

OBJECTIVE OF THE HANDOUT

This handout will help you:

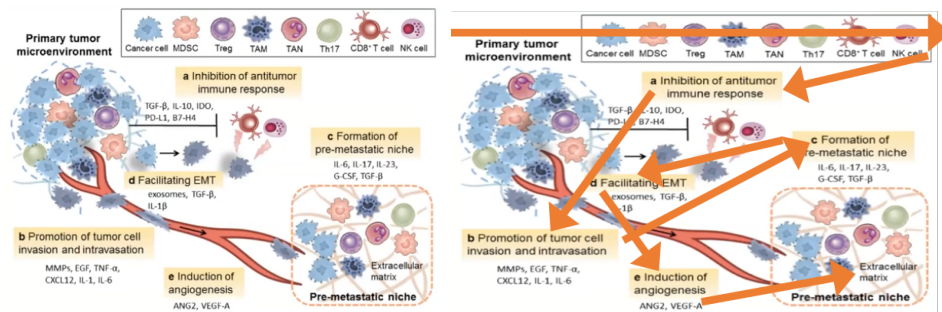
1. Identify the most common problems in data visualizations in technical documents and presentations.
2. Learn how to create clear figures (with clear headings, appropriate legends, legible fonts, logical organization, white space).

TECHNICAL EXPLANATION OF DATA VISUALIZATION

Data visualization is the representation of data through different types of graphs or tables.

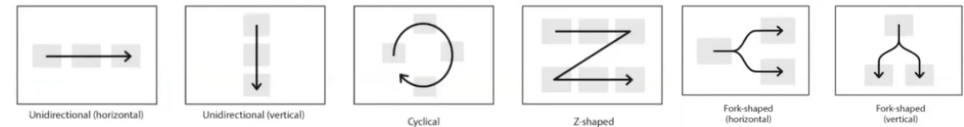
Common problems with data visualizations:

Look at the below visual (left) from the perspective of a reader. Notice that the reader will have to move his/her eyes back and forth across the figure (right) because the configuration is not logical. The figure is also too crowded with words and colors.

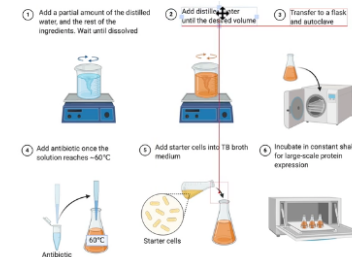


ADDRESSING THE PROBLEMS

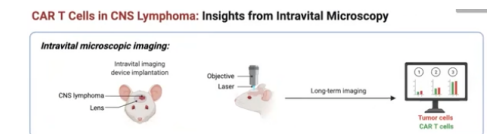
Use a logical and clear configuration:



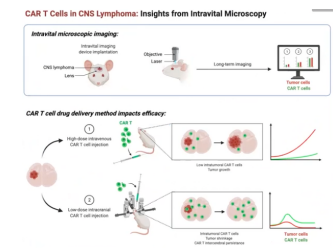
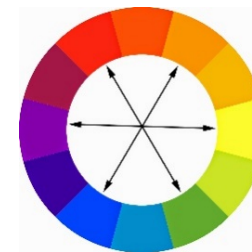
Make sure your items are aligned and properly spaced:



Use clear fonts and labels to indicate hierarchy:



Be mindful of color associations and contrast (the color wheel below represents complementary colors):



TAKEAWAYS

- ❑ Effective data visuals allow readers to scan the visuals and retrieve information quickly and efficiently.
- ❑ They have clear organization, properly aligned objects, white space, legible labels, and suitable color schemes that consider contrast and associations.