

Take home message



 Audience first

*Think what is the story you want to tell to your audience

*Don't overload your chart with elements that don't add value

*Don't use a chart from a scientific paper for a business pitch.

 Use old course wisely and sparingly.

 Use our blind friendly palette.

*Order your banner art when you don't have time for a.

 Avoid 3D charts.

Take home message

- * Audience first
- * Think what is the story you want to tell to your audience
- * Don't overload your chart with elements that don't add value
- * Don't use a chart from a scientific paper for a business pitch.
- * Use colours wisely and sparsely.
- * Use a colourblind friendly palette.
- * Order your bar chart when you don't have temporal data.
- * Avoid 3D charts.

Thank you for your attention

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