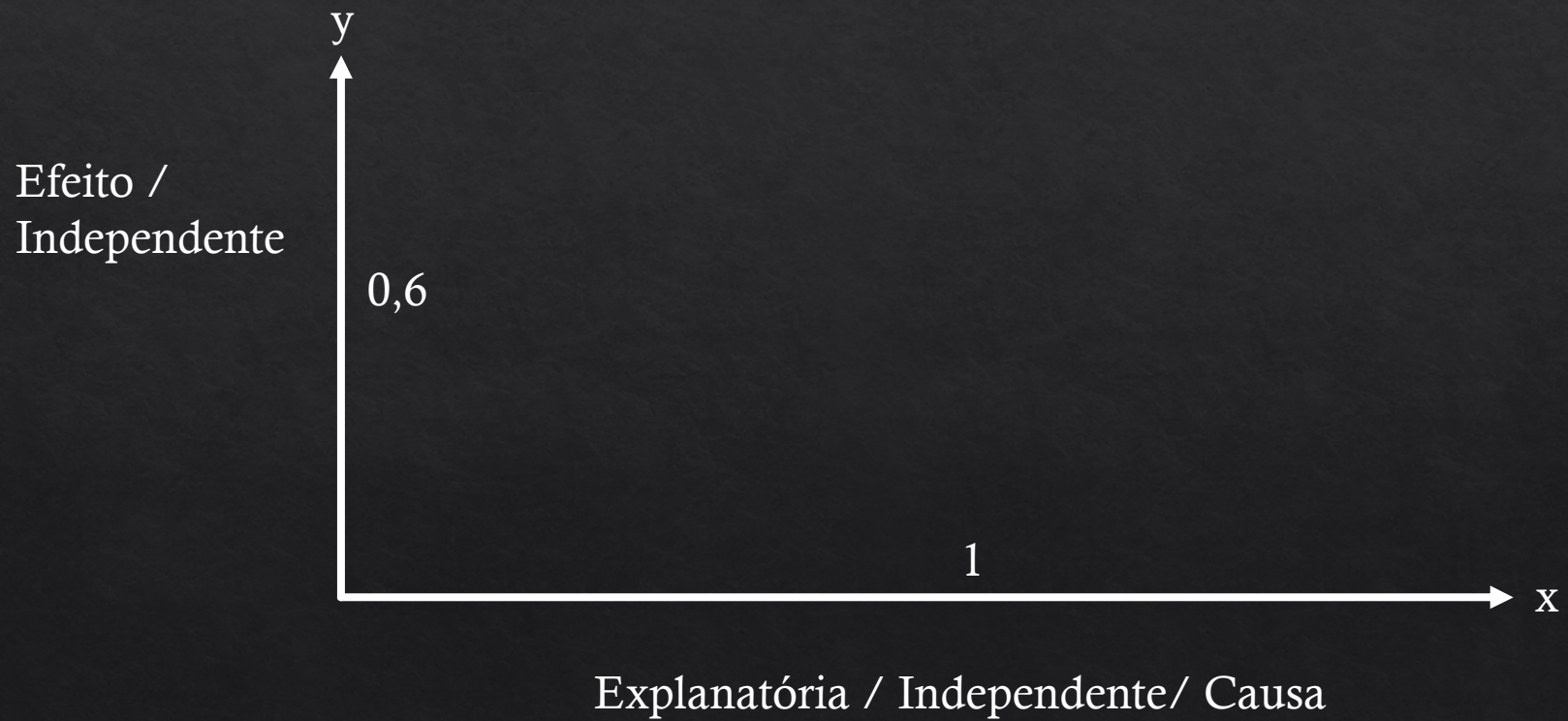
Comparação com o que? Bom ou Ruim?



Tema Único

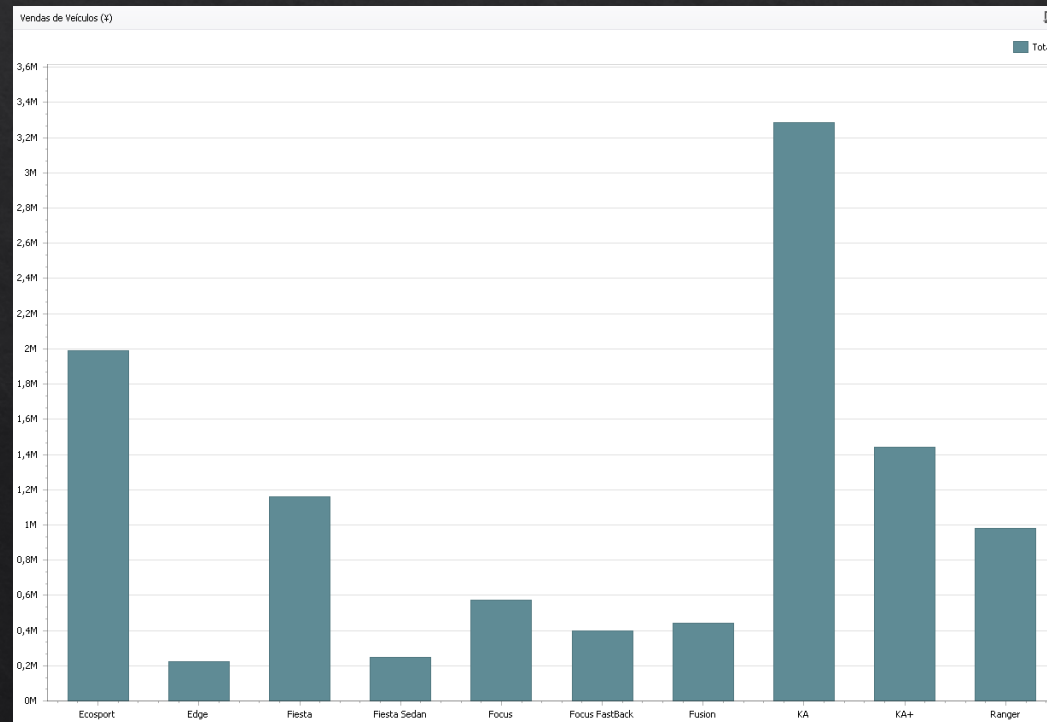


Proporção!

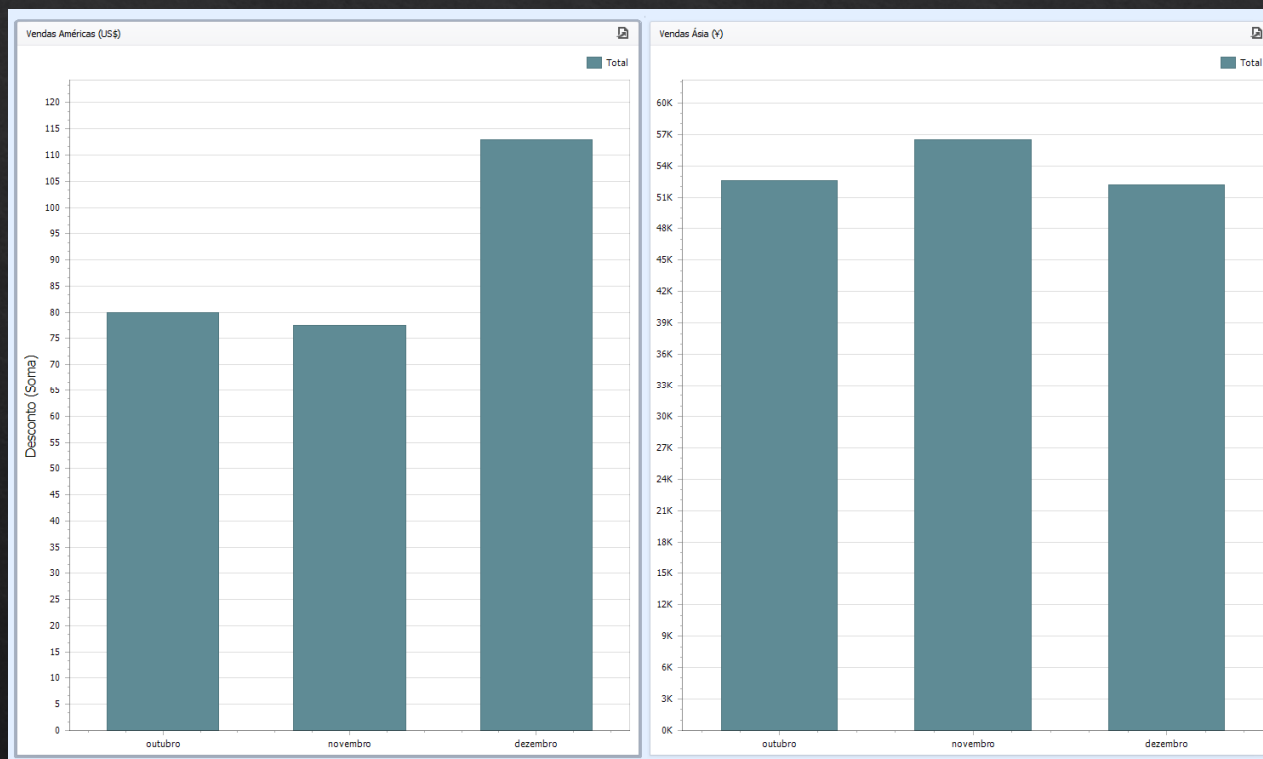


Excesso ou Falta de Níveis

Métricas Apropriadas

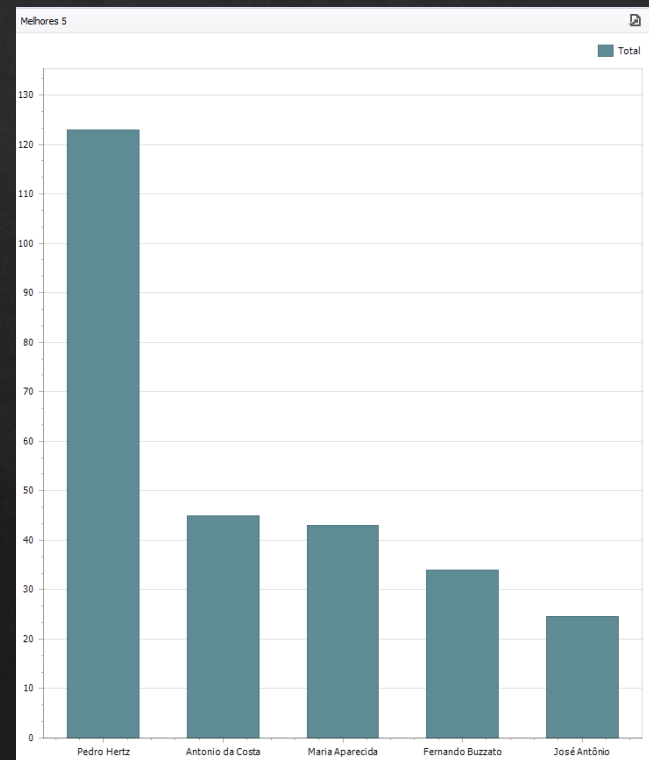


Mesmas Escalas



Melhores e Piores

- ◇ Melhores e Piores
- ◇ Problemas operacionais

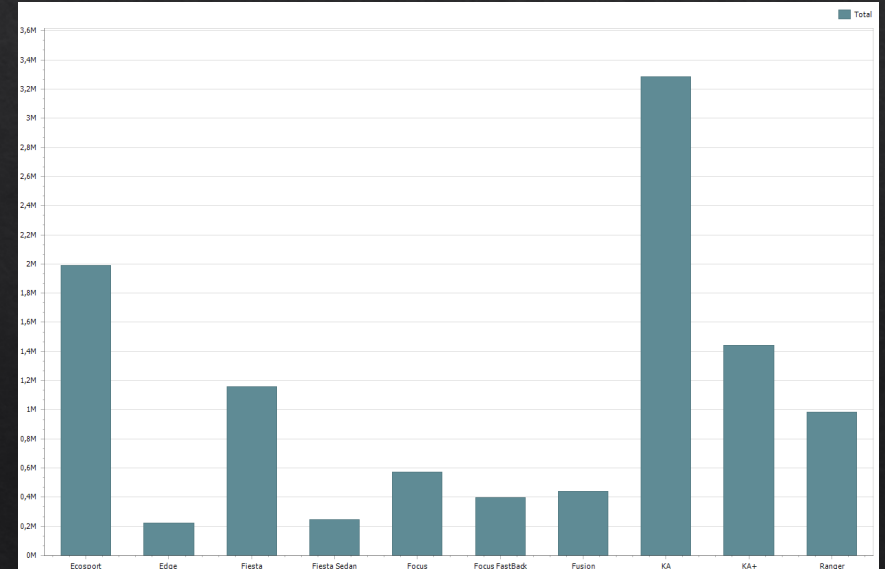
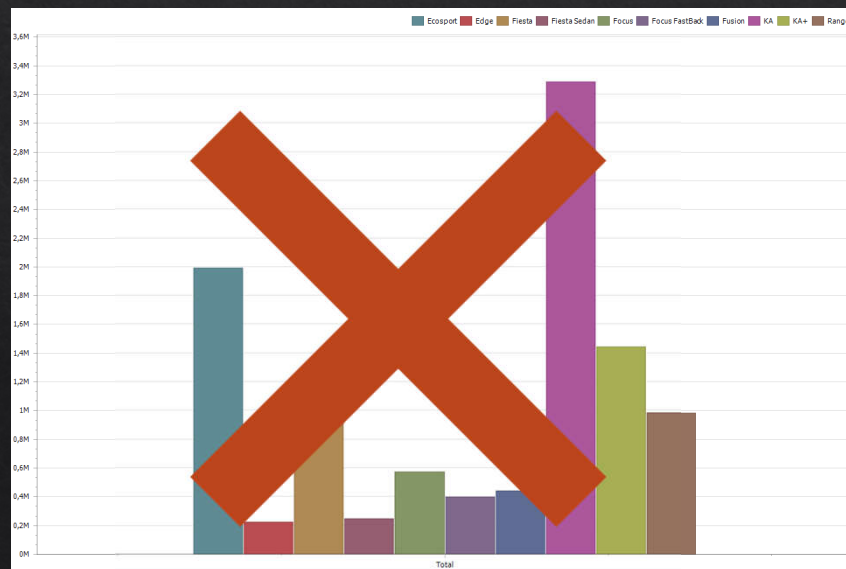


Formas de Organizar a Informação

- ◊ Localização
- ◊ Alfabeticamente
- ◊ Tempo
- ◊ Categoria
- ◊ Hierárquica

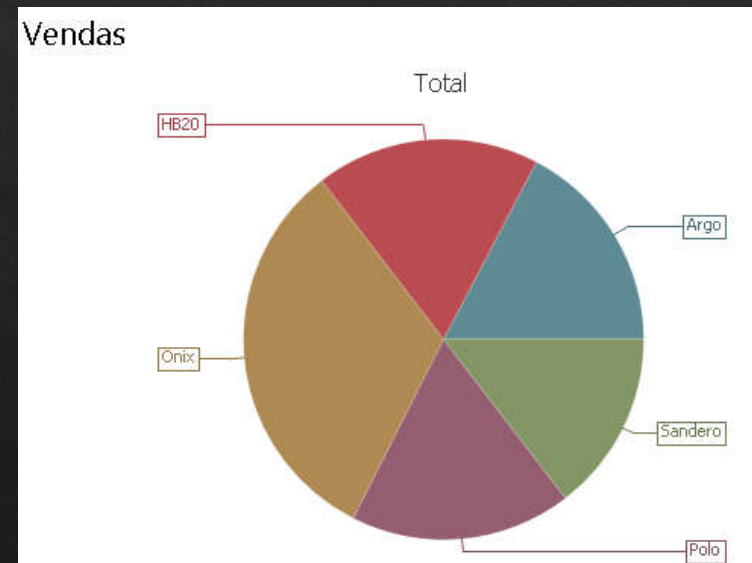
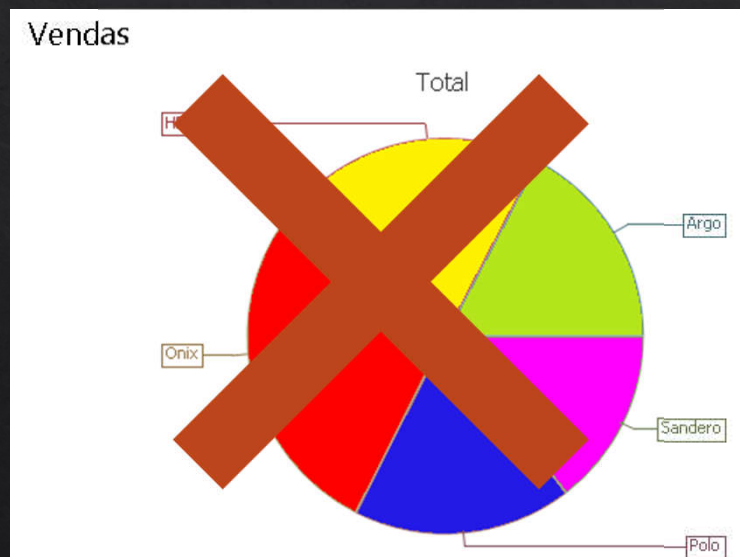
Cores

- ◇ Usar uma única cor quando possível



Cores

◇ Paletas de Cores Suaves!



Cores

- ◆ Cores não ordenam, a não ser escalas de cinza

Considere as Áreas de Ênfase

