Edward Tufte – Presenting data and information

General guidelines

1. Whatever it takes
2. Don’t segregate information by mode of production
3. Deescalate noise
4. Assist thinking about the data
5. Help the audience anticipate
6. No unnecessary elements
7. Dimensional compression
8. Information resolution – more bit per time
9. Put your name on your work
10. Add 3D models
11. Do all important stuff on one space /adjacent in space pg 19. Envisioning information
12. Tell user how to interact with the data, give up the interface to the user pg 147 Visual Explanations
13. Story

Charts pg. 78 Beautiful evidence

1. Analytical Design (see below)
2. Show purpose
3. Show how many
4. Depict the nature of the relationship
5. Create symmetry with audience and presenter
6. No generic linking lines
7. Map is the heart and soul of every diagram
8. Text: hold it next to a map
9. Believability
   1. State issues and take the risk
   2. Reasons to believe/ per review
   3. Not too good to b true
   4. Link to original dataset
   5. Avoid cherry picking
10. Boxes can be clutter

Analytical Design, pg 138 Beautiful evidence

1. Show comparisons, contrasts and differences
2. Causality, mechanism, structure, explanation
3. Multivariate - 3/4 factors
   1. Size
   2. Direction
   3. Temp
   4. Date
4. Completely integrate words and numbers
5. Documentation/Credibility
   1. What is the display about
   2. Who did the work?
   3. Who’s that
   4. Where and when was the work done
   5. What are the data sources
   6. Any assumptions
   7. What are scales of measurement
6. All content

Examples of charts – Scientific journal

Sparklines pg 46 Beautiful Evidence

* Graphics can be anywhere
* Noun, number, time chart, relate to chart,context

Project management - <http://www.edwardtufte.com/bboard/q-and-a-fetch-msg?msg_id=000076>

Presentations

* Use PowerPoint for illustration
* Comparative advantage for the presenter: content, knowledge of t he presentation
* OK to use ESPN stlye chart
* Add video with Beacons
* 100% content

1. :et[ep[;egp through the ematrial/ tech brief first
2. Give people the manner which they should interpret the data
3. Discuss topics of focus
4. Conclude with questions

<http://www.edwardtufte.com/bboard/q-and-a-fetch-msg?msg_id=0003RO> (Powerpoint)

Interpreting data – seek out excellent items

Adobe Indesign $49/month (month-to-month)

Quark

R (Used for New York Times) - <http://www.r-project.org/>