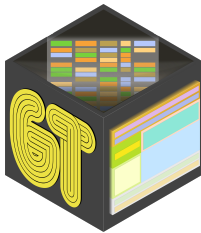


# SMGT 430 Workshop: How to Generate Figures and Tables in R

## If You Learn Nothing Else Today...

1. Remove screenshots from your workflow
2. Make everything human-readable

## Live Demo #1: gt



- `gt::gt()`
- `gt::gtsave()`
- `gt::cols_label()`
- `gt::fmt_number()`
- `gt::fmt_percent()`
- `gt::cols_align()`

## Live Demo #2: ggplot2



- `ggplot2::ggplot()`
- `ggplot2::aes()`
- `ggplot2::geom_point()`
- `pdf(); dev.off()`
- `ggplot2::labs()`
- `ggplot2::scale_x_continuous()`
- `ggplot2::theme_classic()`

# What Makes a Data Visualization Good?

1. Tell the truth
  - Avoid misleading scales
2. Tell a story
  - Reveal patterns, trends, outliers
3. Maximize data:ink ratio

## Challenge

Identify a compelling pattern, trend or outlier in the college football game score data, and design a graphic that tells the story clearly to a general sports fan.