**Things to remember in our final dashboard**

**Per Brandon**

1. Maintain visual integrity in our visualizations

* Don’t cherry-pick the data
* Don’t distort scales
* Don’t zoom in to exaggerate differences

Don’t imply relationships that don’t exist

Make sure relative visual proportions reflect the proportions in the data.

**Make it Clear and Accessible**

1. Let everyone see your data story

Label your axes!

Use readable fonts

Use accessible color palettes

* 1 in 20 people people have difficulty distinguishing certain color combinations
* 10 out of 10 people in one survey reported having trouble reading yellow text on a white background

**Make it Effective**

Bring attention to the most important parts of your visualization

Aim for a high data-ink ratio

If you were to print out a visualization, what proportion of the ink would be used to display the data, versus features tj=hat could be erased? That is your data-ink ratio

Highlight important elements of your visualization

But still keep it honest, clear, and accessible

**Make it Pretty**

Use colors that compliment and contrast each other

Consider white space in your layout

Align elements

Add easing transitions to animations