Colors!

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Week 5, Class 1

Data viz in Wild

Chris

Vinita

Shijing and David on deck

Agenda

- Color basics
  - 3 basic ways color is used
- Color blindness
- Some common problems with color use
- Quick discussion of palettes

Learning Objectives

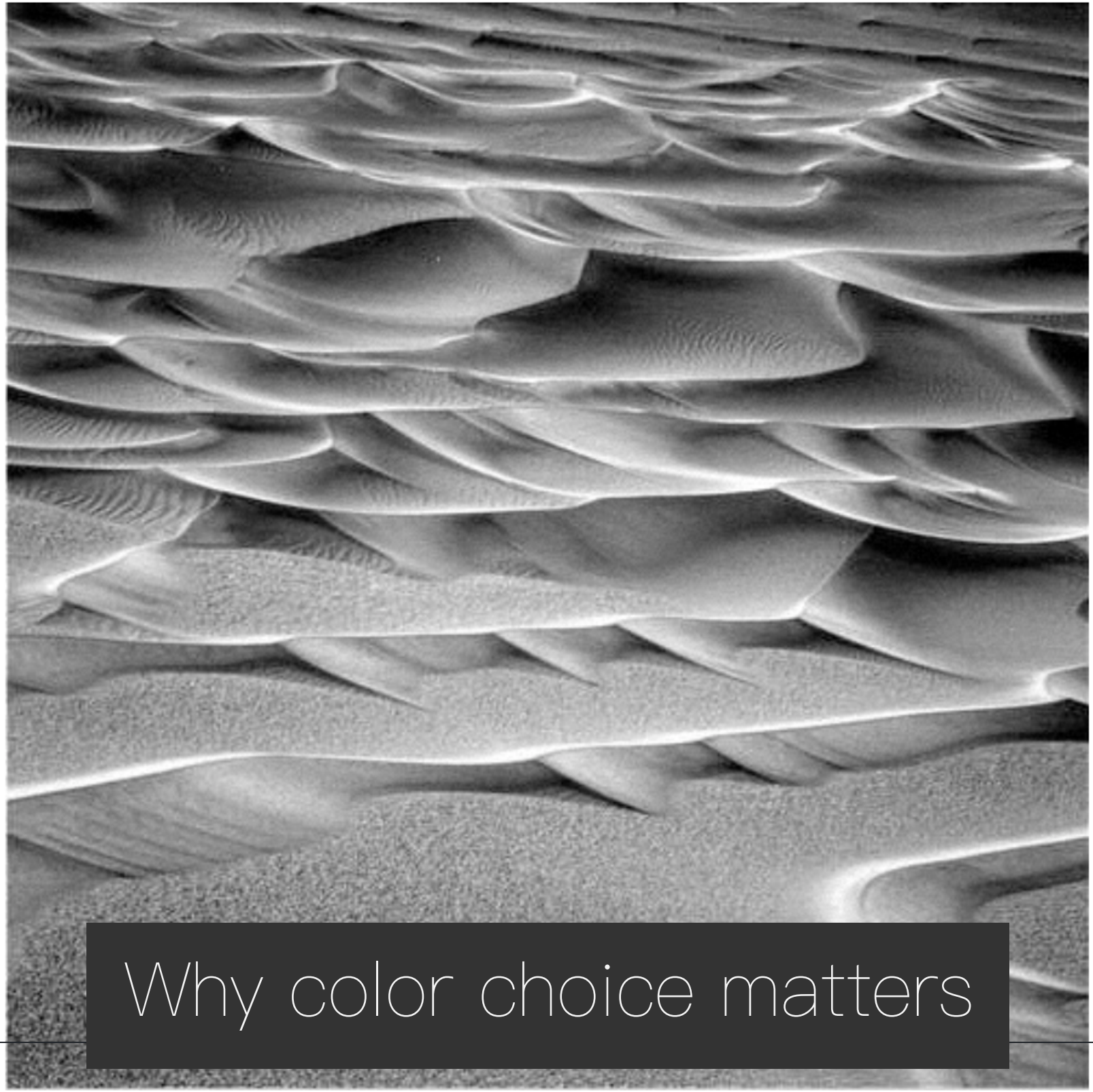
- Understand different types of color palettes
  - ...and when you should use one versus another
- Understand and be able to effectively evaluate concerns related to color blindness
- Be able to fluently change colors/fills within ggplot

Before we get too deep

Some very practical advice

- Keep straight when color is mapped to a variable through `aes` and when it's modifying an element overall
    - Former requires `scale_color_*` or `scale_fill_*` while the latter does not
- Keep straight colors and fills (see former bullet)
- Use advice of others to your advantage (e.g., http://colorbrewer2.org/)


Why color choice matters



Why color choice matters

Another quick example

{rayshader}

3 fundamental uses of color

1. Distinguish groups from each other
2. Represent data values
3. Highlight

Color as a tool to distinguish

Discrete items

- Often no intrinsic order

Qualitative color scale

- Finite number of colors
  - Chosen to maximize distinctness, while also be equivalent
  - Equivalent
    - No color should stand out
    - No impression of order

Some examples

Okabe Ito

ColorBrewer Dark2

ggplot2 hue

See more about the Okabe Ito palette origins here

How do we use them?

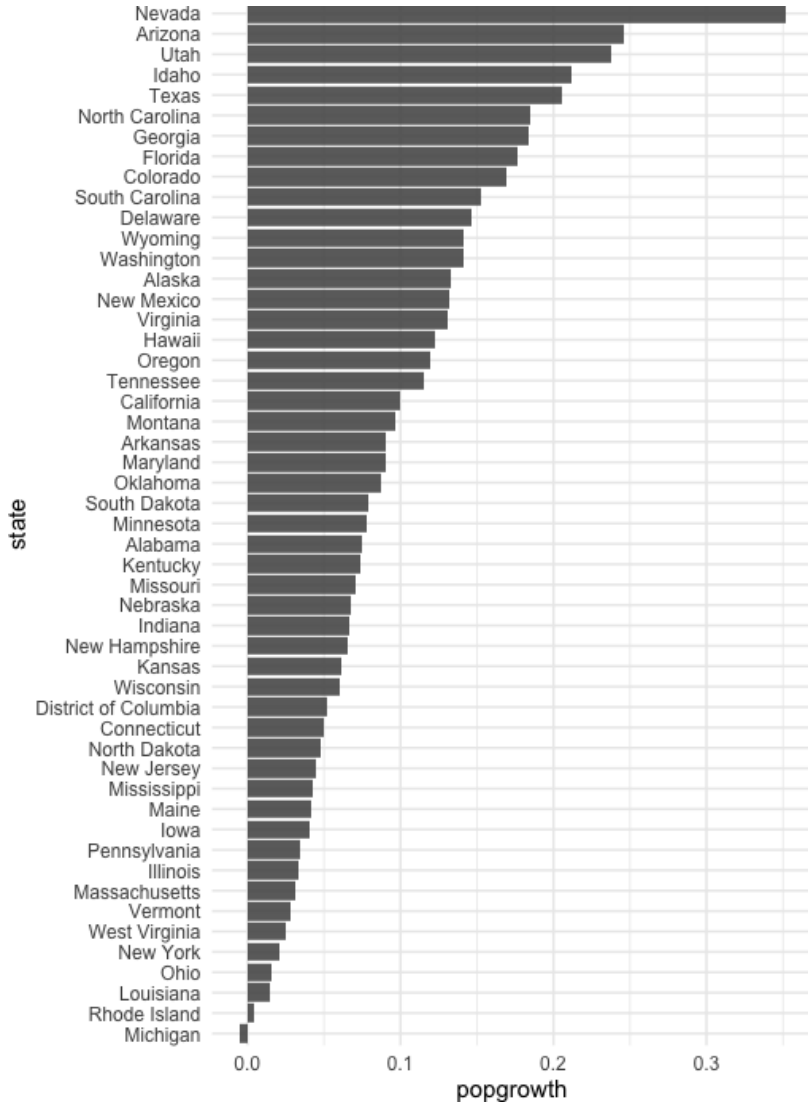
Imagine we have data like this

```
popgrowth_df
```

```
## # A tibble: 51 x 7
##   region    division           state          pop2000  pop2010    popgrowth
##   <fct>     <chr>              <fct>            <dbl>    <dbl>        <dbl>
## 1 Midwest   East North Central Michigan       9938444  9883640 -0.005514344
## 2 Northeast New England       Rhode Island   1048319  1052567  0.004052202
## 3 South     West South Central Louisiana      4468976  4533372  0.01440956
## 4 Midwest   East North Central Ohio          11353140 11536504  0.01615095
## 5 Northeast Middle Atlantic   New York       18976457 19378102  0.02116544
## 6 South     South Atlantic    West Virginia  1808344  1852994  0.02469110
## # … with 45 more rows, and 1 more variable: area <dbl>
```

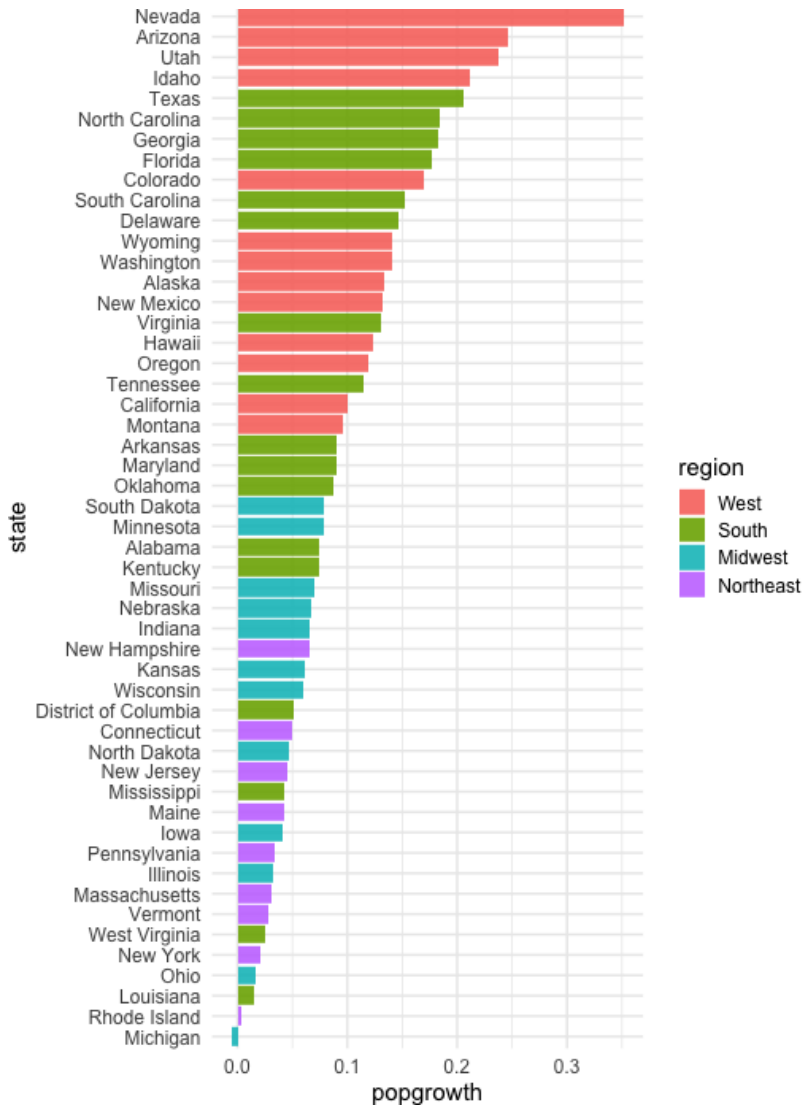
Maybe a plot like this

```
ggplot(popgrowth_df,
       aes(x = popgrowth,
           y = state)) +
  geom_col(alpha = 0.9)
```

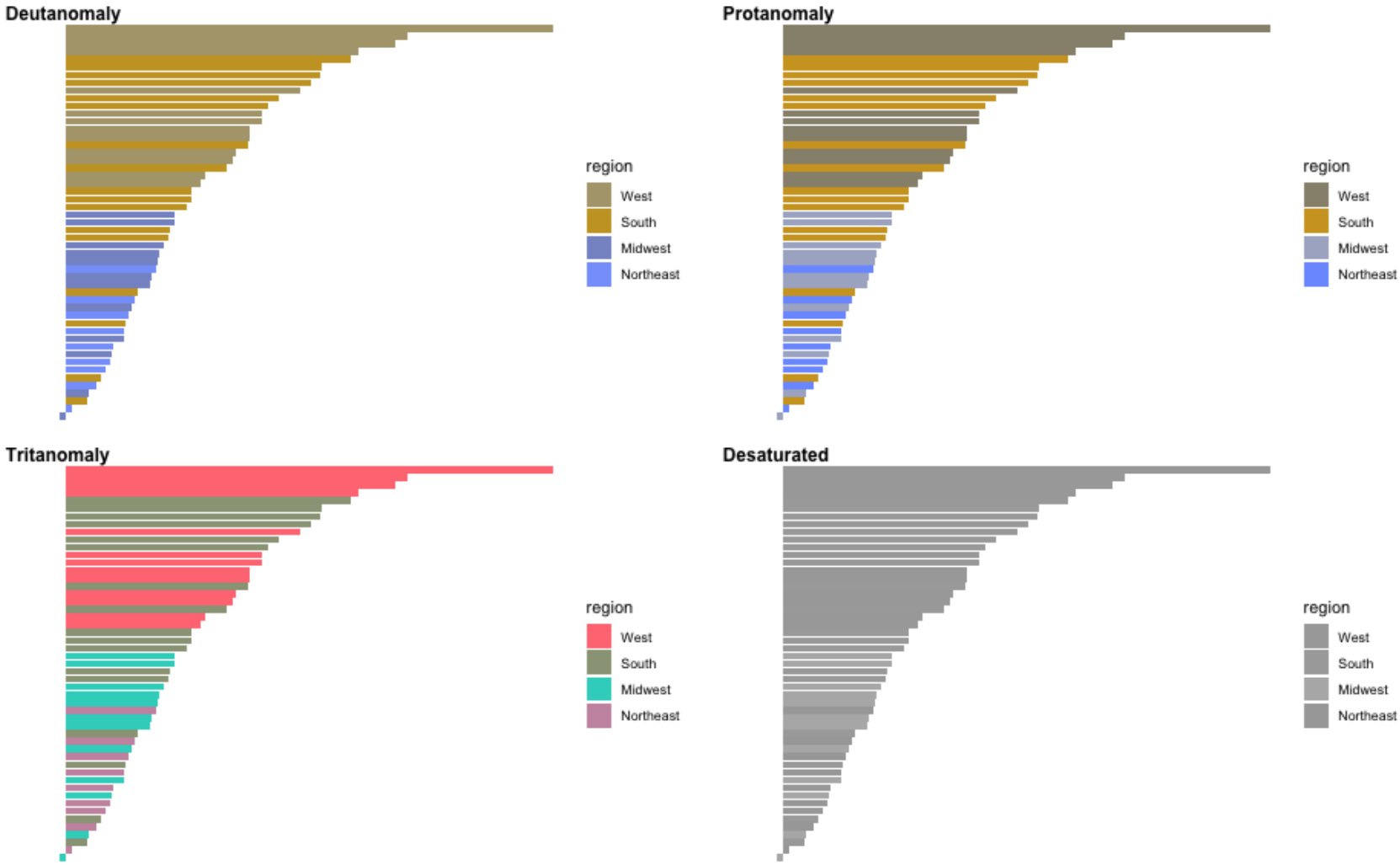


Alternatively, fill by region

```
ggplot(popgrowth_df,
       aes(x = popgrowth,
           y = state)) +
  geom_col(aes(fill = region),
           alpha = 0.9)
```

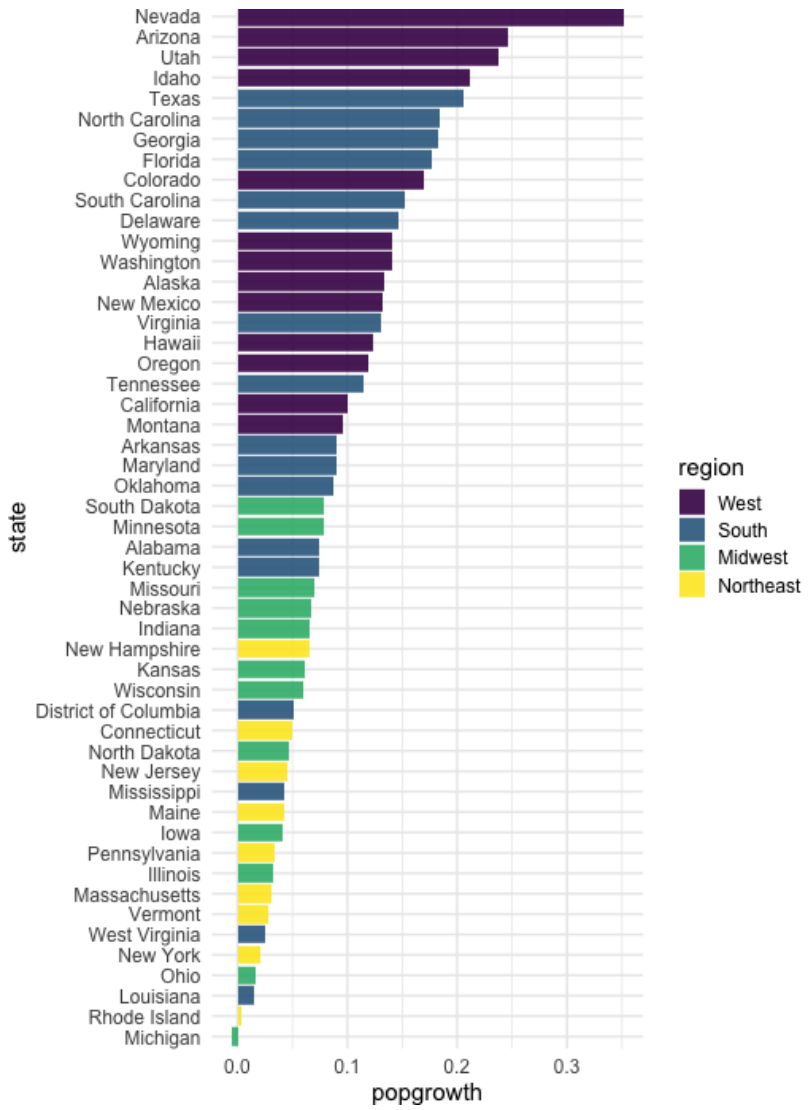


Problem with default palette

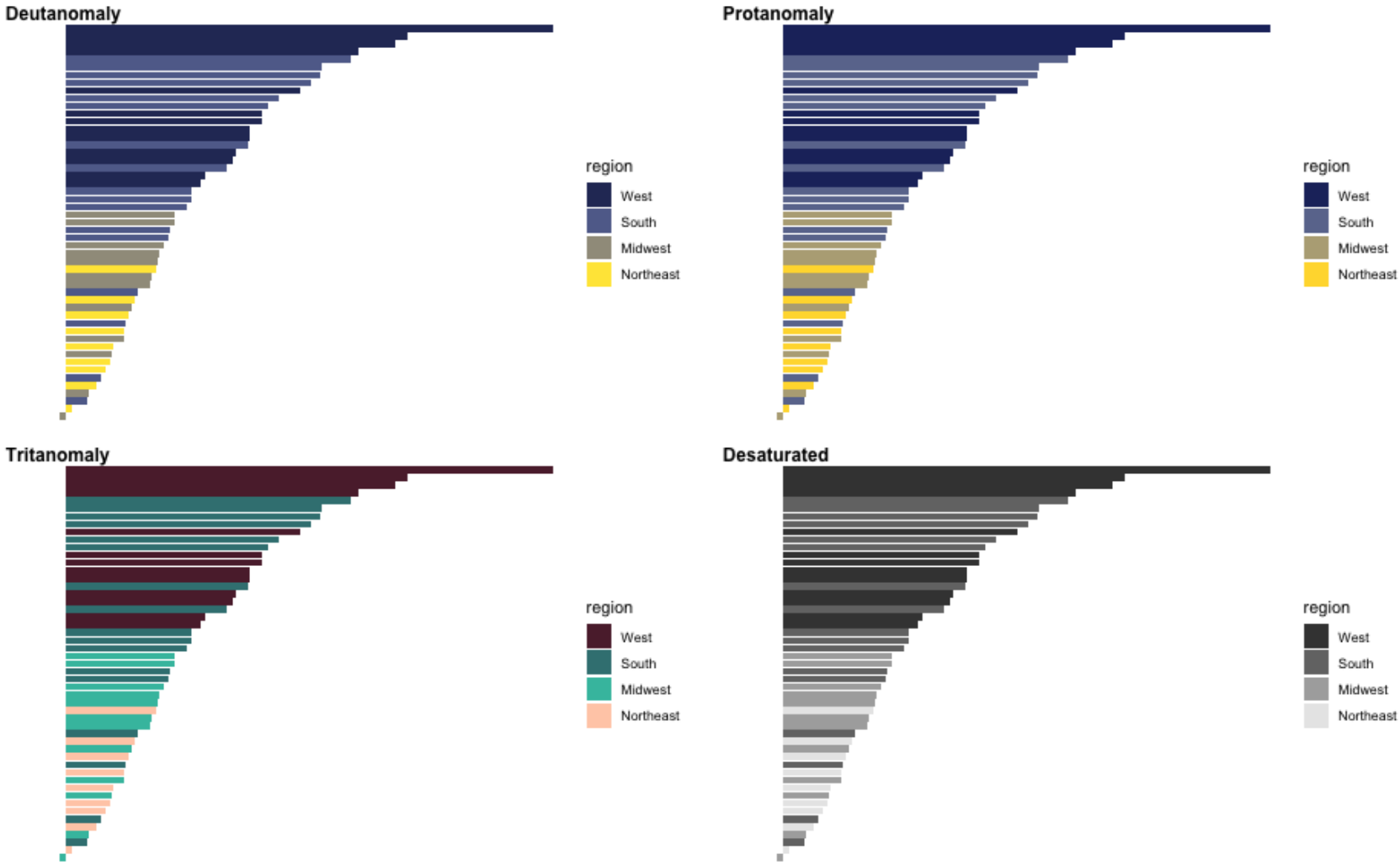


Alternative: viridis

```
ggplot(popgrowth_df,
       aes(x = popgrowth,
           y = state)) +
  geom_col(aes(fill = region),
           alpha = 0.9) +
  scale_fill_viridis_d()
```



Revised version

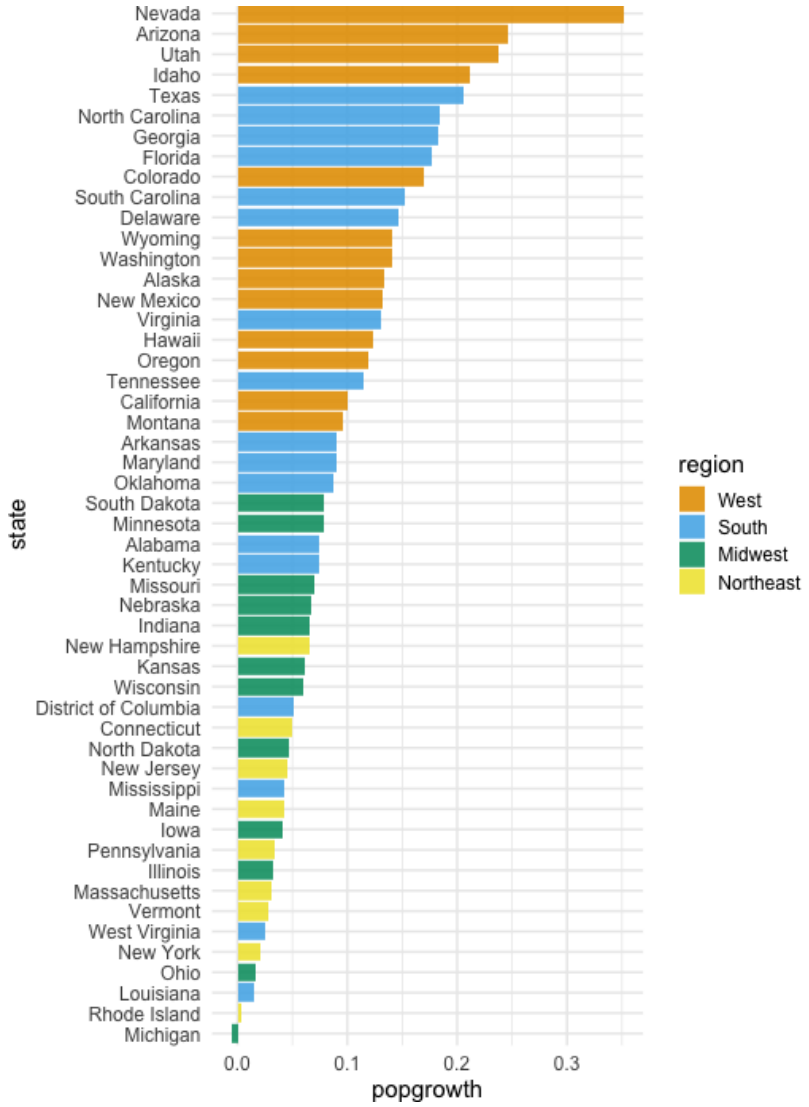


The Okabe Ito palette

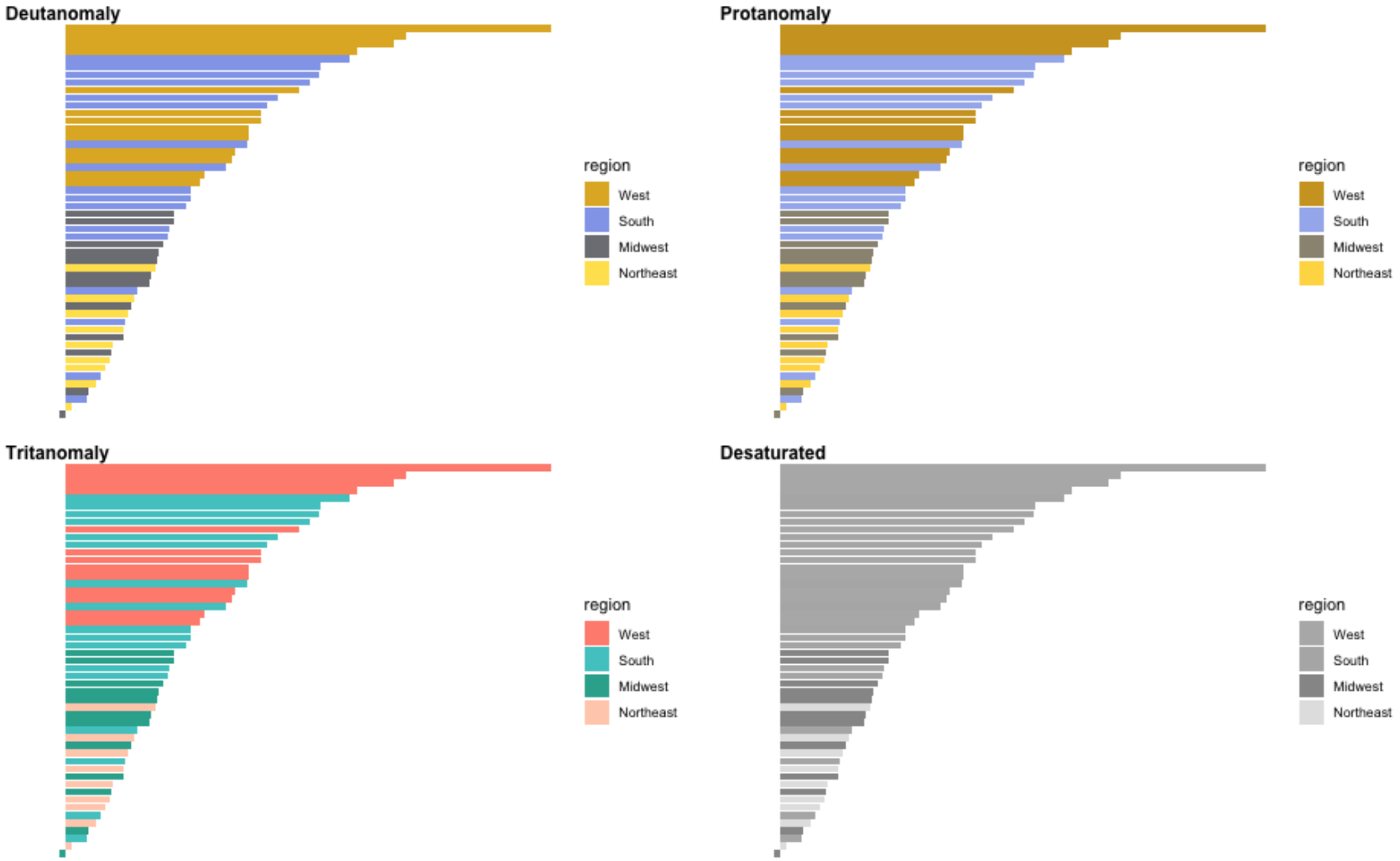
- From Color Universal Design

```
library(colorblindr)

ggplot(popgrowth_df,
       aes(x = popgrowth,
           y = state)) +
  geom_col(aes(fill = region),
           alpha = 0.9) +
  scale_fill_OkabeIto()
```



Okabe Ito for colorblindness



How am I checking for colorblindness?

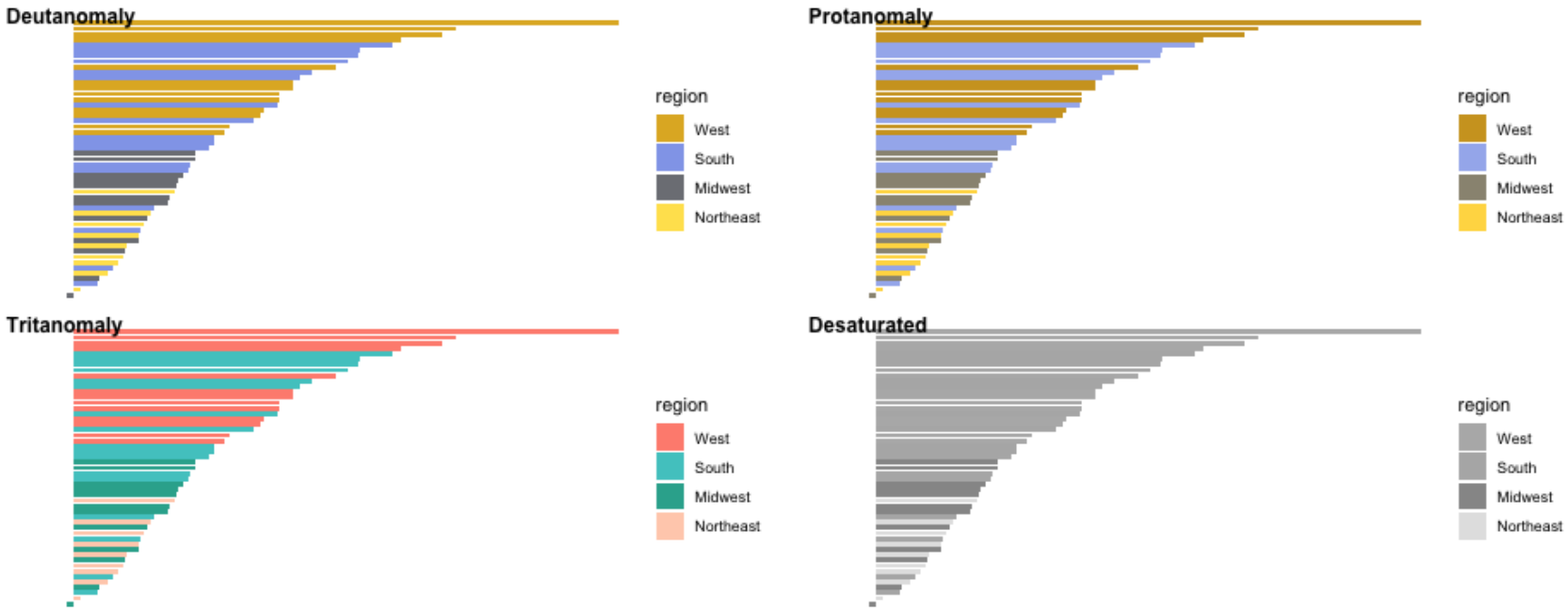
- Also part of the **{colorblindr}** package (here)
  - depends on the dev versions of **{colorspace}** and **{cowplot}**, which are useful packages in their own right

```
devtools::install_github("wilkelab/cowplot")
install.packages("colorspace", repos = "http://R-Forge.R-project.org")

devtools::install_github("clauswilke/colorblindr")
```

```
p <- ggplot(popgrowth_df,
       aes(x = popgrowth,
           y = state)) +
  geom_col(aes(fill = region),
           alpha = 0.9) +
  scale_fill_OkabeIto() +
  theme_void() # not necessary but I like it

colorblindr::cvd_grid(p)
```



Colors for continuous values

Sequential scale examples

ColorBrewer Blues

Heat

Viridis

Sequential scales

- Which values are larger/smaller
- How distant two values are from each other
    - Scale must be perceptually uniform across its entire range
    - Similar to an interval scale, but for color
- Often based on a single hue
- Multi–hue sequential scales tend to follow gradients in the natural world

Common uses of sequential palettes

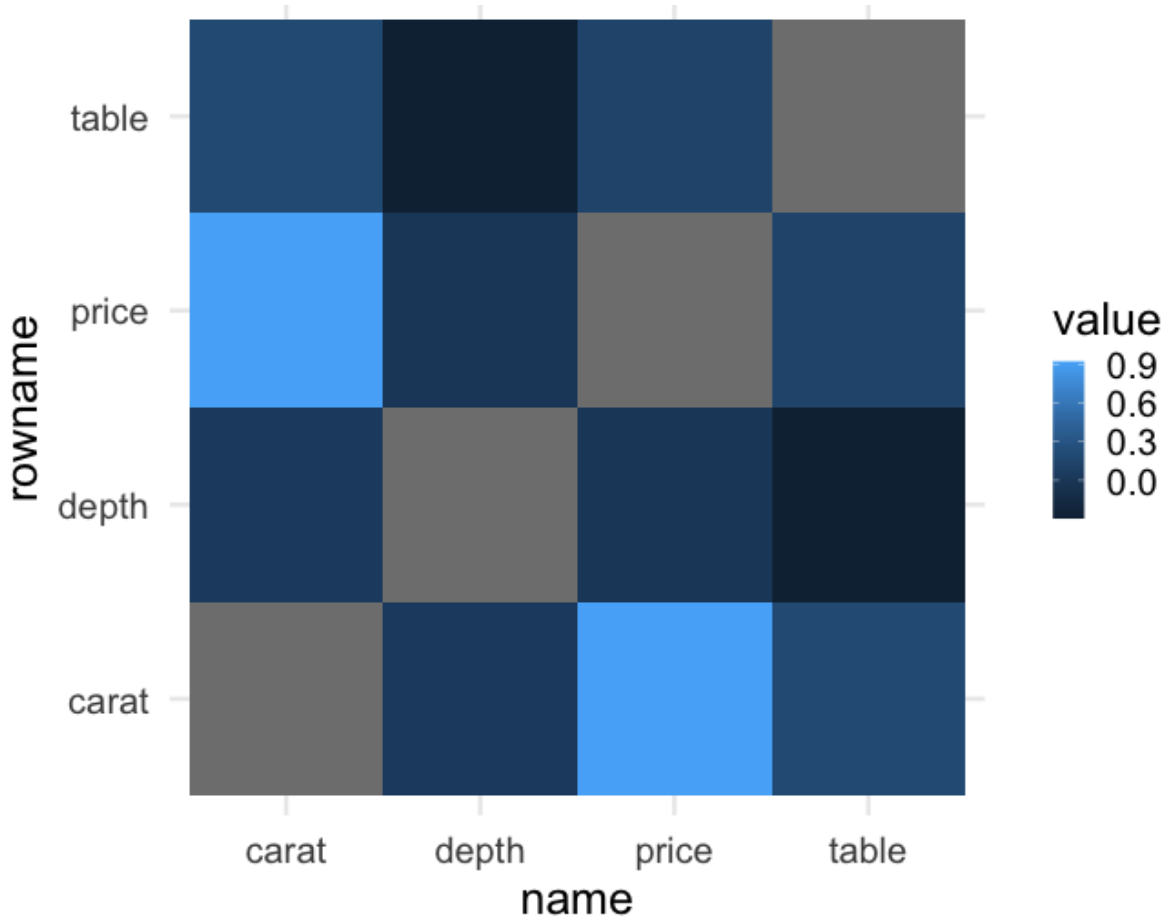
Heatmaps

First the data:

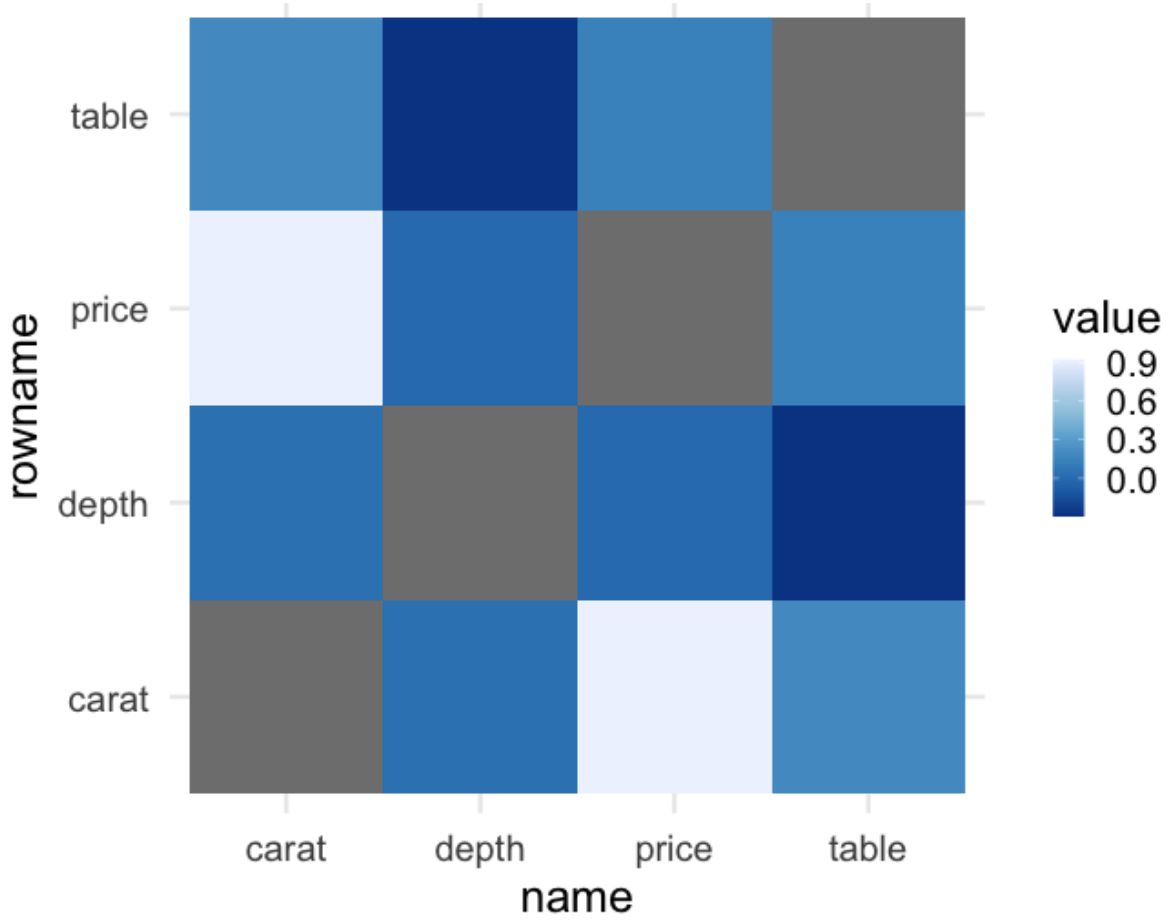
```
hm <- diamonds %>%
  select(table, price, depth, carat) %>%
  corrr::correlate() %>%
  pivot_longer(-rowname) %>%
  mutate(name = fct_reorder(name, value),
         rowname = fct_reorder(rowname, value))
hm
```

```
## # A tibble: 16 x 3
##   rowname name       value
##   <fct>   <fct>      <dbl>
## 1 table   table NA
## 2 table   price  0.1271339
## 3 table   depth -0.2957785
## 4 table   carat  0.1816175
## 5 price   table  0.1271339
## 6 price   price NA
## # … with 10 more rows
```

```
ggplot(hm, aes(name, rowname)) +
  geom_tile(aes(fill = value)) +
  coord_fixed()
```



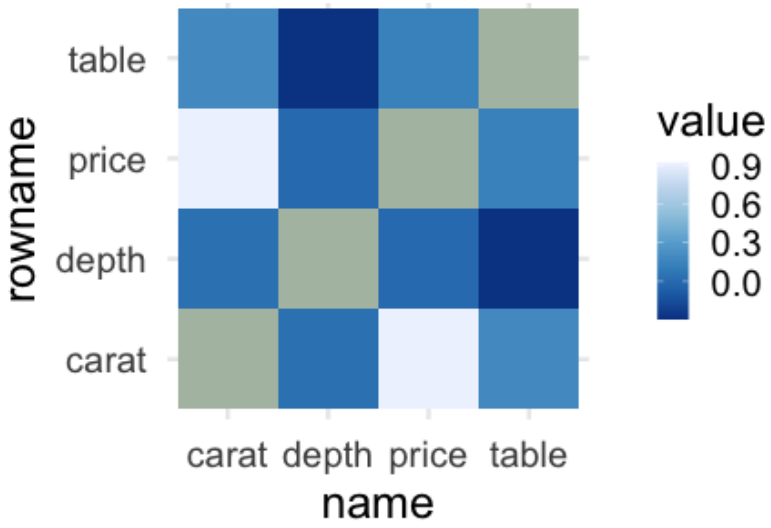
```
ggplot(hm, aes(name, rowname)) +
  geom_tile(aes(fill = value)) +
  coord_fixed() +
scale_fill_distiller(palette = "Blues")
```



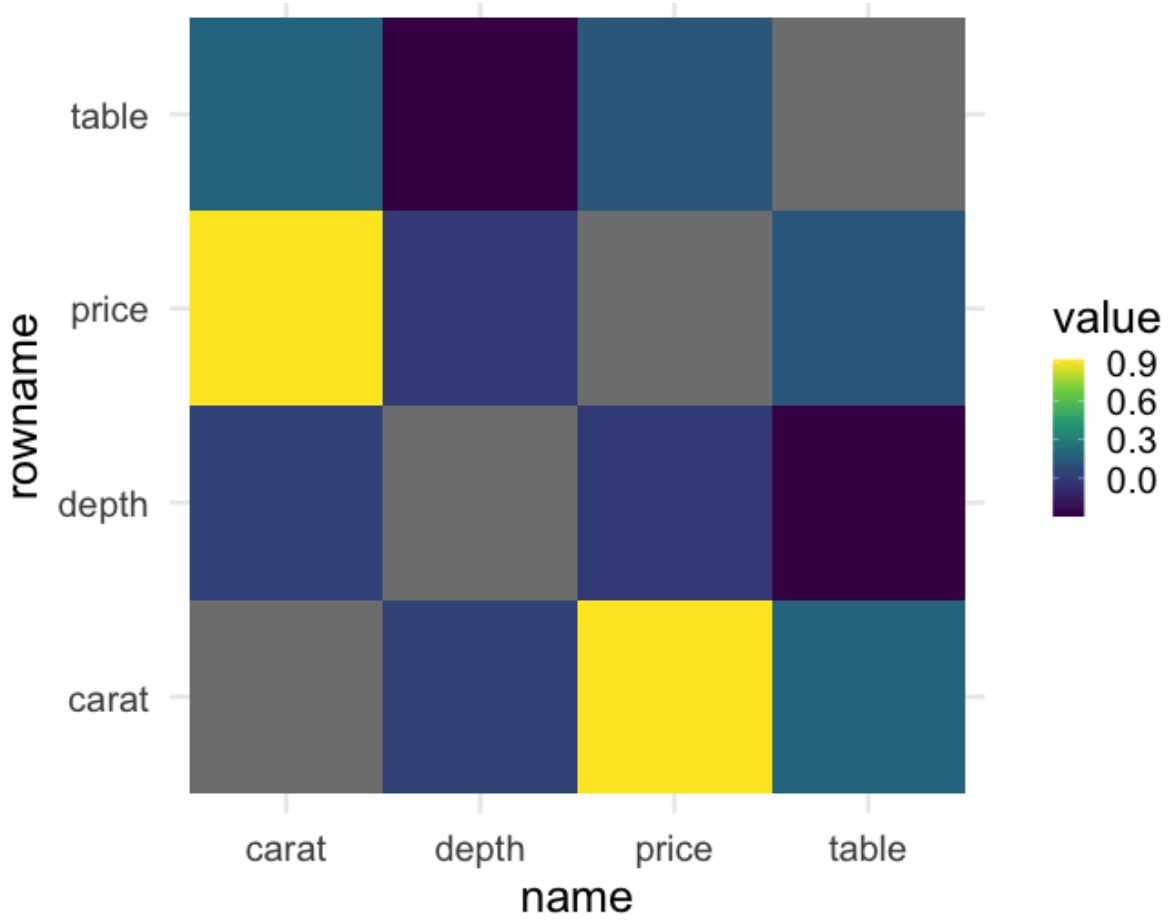
Change the NA value

In any `scale_*` you can change the `NA` value, including to `"transparent"`.

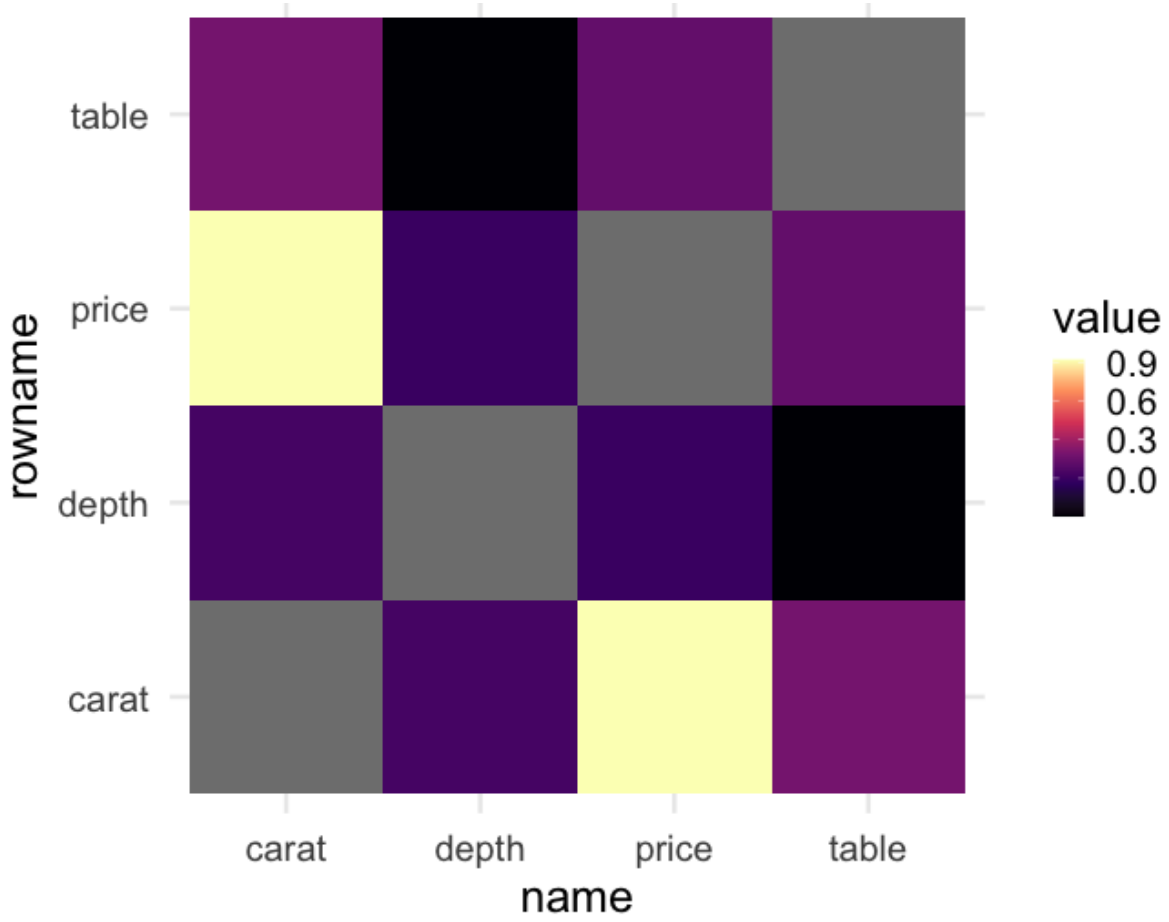
```
ggplot(hm, aes(name, rowname)) +
  geom_tile(aes(fill = value)) +
  coord_fixed() +
    scale_fill_distiller(palette = "Blues",
                         na.value = "#b0bfb0")
```



```
ggplot(hm, aes(name, rowname)) +
  geom_tile(aes(fill = value)) +
  coord_fixed() +
scale_fill_viridis_c()
```

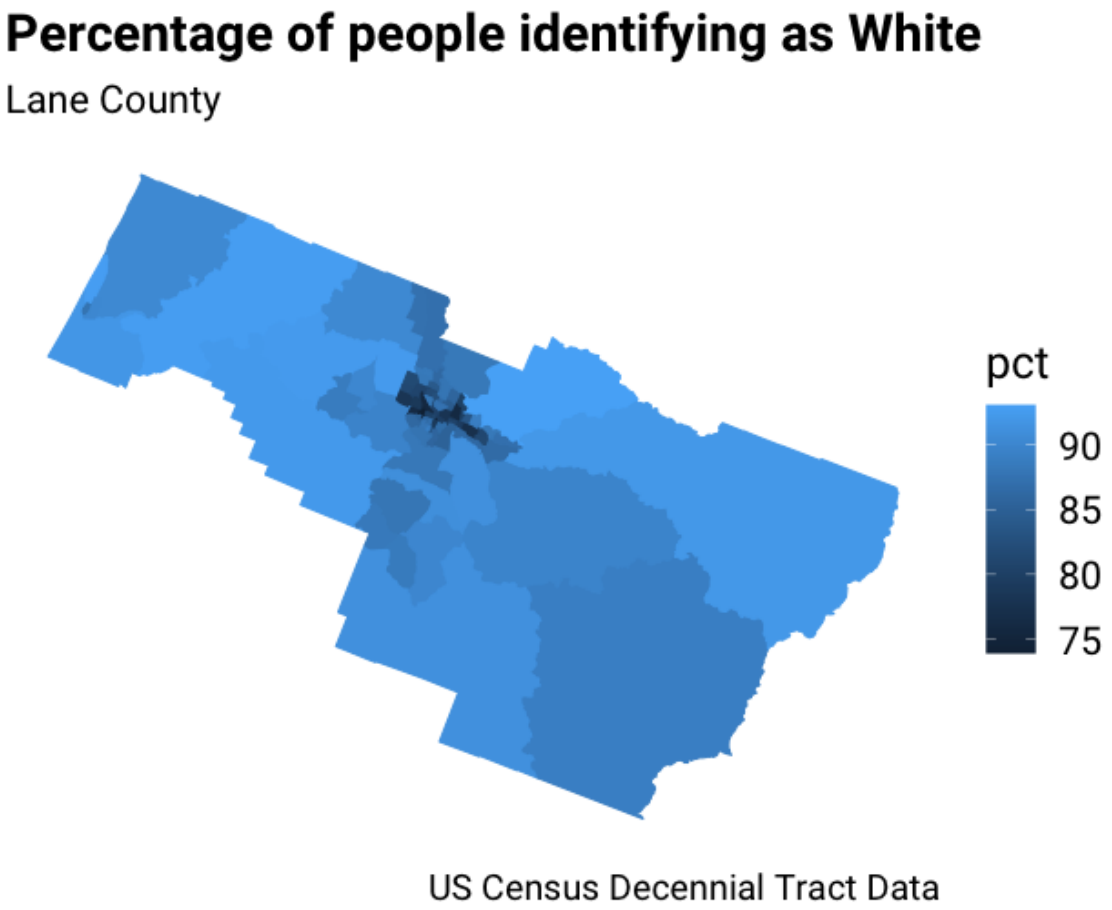


```
ggplot(hm, aes(name, rowname)) +
  geom_tile(aes(fill = value)) +
  coord_fixed() +
scale_fill_viridis_c(option = "magma")
```

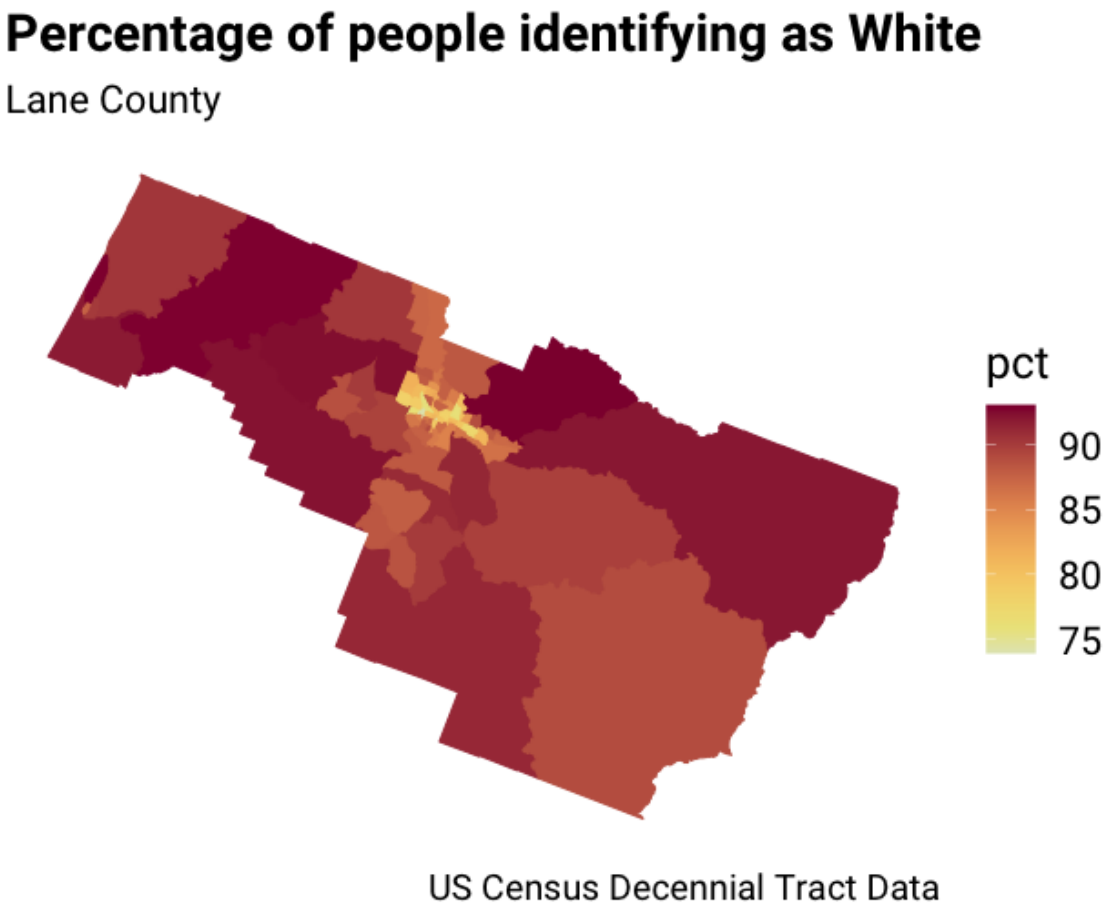


`option = c("viridis", "magma", "inferno", "plasma")`

Choropleths



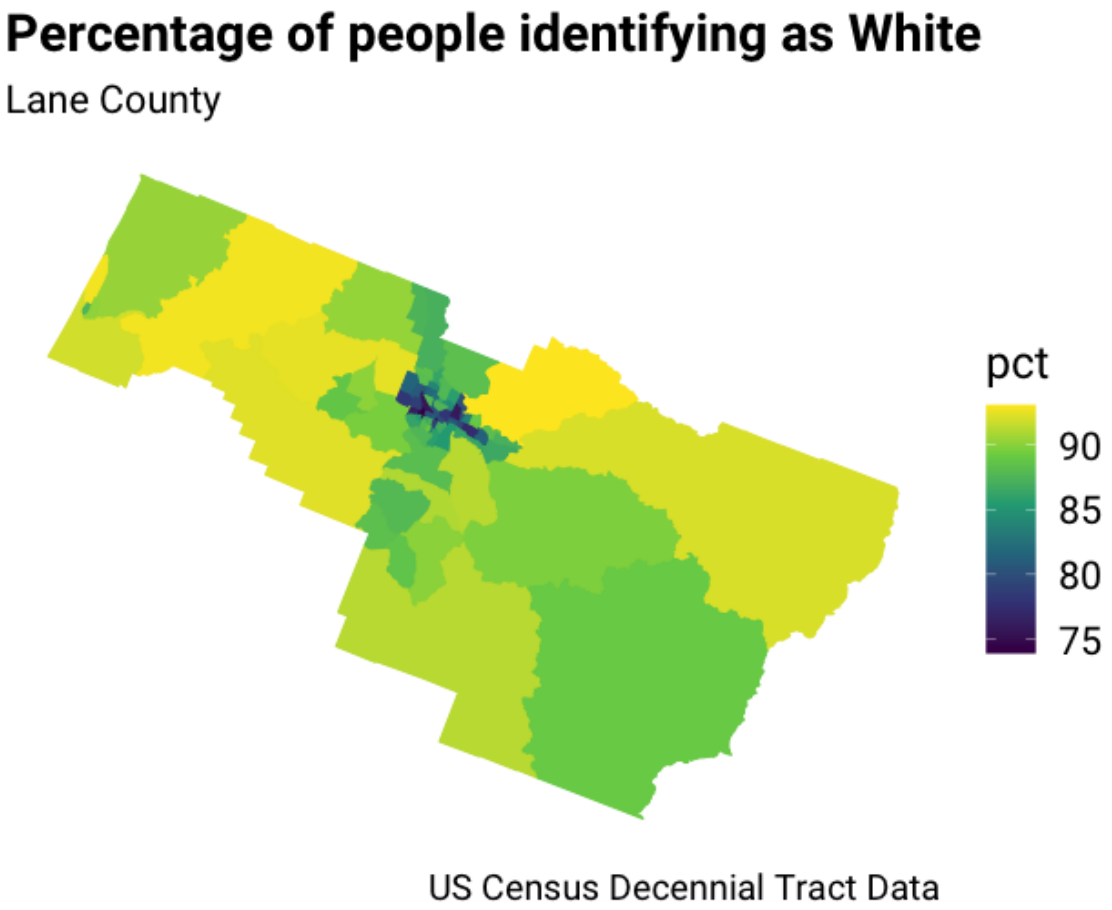
Heat palette



Options

- `scale_fill_continuous_sequential("Heat")`
- `scale_color_continuous_sequential("Heat")`
- `scale_fill_discrete_sequential("Heat")`
- `scale_color_discrete_sequential("Heat")`

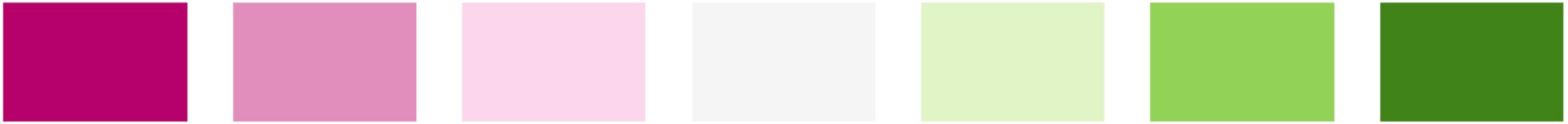
viridis palette



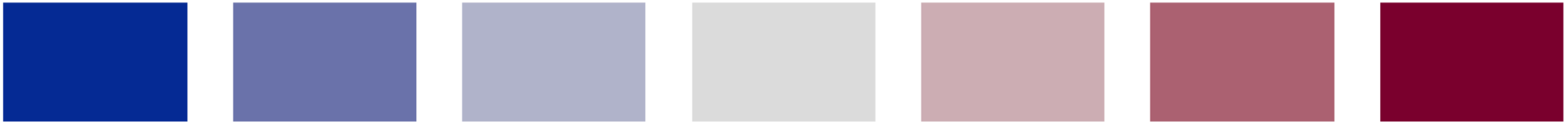
Diverging palettes

CARTO Earth

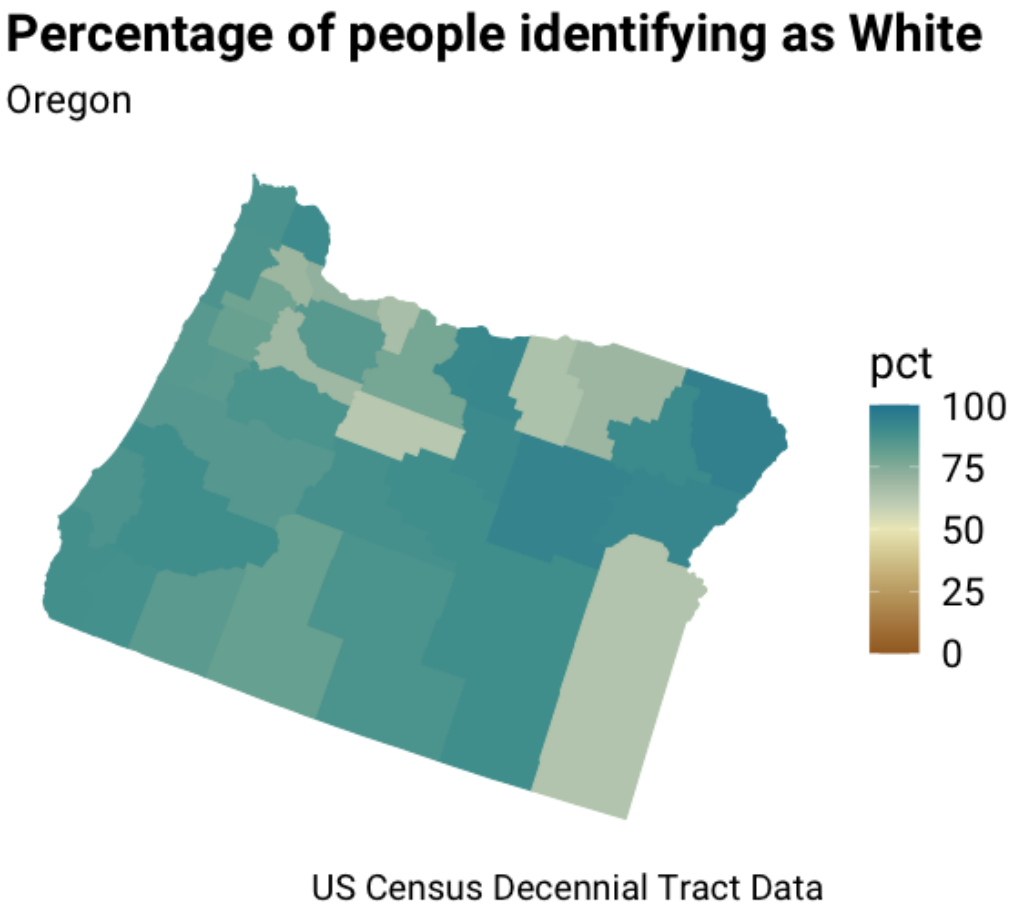
ColorBrewer PiYG



Blue-Red

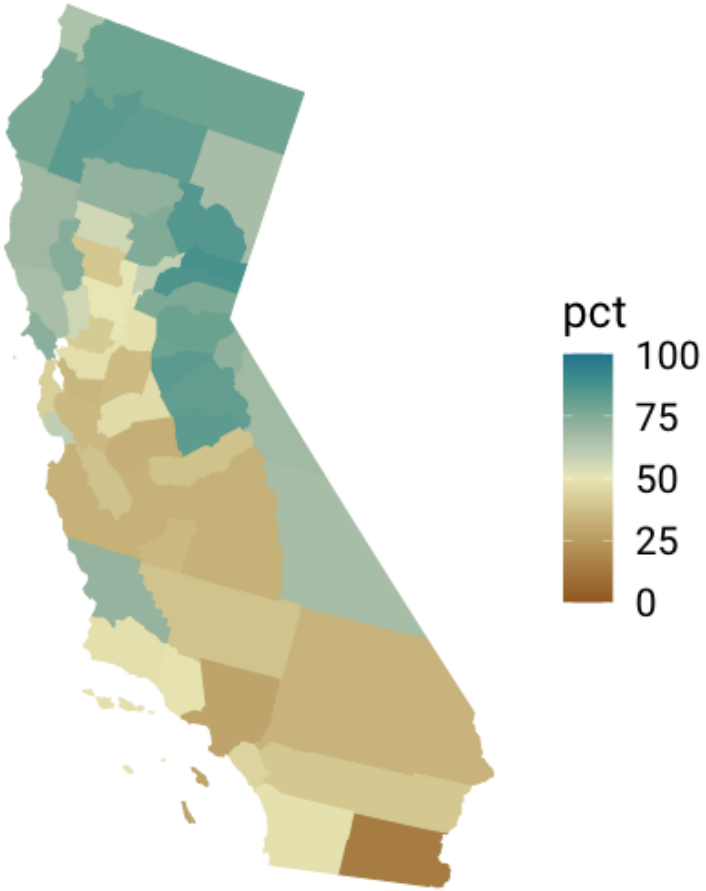


Earth palette



Percentage of people identifying as White

California



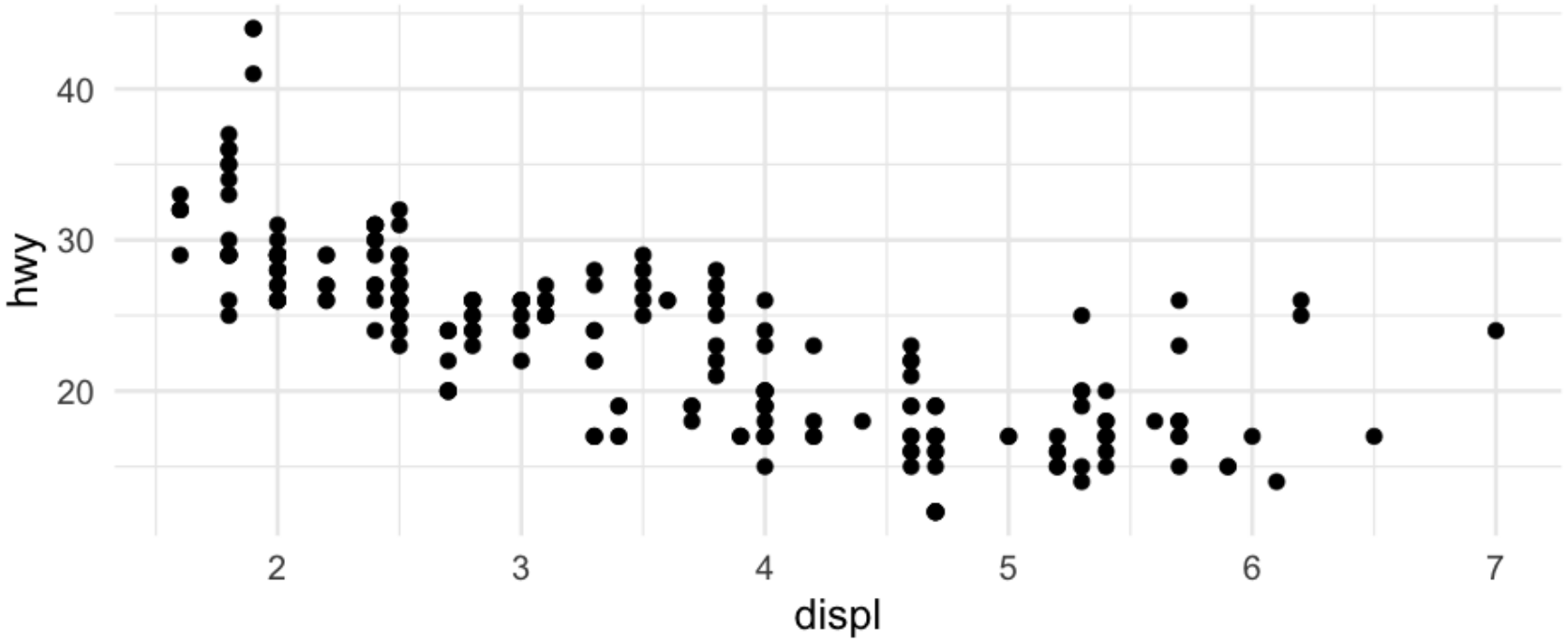
US Census Decennial County Data

Color as a tool to highlight

MPG data

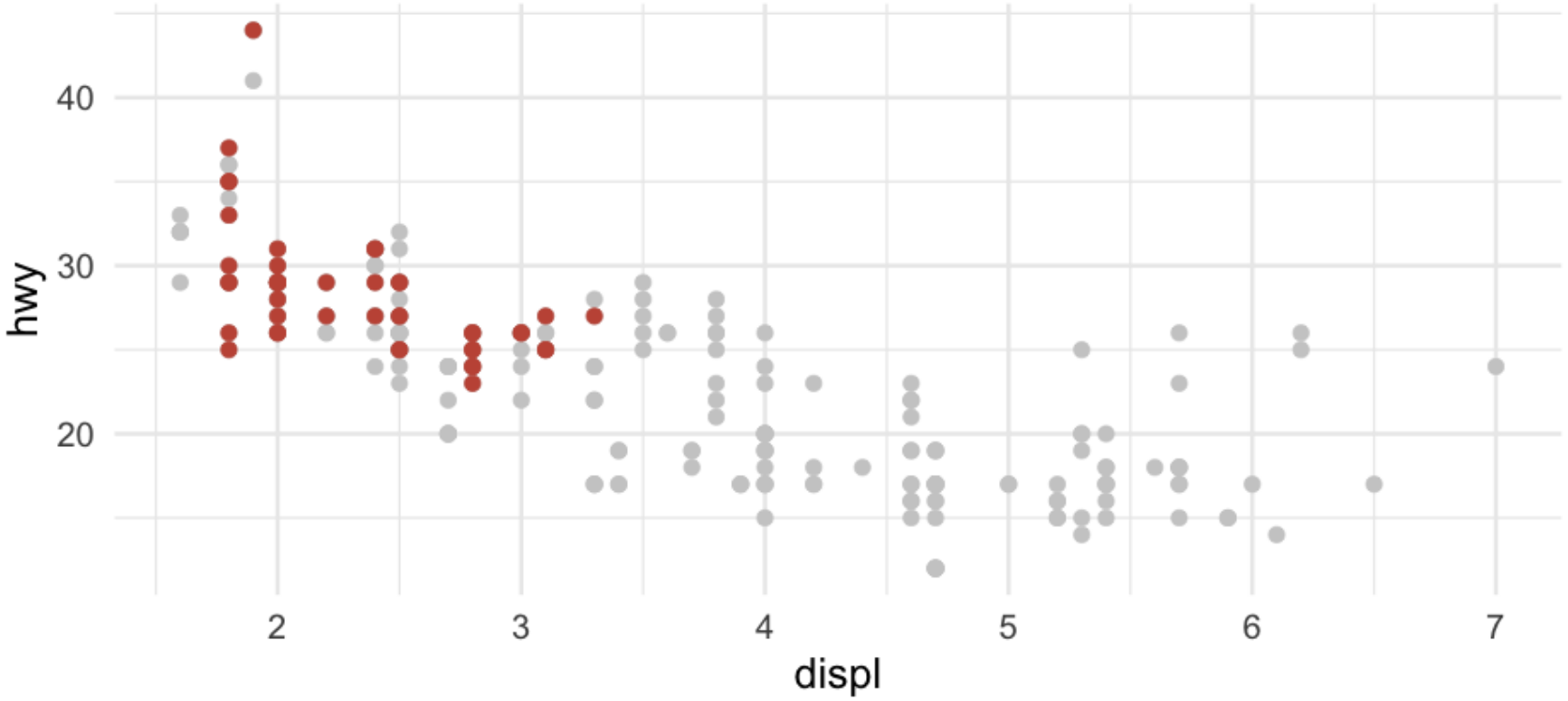
Basic scatterplot of weight to highway mpg

```
ggplot(mpg, aes(displ, hwy)) +
    geom_point()
```



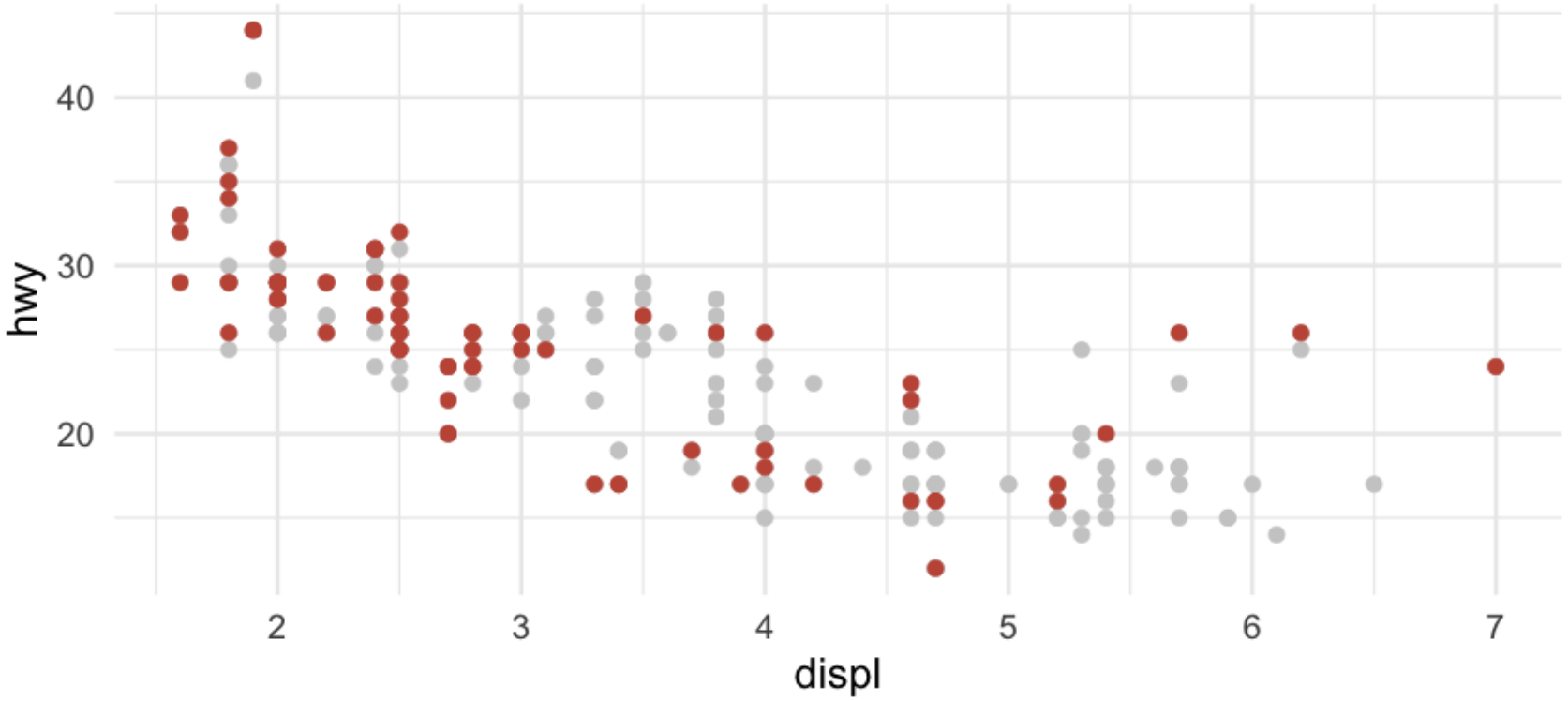
Highlight compact cars

```
ggplot(mpg, aes(displ, hwy)) +
    geom_point(color = "gray80") +
    geom_point(data = filter(mpg, class == "compact"),
               color = "#C55644")
```



Highlight manual cars

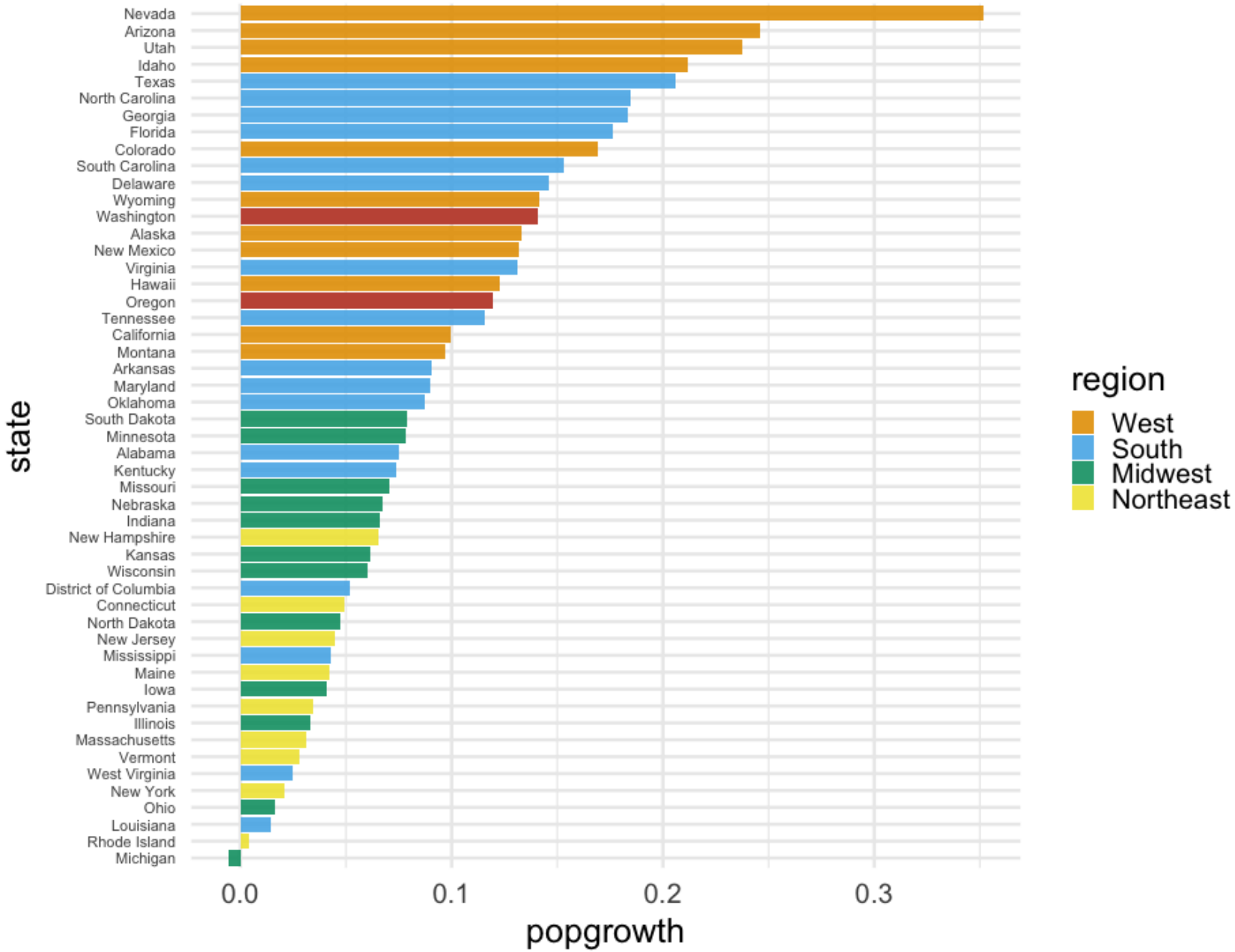
```
ggplot(mpg, aes(displ, hwy)) +
    geom_point(color = "gray80") +
    geom_point(data = filter(mpg, str_detect(trans, "manual")),
               color = "#C55644")
```



Back to our states plot

Highlight Oregon and Washington

```
ggplot(popgrowth_df, aes(x = popgrowth, y = state)) +
  geom_col(aes(fill = region),
           alpha = 0.9) +
    geom_col(data = filter(popgrowth_df,
                           state == "Oregon" |
                           state == "Washington"),
           fill = "#C55644") +
  scale_fill_OkabeIto()
```


Nevada
Arizona
Utah
Idaho
Texas
North Carolina
Georgia
Florida
Colorado
South Carolina
Delaware
Wyoming
Washington
Alaska
New Mexico
Virginia
Hawaii
Oregon
Tennessee
California
Montana
Arkansas
Maryland
Oklahoma
South Dakota
Minnesota
Alabama
Kentucky
Missouri
Nebraska
Indiana
New Hampshire
Kansas
Wisconsin
District of Columbia
Connecticut
North Dakota
New Jersey
Mississippi
Maine
Iowa
Pennsylvania
Illinois
Massachusetts
Vermont
West Virginia
New York
Ohio
Louisiana
Rhode Island
Michigan
state
0.0
0.1
0.2
0.3
popgrowth
region
West
South
Midwest
Northeast

Color labels

```
states <- unique(popgrowth_df$state)

label_color <- ifelse(states == "Oregon" | states == "Washington",
                "#C55644",
                "gray30")
label_color
```

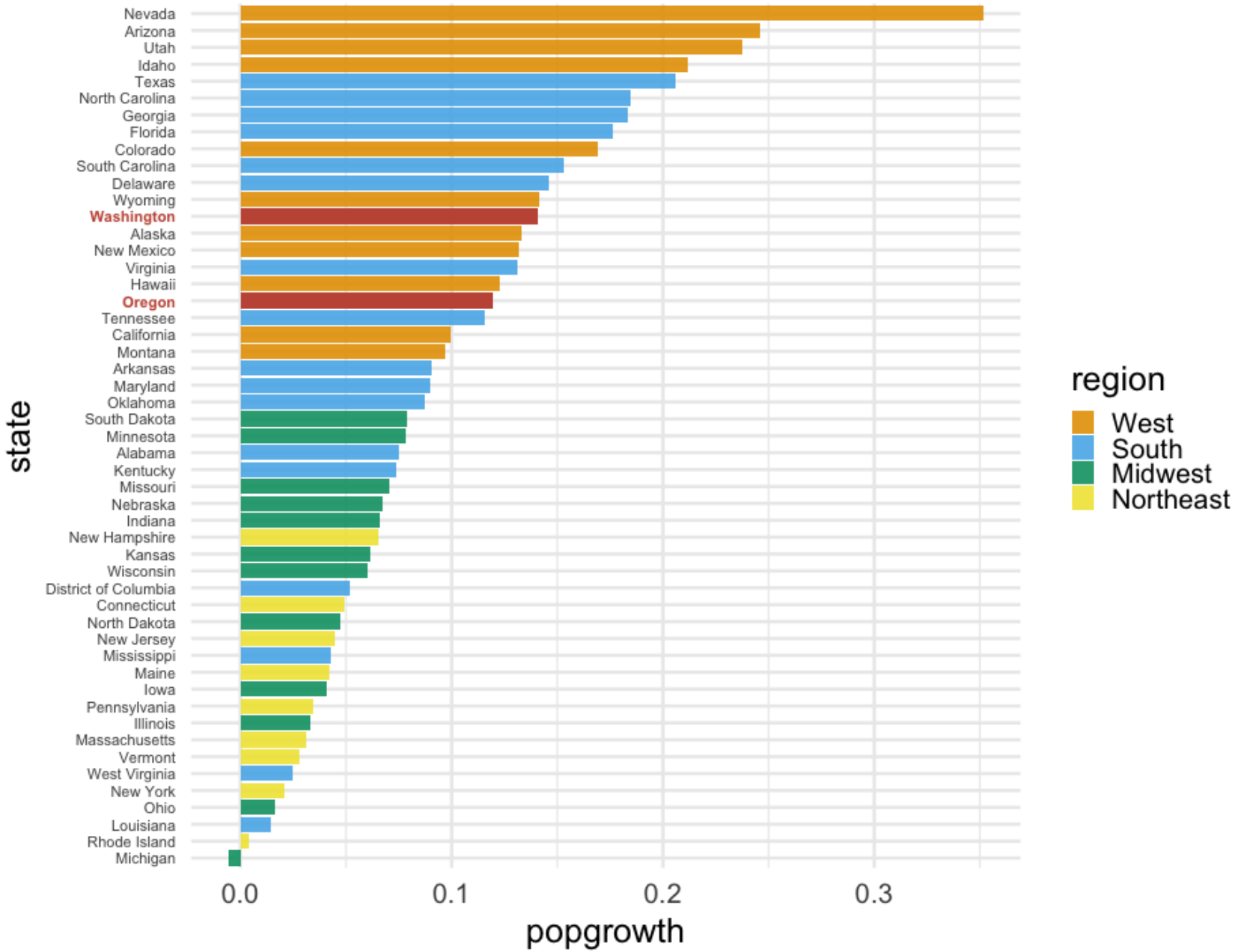
```
##  [1] "gray30"  "gray30"  "gray30"  "gray30"  "gray30"  "gray30"  "gray30"
##  [8] "gray30"  "gray30"  "gray30"  "gray30"  "gray30"  "gray30"  "gray30"
## [15] "gray30"  "gray30"  "gray30"  "gray30"  "gray30"  "gray30"  "gray30"
## [22] "gray30"  "gray30"  "gray30"  "gray30"  "gray30"  "gray30"  "gray30"
## [29] "gray30"  "gray30"  "gray30"  "gray30"  "gray30"  "#C55644" "gray30"
## [36] "gray30"  "gray30"  "gray30"  "#C55644" "gray30"  "gray30"  "gray30"
## [43] "gray30"  "gray30"  "gray30"  "gray30"  "gray30"  "gray30"  "gray30"
## [50] "gray30"  "gray30"
```

```
label_face <- ifelse(states == "Oregon" | states == "Washington",
                "bold",
                "plain")

label_face
```

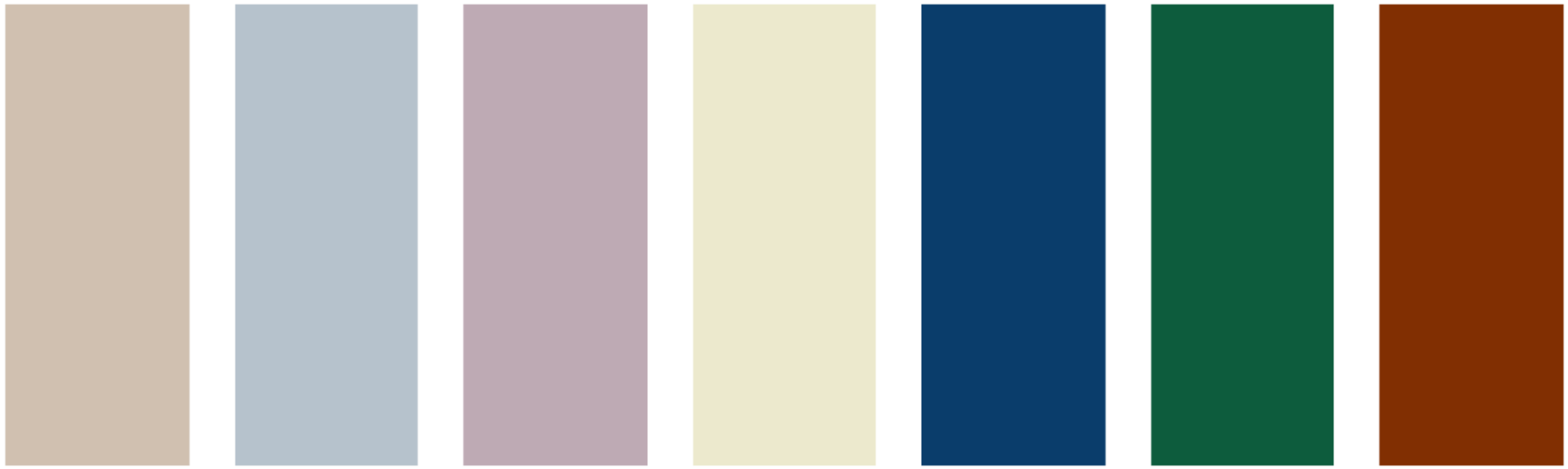
```
##  [1] "plain" "plain" "plain" "plain" "plain" "plain" "plain" "plain" "plain"
## [10] "plain" "plain" "plain" "plain" "plain" "plain" "plain" "plain" "plain"
## [19] "plain" "plain" "plain" "plain" "plain" "plain" "plain" "plain" "plain"
## [28] "plain" "plain" "plain" "plain" "plain" "plain" "bold"  "plain" "plain"
## [37] "plain" "plain" "bold"  "plain" "plain" "plain" "plain" "plain" "plain"
## [46] "plain" "plain" "plain" "plain" "plain" "plain"
```

```
ggplot(popgrowth_df, aes(x = popgrowth, y = state)) +
  geom_col(aes(fill = region),
           alpha = 0.9) +
    geom_col(data = filter(popgrowth_df,
                           state == "Oregon" |
                           state == "Washington"),
           fill = "#C55644") +
  scale_fill_OkabeIto() +
  theme(axis.text.y = element_text(color = label_color,
                                   face = label_face))
```

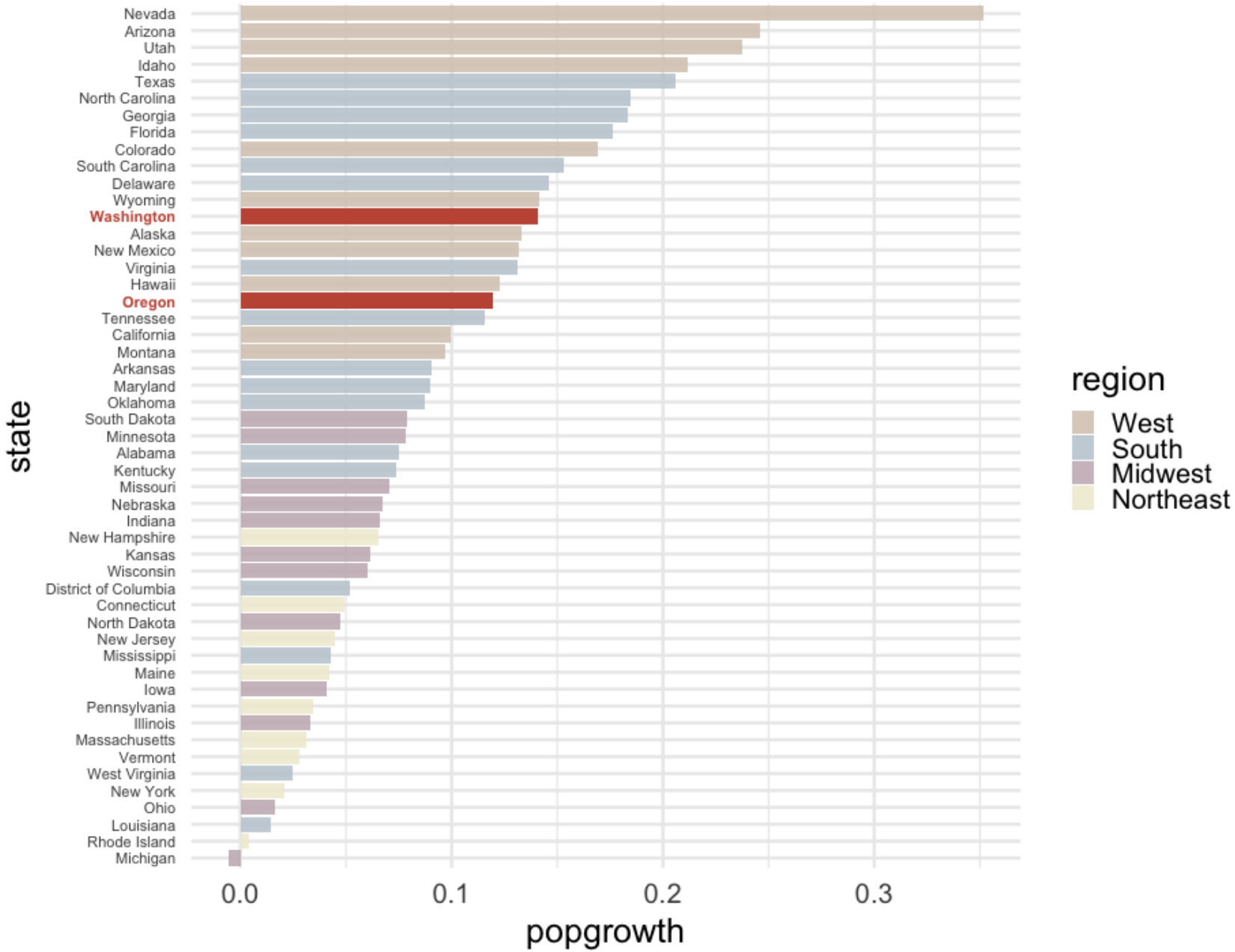

Nevada
Arizona
Utah
Idaho
Texas
North Carolina
Georgia
Florida
Colorado
South Carolina
Delaware
Wyoming
Washington
Alaska
New Mexico
Virginia
Hawaii
Oregon
Tennessee
California
Montana
Arkansas
Maryland
Oklahoma
South Dakota
Minnesota
Alabama
Kentucky
Missouri
Nebraska
Indiana
New Hampshire
Kansas
Wisconsin
District of Columbia
Connecticut
North Dakota
New Jersey
Mississippi
Maine
Iowa
Pennsylvania
Illinois
Massachusetts
Vermont
West Virginia
New York
Ohio
Louisiana
Rhode Island
Michigan
state
0.0
0.1
0.2
0.3
popgrowth
region
West
South
Midwest
Northeast

Even better

```
accent_OkabeIto <- palette_OkabeIto[c(1, 2, 7, 4, 5, 3, 6)]
accent_OkabeIto[1:4] <- desaturate(lighten(accent_OkabeIto[1:4], .4), .8)
accent_OkabeIto[5:7] <- darken(accent_OkabeIto[5:7], .3)
gg_color_swatches(7) +
    scale_fill_manual(values = accent_OkabeIto)
```

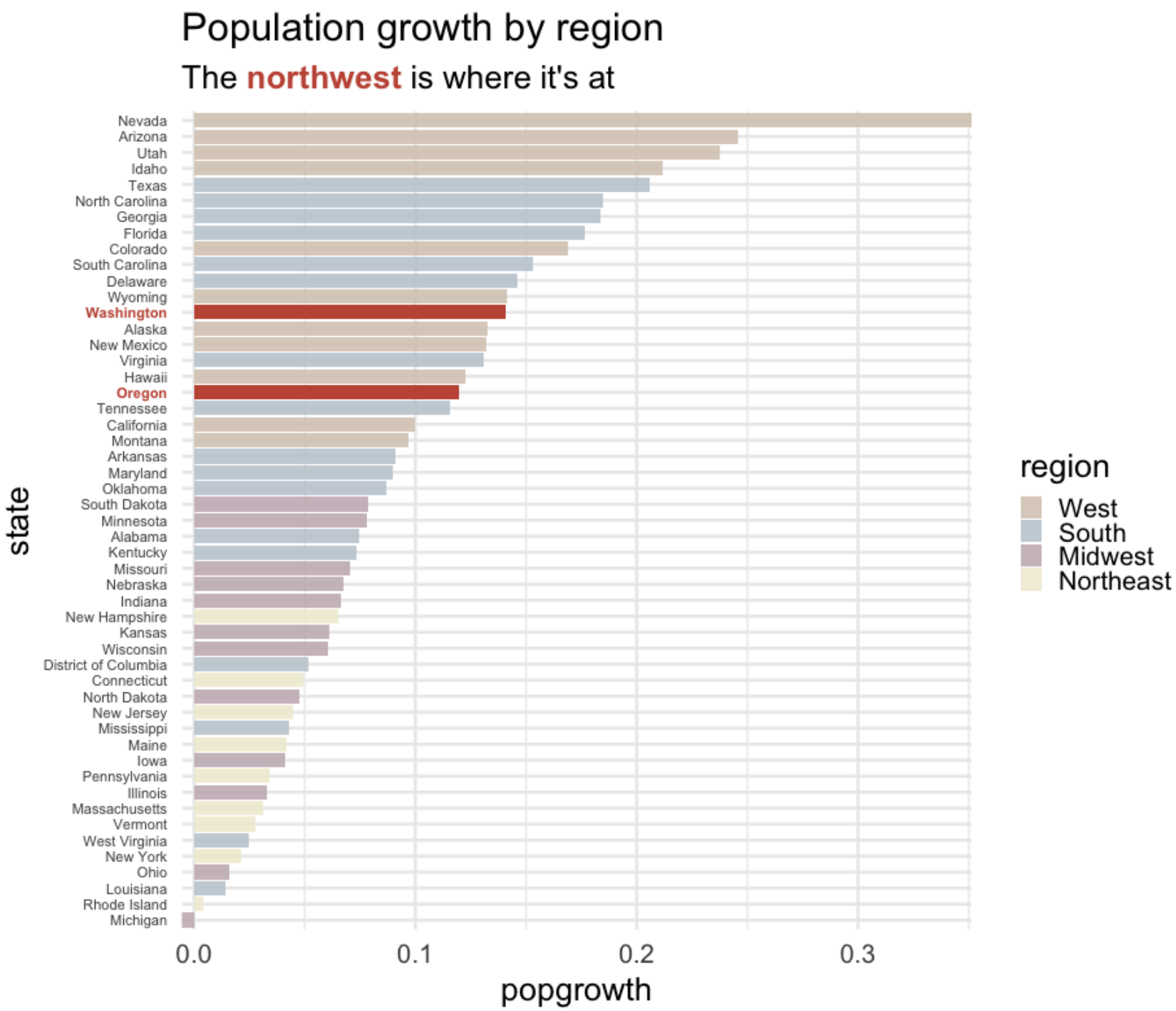


```
ggplot(popgrowth_df, aes(x = popgrowth, y = state)) +
  geom_col(aes(fill = region),
           alpha = 0.9) +
    geom_col(data = filter(popgrowth_df,
                           state == "Oregon" |
                           state == "Washington"),
           fill = "#C55644") +
  scale_fill_manual(values = accent_OkabeIto) +
  theme(axis.text.y = element_text(color = label_color,
                                   face = label_face))
```


Nevada
Arizona
Utah
Idaho
Texas
North Carolina
Georgia
Florida
Colorado
South Carolina
Delaware
Wyoming
Washington
Alaska
New Mexico
Virginia
Hawaii
Oregon
Tennessee
California
Montana
Arkansas
Maryland
Oklahoma
South Dakota
Minnesota
Alabama
Kentucky
Missouri
Nebraska
Indiana
New Hampshire
Kansas
Wisconsin
District of Columbia
Connecticut
North Dakota
New Jersey
Mississippi
Maine
Iowa
Pennsylvania
Illinois
Massachusetts
Vermont
West Virginia
New York
Ohio
Louisiana
Rhode Island
Michigan
state
0.0
0.1
0.2
0.3
popgrowth
region
West
South
Midwest
Northeast

Or even better

```
library(ggtext)
ggplot(popgrowth_df, aes(x = popgrowth, y = state)) +
  geom_col(aes(fill = region),
           alpha = 0.9) +
    geom_col(data = filter(popgrowth_df,
                           state == "Oregon" |
                           state == "Washington"),
           fill = "#C55644") +
  scale_fill_manual(values = accent_OkabeIto) +
  scale_x_continuous(expand = c(0, 0)) +
  labs(title = "Population growth by region",
       subtitle = "The <span style = 'color: #C55644'>**northwest**</span> is
  theme(axis.text.y = element_text(color = label_color,
                                   face = label_face),
        plot.subtitle = element_markdown())
```


Population growth by region
The northwest is where it's at
Nevada
Arizona
Utah
Idaho
Texas
North Carolina
Georgia
Florida
Colorado
South Carolina
Delaware
Wyoming
Washington
Alaska
New Mexico
Virginia
Hawaii
Oregon
Tennessee
California
Montana
Arkansas
Maryland
Oklahoma
South Dakota
Minnesota
Alabama
Kentucky
Missouri
Nebraska
Indiana
New Hampshire
Kansas
Wisconsin
District of Columbia
Connecticut
North Dakota
New Jersey
Mississippi
Maine
Iowa
Pennsylvania
Illinois
Massachusetts
Vermont
West Virginia
New York
Ohio
Louisiana
Rhode Island
Michigan
state
0.0
0.1
0.2
0.3
popgrowth
region
West
South
Midwest
Northeast

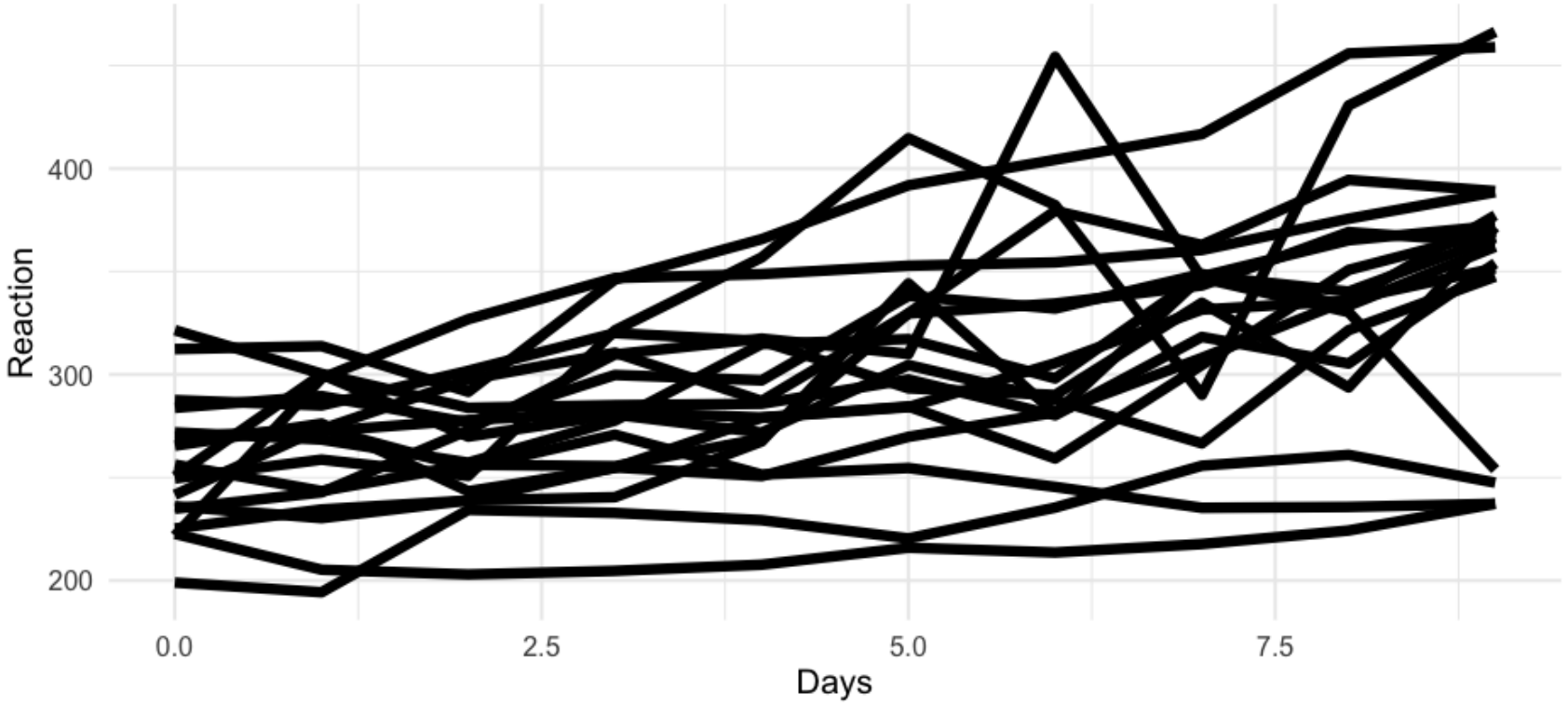
Last example

```
data(sleepstudy, package = "lme4")
head(sleepstudy)
```

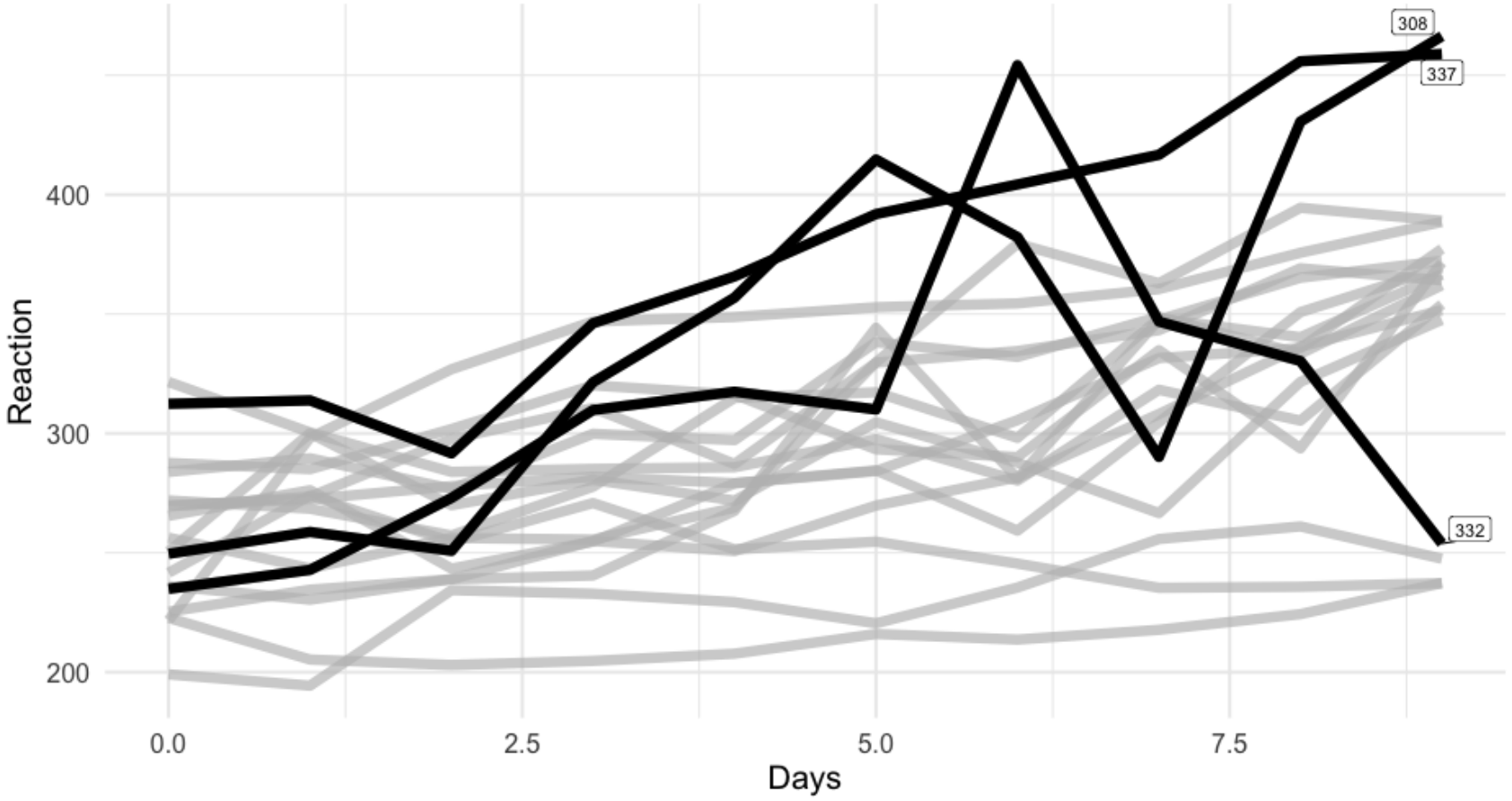
```
##   Reaction Days Subject
## 1      250    0     308
## 2      259    1     308
## 3      251    2     308
## 4      321    3     308
## 5      357    4     308
## 6      415    5     308
```

Plot by subject

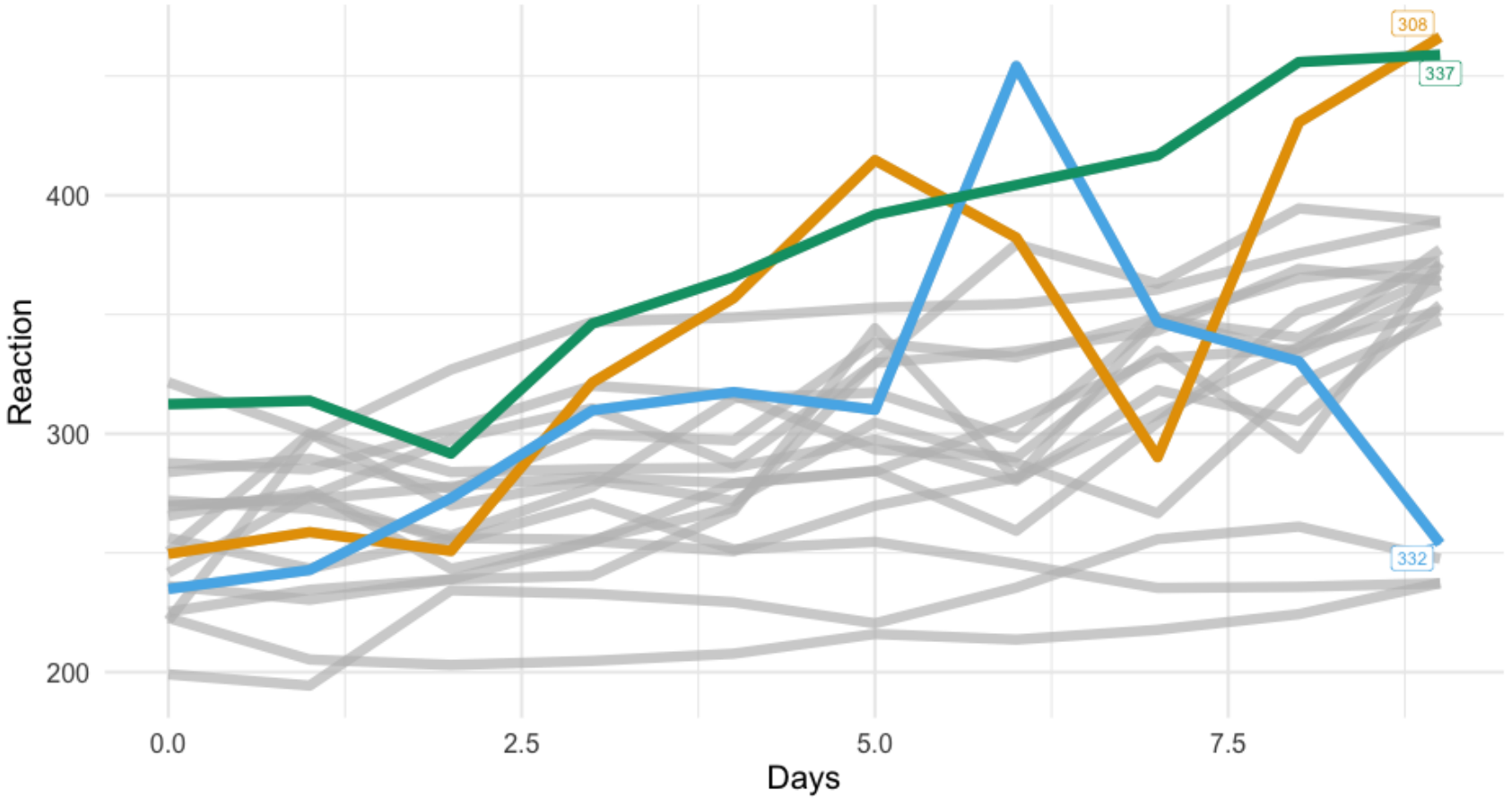
```
ggplot(sleepstudy, aes(Days, Reaction, group = Subject)) +
    geom_line()
```



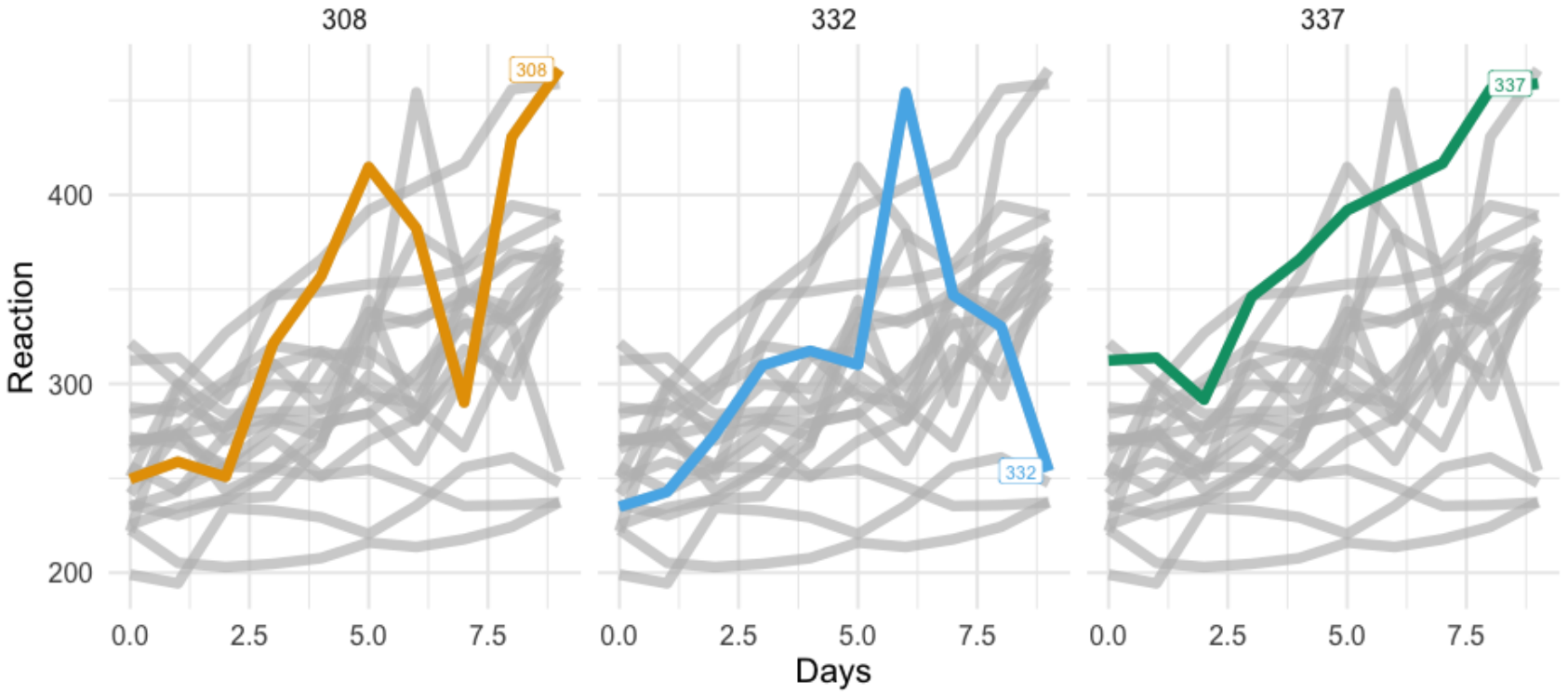
```
library(gghighlight)
ggplot(sleepstudy, aes(Days, Reaction, group = Subject)) +
    geom_line() +
gghighlight(max(Reaction) > 400)
```



```r
library(gghighlight)
ggplot(sleepstudy, aes(Days, Reaction, color = Subject)) +
    geom_line() +
    gghighlight(max(Reaction) > 400) +
scale_color_OkabeIto()
```

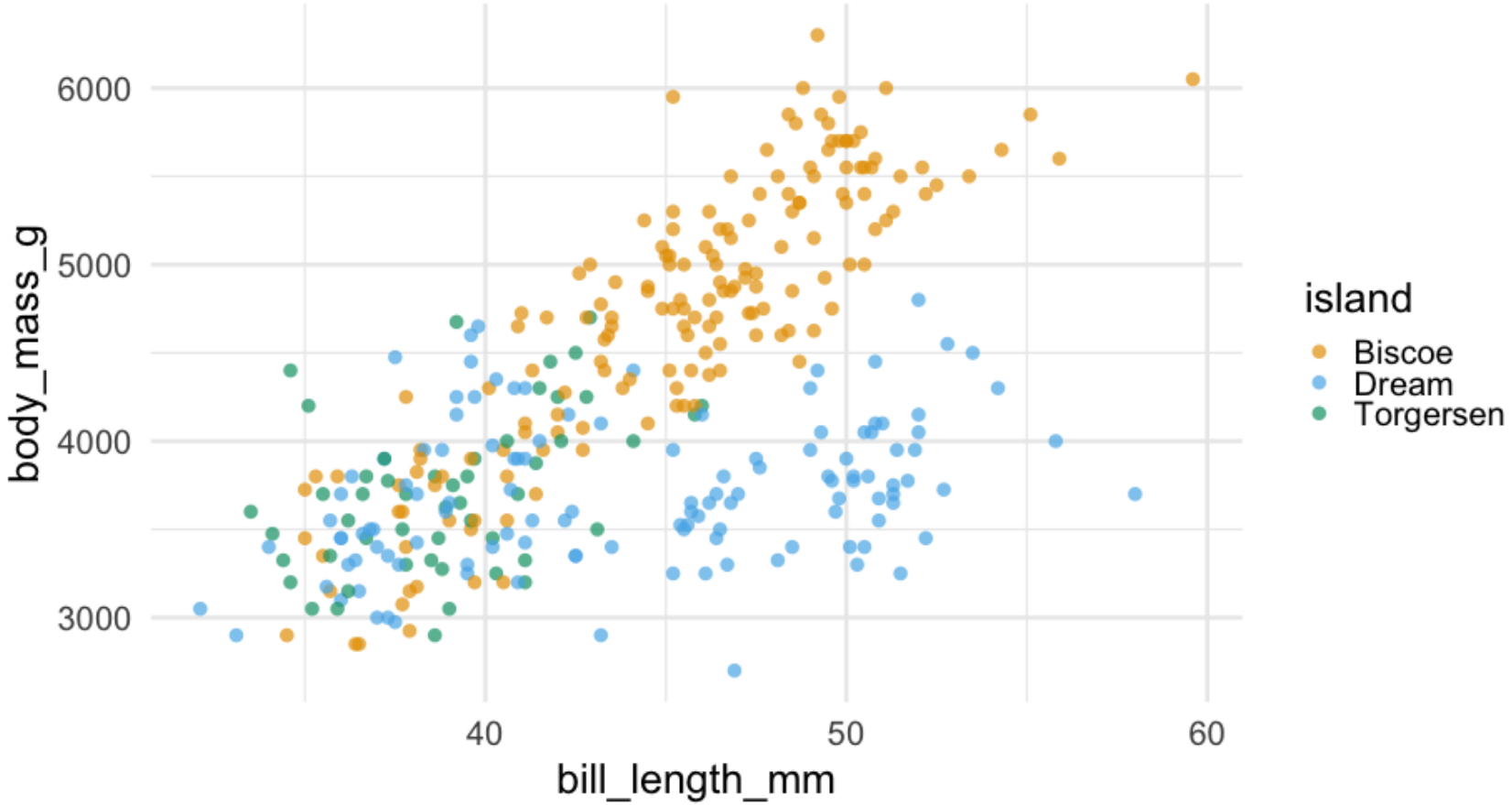


```
library(gghighlight)
ggplot(sleepstudy, aes(Days, Reaction, color = Subject)) +
    geom_line() +
facet_wrap(~Subject) +
    gghighlight(max(Reaction) > 400) +
    scale_color_OkabeIto()
```



A few other things to consider

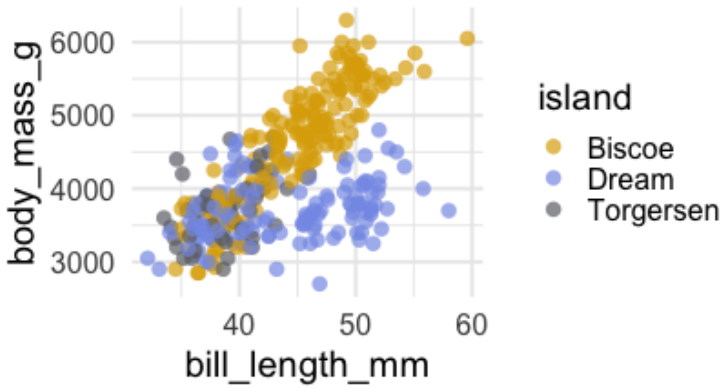
Double encodings



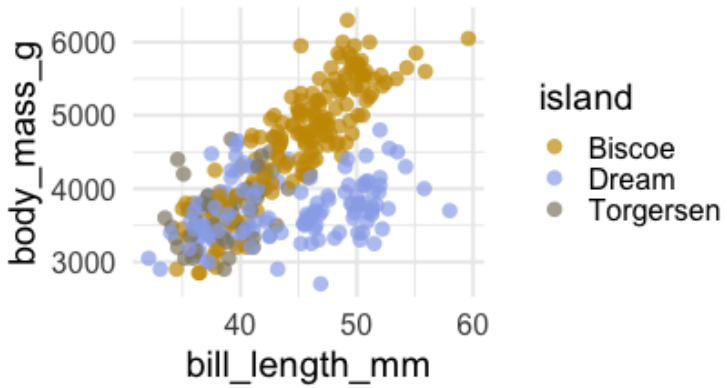
This plot is less than ideal. Why?

Color blindness

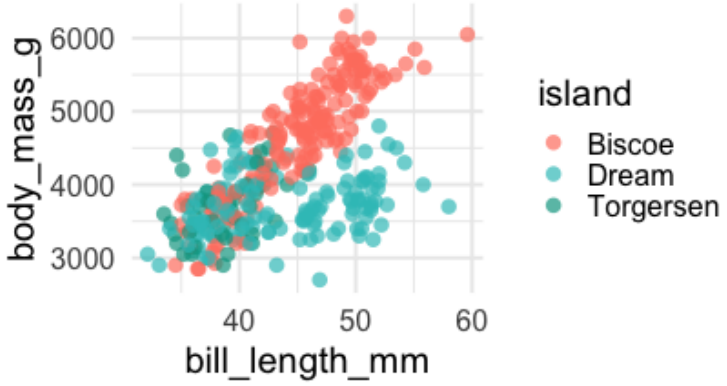
Deutanomaly



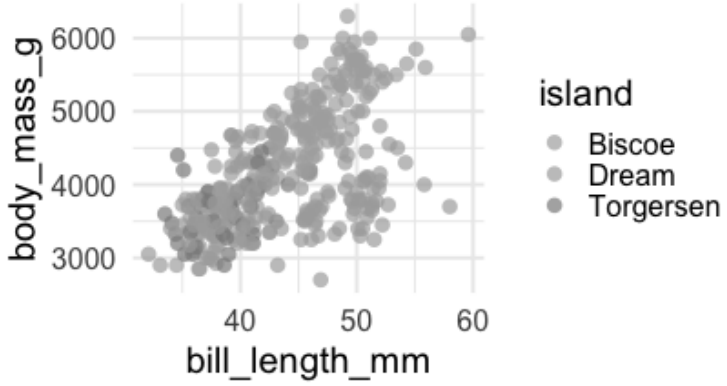
Protanomaly



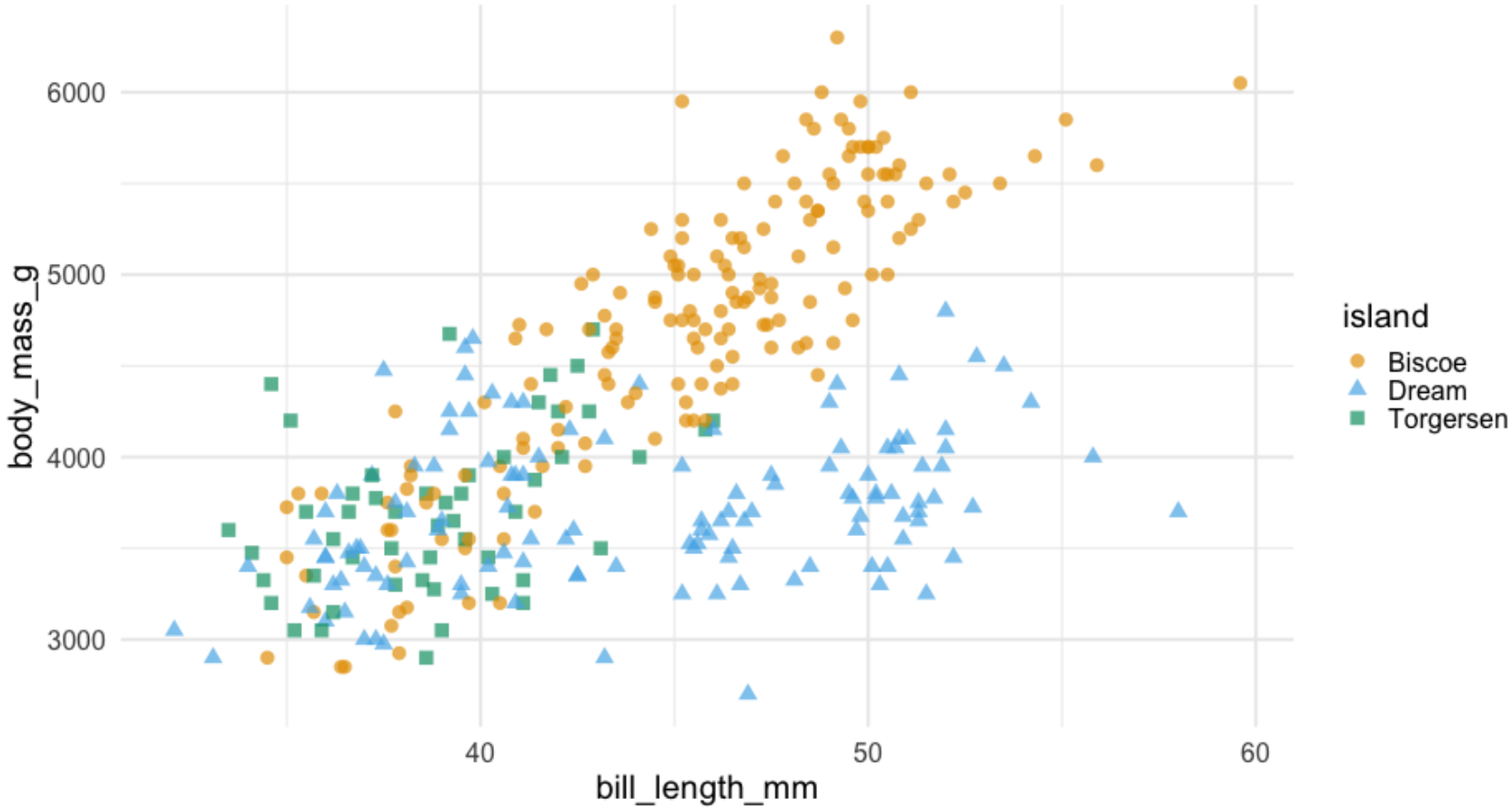
Tritanomaly



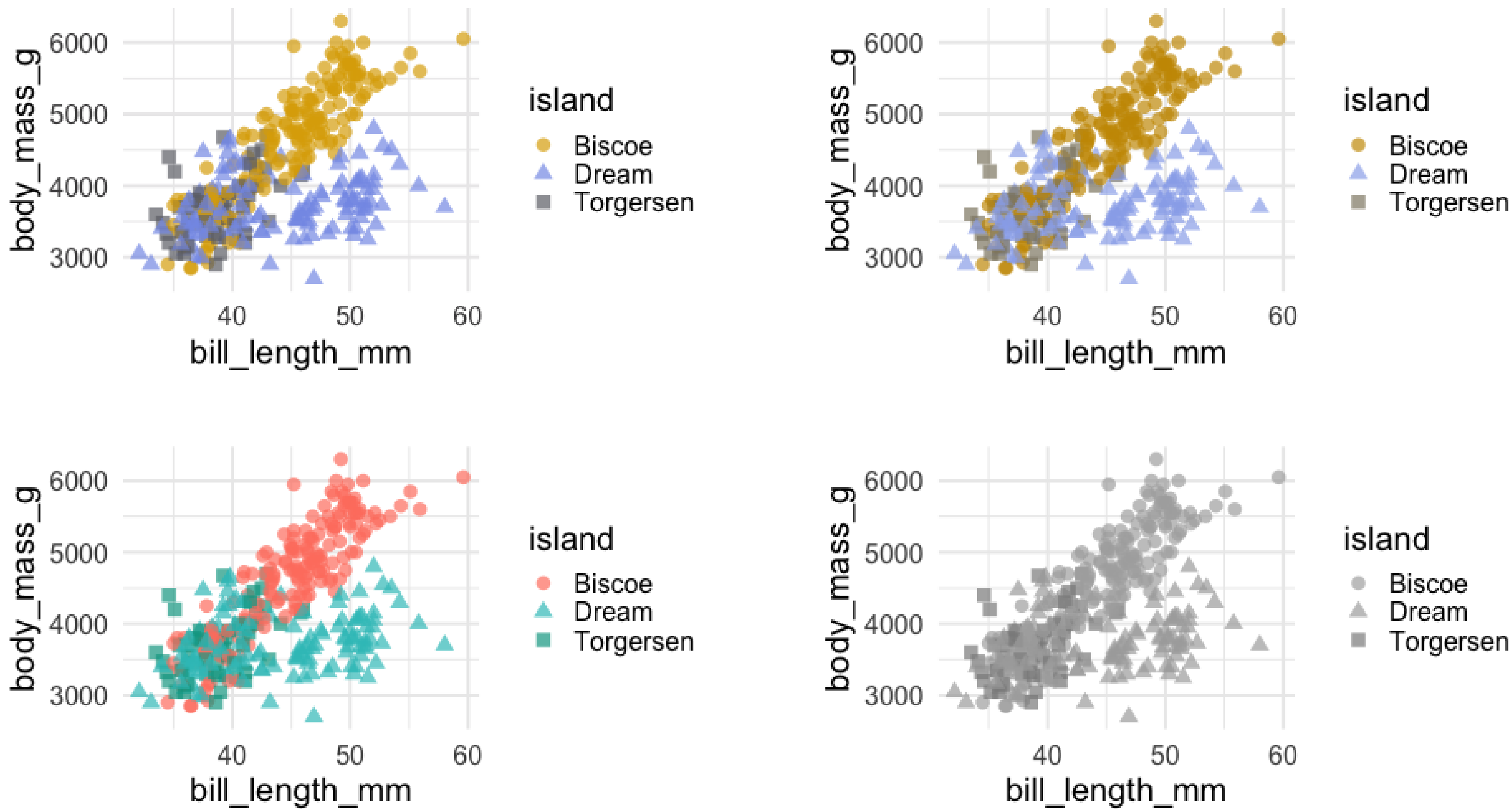
Desaturated



Better version



Color blindness check

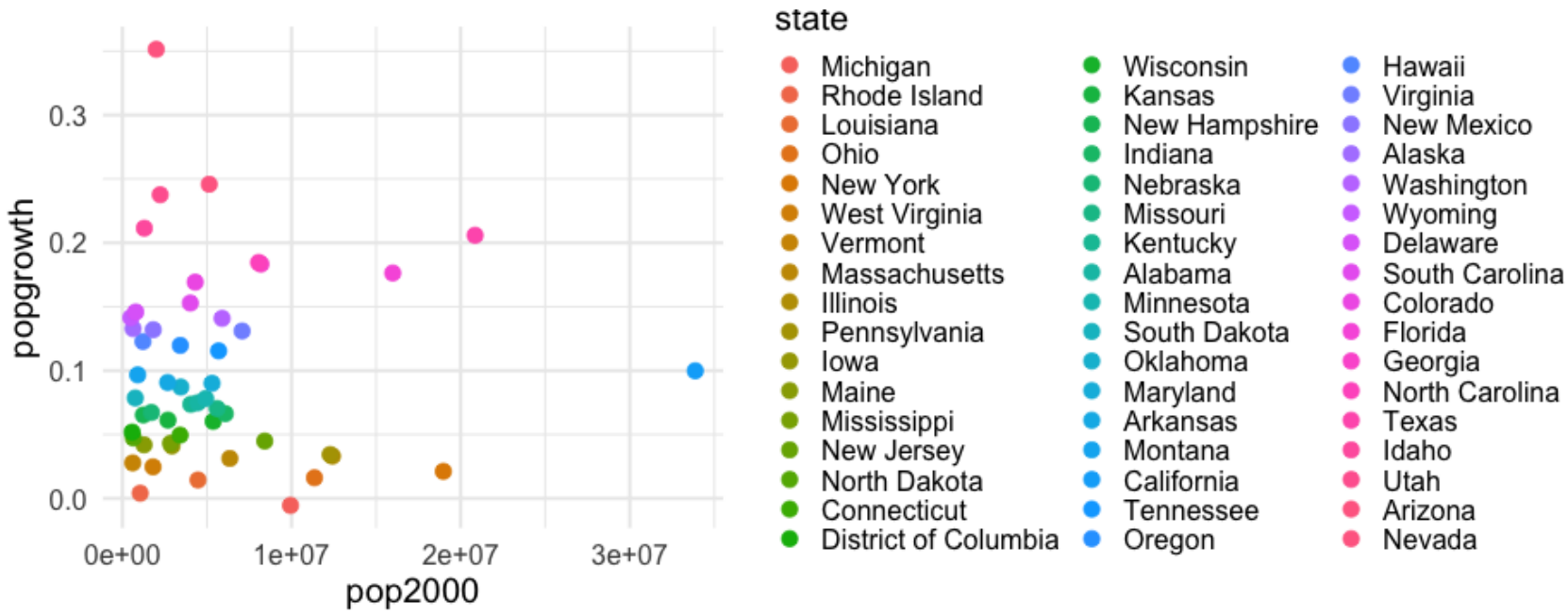


Common problems with color

Too many colors

More than 5–ish categories generally becomes too difficult to track

```
ggplot(popgrowth_df, aes(pop2000, popgrowth, color = state)) +
    geom_point()
```

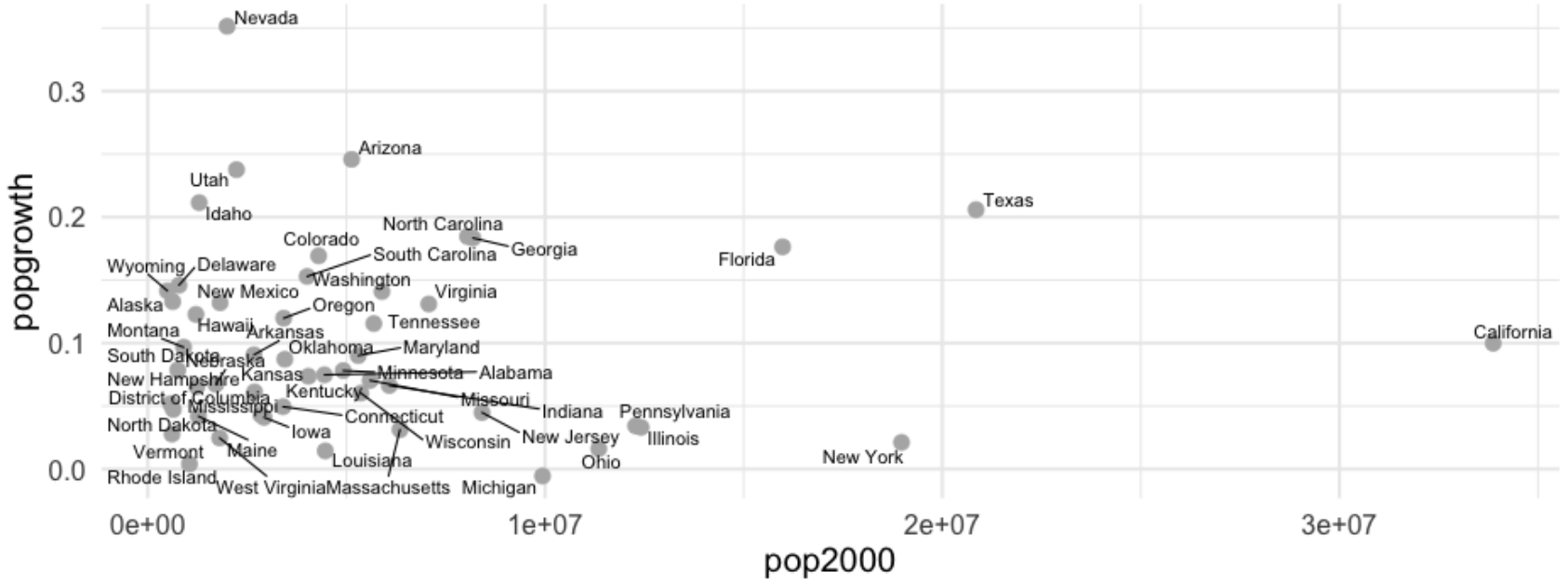


Use labels

More than 5–ish categories generally becomes too difficult to track

```
library(ggrepel)

ggplot(popgrowth_df, aes(pop2000, popgrowth)) +
    geom_point(color = "gray70") +
geom_text_repel(aes(label = state))
```



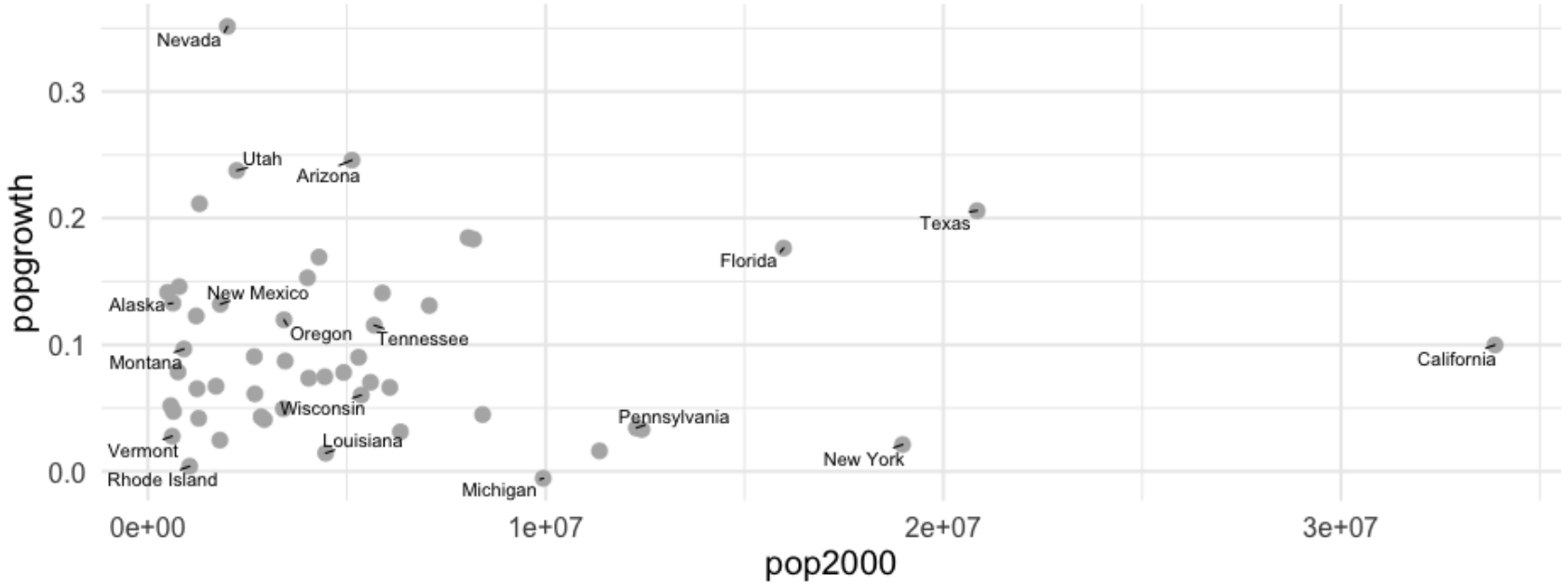
Better

Get a subset

```
to_label <- c("Alaska", "Arizona", "California", "Florida", "Wisconsin",
              "Louisiana", "Nevada", "Michigan", "Montana", "New Mexico",
              "Pennsylvania", "New York", "Oregon", "Rhode Island",
              "Tennessee", "Texas", "Utah", "Vermont")
subset_states <- popgrowth_df %>%
    filter(state %in% to_label)
```

```
library(ggrepel)

ggplot(popgrowth_df, aes(pop2000, popgrowth)) +
    geom_point(color = "gray70") +
geom_text_repel(aes(label = state),
                data = subset_states,
                min.segment.length = 0)
```



(still lots more cleaning up we could do here...)

Rainbow palette

```
rainbow(3)
```

```
## [1] "#FF0000" "#00FF00" "#0000FF"
```

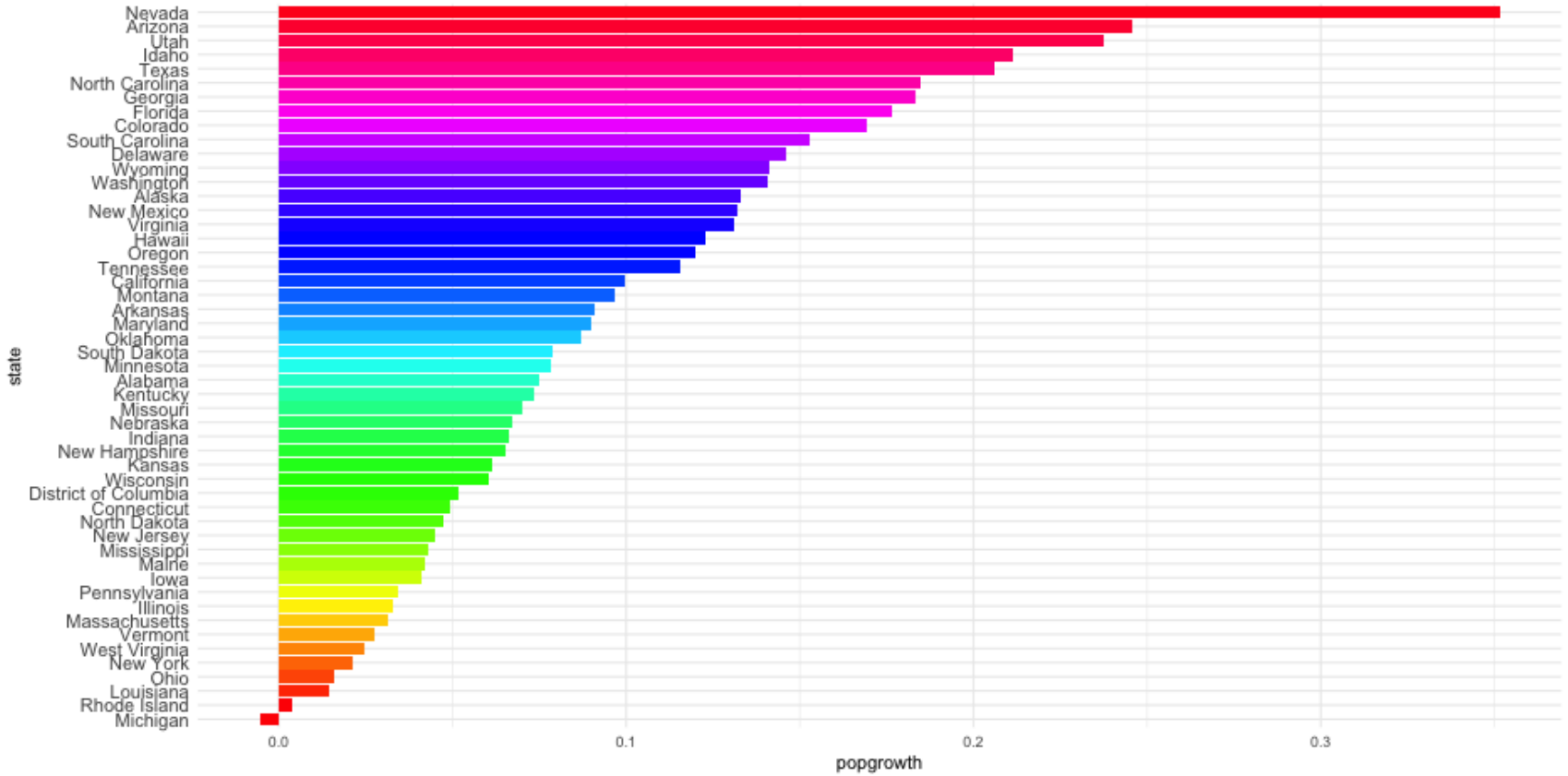
```
rainbow(7)
```

```
## [1] "#FF0000" "#FFDB00" "#49FF00" "#00FF92" "#0092FF" "#4900FF" "#FF00DB"
```

Pretty! Doesn't work well

See here for one (of many) articles on why this is the case

```
ggplot(popgrowth_df, aes(x = popgrowth, y = state)) +
  geom_col(aes(fill = state)) +
  scale_fill_manual(values = rainbow(51)) +
  guides(fill = "none")
```

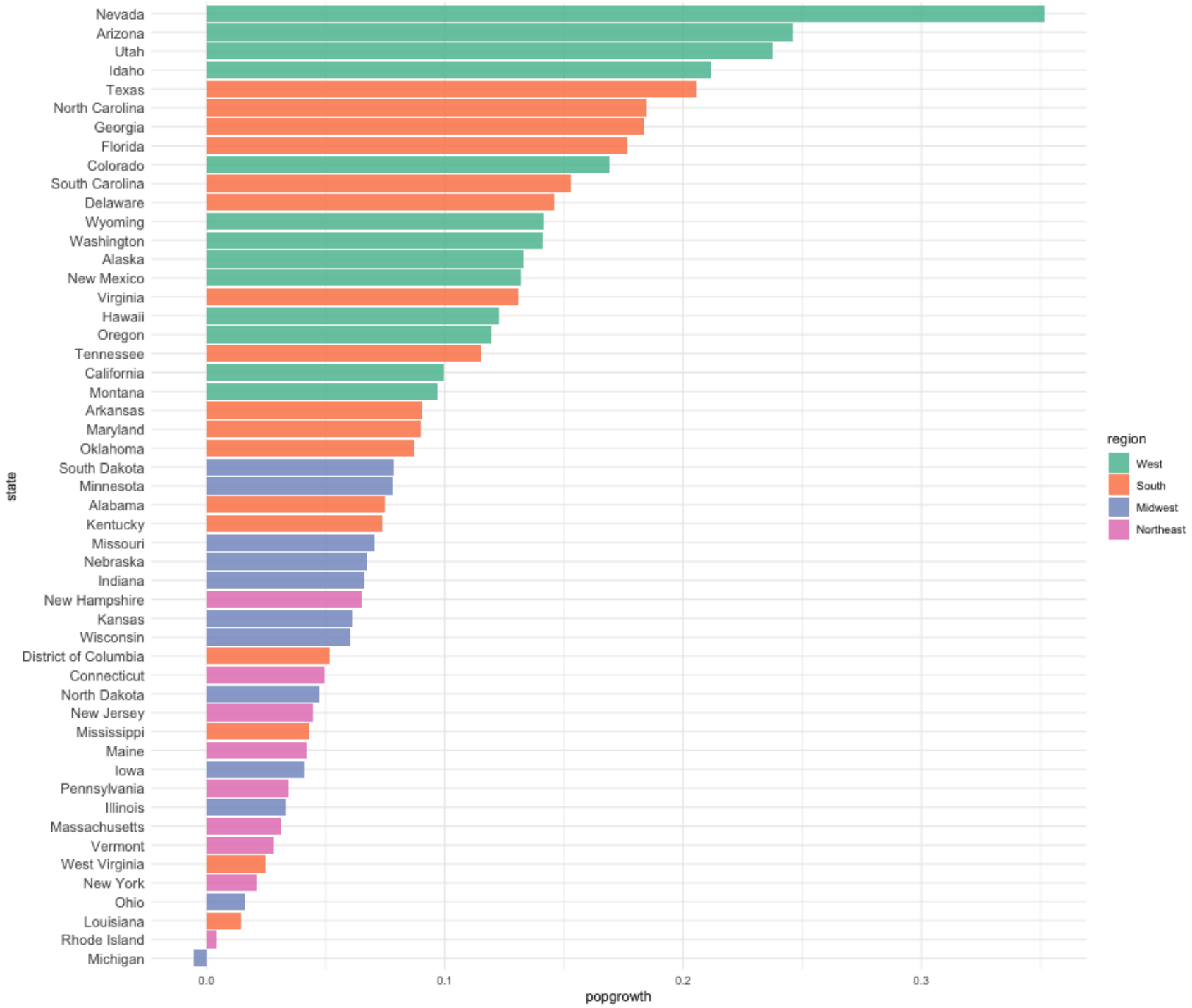


Last few note on palettes

- Do some research, find what you like **and** what tends to work well
- Check for colorblindness
- Look into http://colorbrewer2.org/
    - `scale_color_brewer()` and `scale_fill_brewer()` ship with ggplot2

For example

```
ggplot(popgrowth_df, aes(x = popgrowth, y = state)) +
  geom_col(aes(fill = region),
           alpha = 0.9) +
  scale_fill_brewer(palette = "Set2")
```


Nevada
Arizona
Utah
Idaho
Texas
North Carolina
Georgia
Florida
Colorado
South Carolina
Delaware
Wyoming
Washington
Alaska
New Mexico
Virginia
Hawaii
Oregon
Tennessee
California
Montana
Arkansas
Maryland
Oklahoma
South Dakota
Minnesota
Alabama
Kentucky
Missouri
Nebraska
Indiana
New Hampshire
Kansas
Wisconsin
District of Columbia
Connecticut
North Dakota
New Jersey
Mississippi
Maine
Iowa
Pennsylvania
Illinois
Massachusetts
Vermont
West Virginia
New York
Ohio
Louisiana
Rhode Island
Michigan
state
0.0
0.1
0.2
0.3
popgrowth
region
West
South
Midwest
Northeast

Paleteer package

Next time

Lab 3: Colors

Note – this will be our final lab to make sure you have sufficient time for your final projects