Focus of chapter three—identifying anything that is not adding informative value—or is not adding enough informative value to make up for its presences—and remove those things.

Clutter: excessive or extraneous cognitive load is something referred to as clutter by the author.

Getsalt Principles of Visual Perception: a study to understand how individuals perceive order in the world around them. Six principles of visual perception that defines how people interact with and create order out of visual stimuli:

* Proximity
* Similarity
* Enclosure
* Closure
* Continuity
* Connection

Decluttering: identifying and removing clutter improves our visual and the clarity of the story that is being ultimately told. For instances, removing chart border, removing gridlines, removing data markers, cleaning up axis labels, label data directly, and leverage consistent color.