
DATA VISUALIZATION

DECLUTTERING AND OTHER TIPS

DECLUTTERING

Clutter is the enemy!

Every element on a page adds cognitive load

- identify and remove anything that isn't adding value
- think of cognitive load as mental effort required to process information (lower is better)

Tufte refers to the **data-to-ink ratio** – “the larger the share of a graphic’s ink devoted to data, the better”

In *Resonate*, Duarte refers to this as “**maximizing the signal-to-noise ratio**” where the signal is the information or the story we want to communicate.

DECLUTTERING

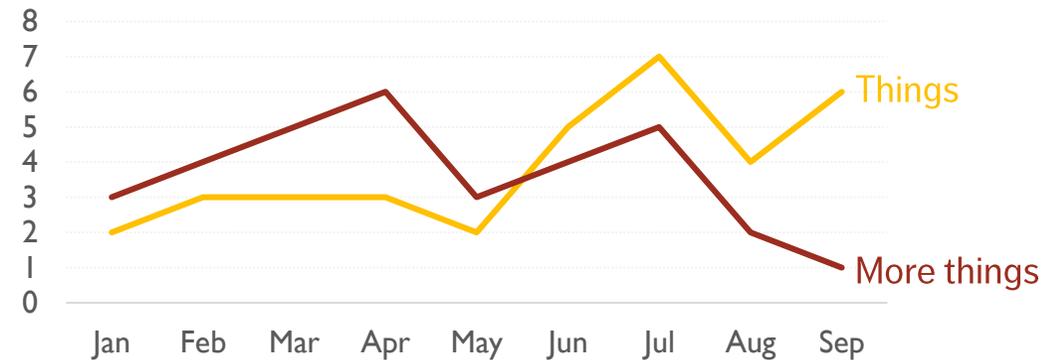
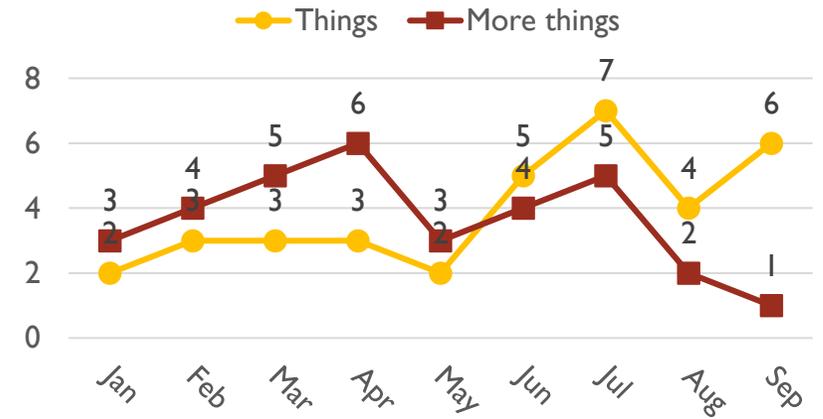
Use the Gestalt Principles to **organize/highlight** data in the chart.

Align all elements (graphs, text, lines, etc.):

- don't rely on eye, use position boxes and values

Charts:

- remove border, gridlines, data markers
- clean up axis labels
- label data directly



DECLUTTERING

Use **consistent** fonts, font size, colour and alignment.

Don't rotate text to anything other than 0 or 90 degrees (however: English/French incompatibility with vertical text).

Use **white space**:

- margins should remain free of text and visuals
- don't stretch visuals to edge of page or too close to other visuals
- think of white space as a border

COLOUR SCHEMES

Achromatic (colourless, using only blacks, whites and grays)



Monochromatic (1-colour schemes)



Complementary (colours directly across from each other on the colour wheel)



Split complementary (2 of the 3 colors are adjacent; 1 of the colours is opposite)



COLOUR TIPS

When it comes to colour, **less is more**: use it sparingly (graphic designers are taught to “get it right, in black and white”).

Based on the Gestalt Principles, **monochrome** schemes can be effective.

When appropriate, pick corporate identity scheme (this maximizes buy in).

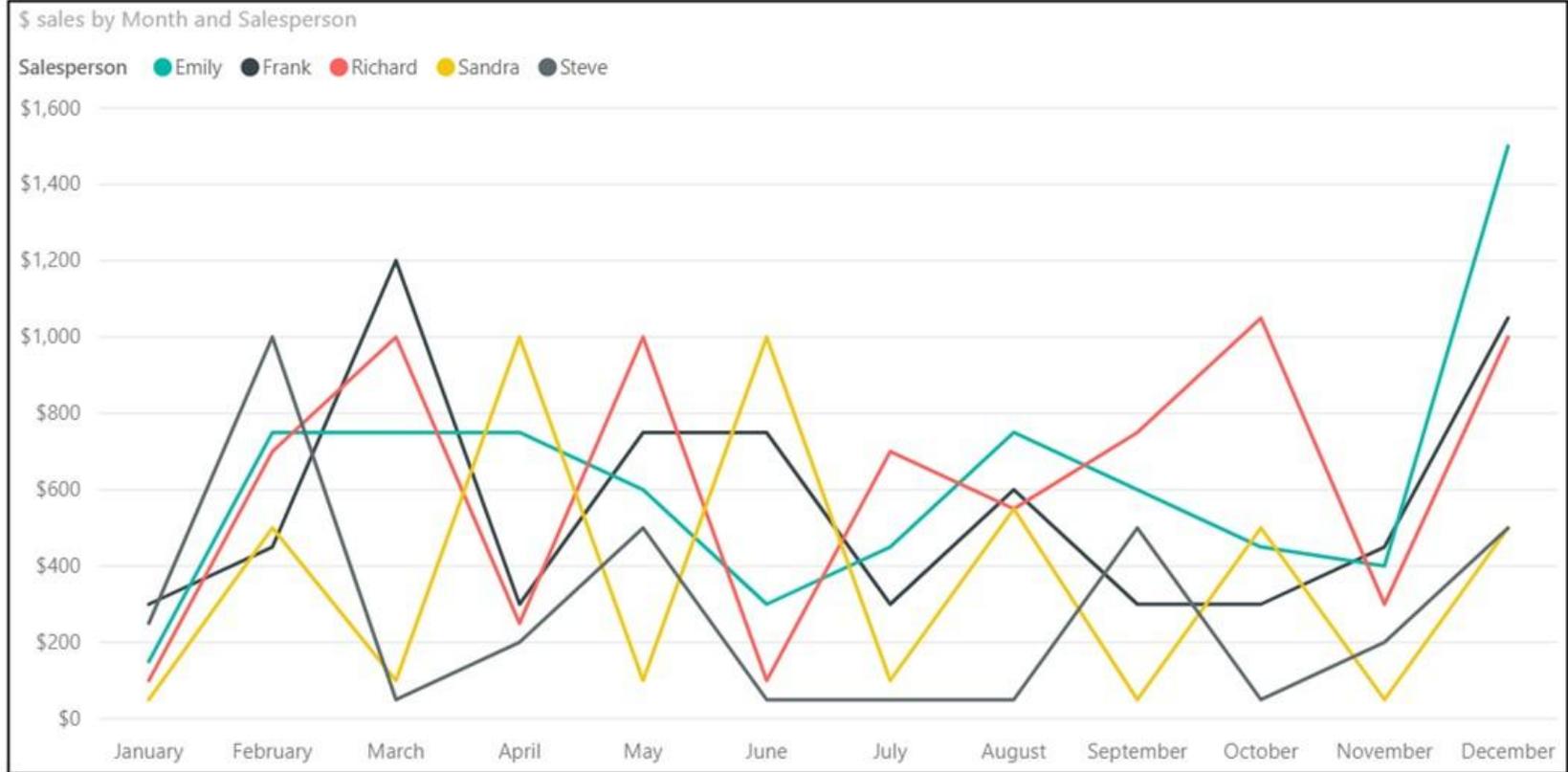
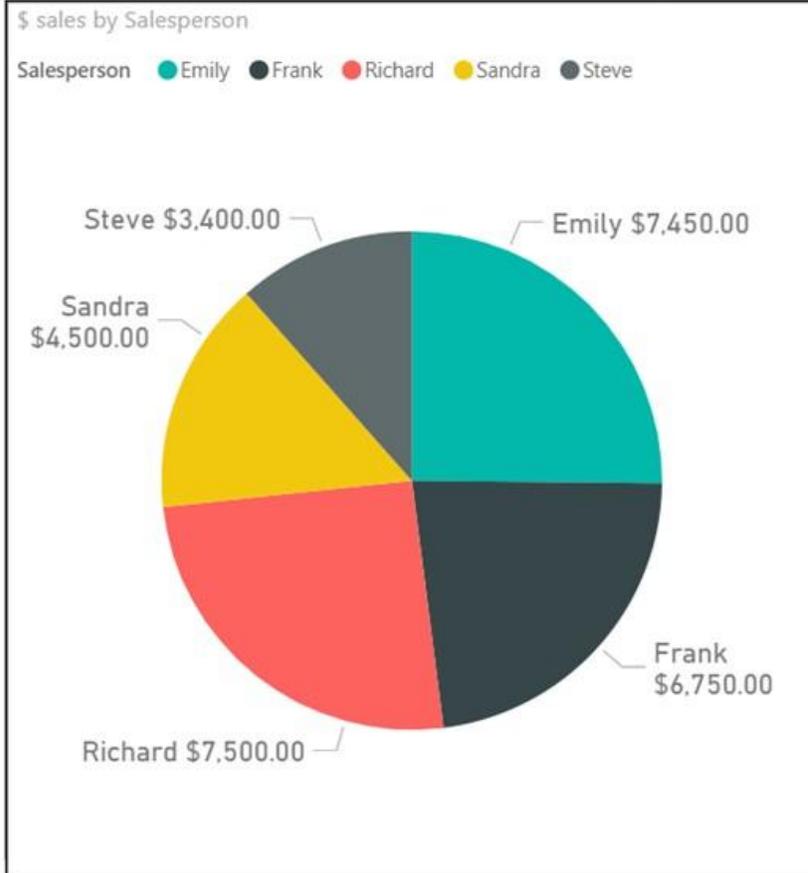
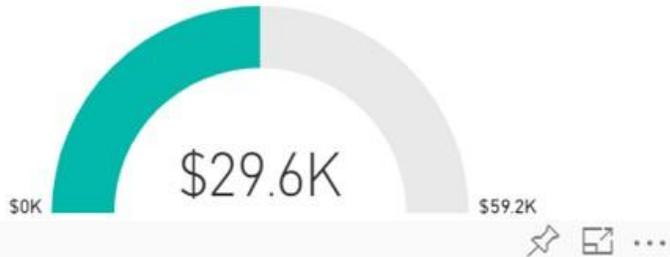
Create a **template** (and stick to it).

Upload images to see what charts look like for flavours of colourblindness:

- <https://www.color-blindness.com/coblis-color-blindness-simulator> (not the only tool)

Sales Dashboard

\$ sales



Sales Dashboard

Annual Sales for 2017

Total Sales

\$29.6K



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