Index

A
Accessibility, 138–145, 198
  overcomplicating, 139–141
  poor design, 139
  text, thoughtful use of, 141–145
  action titles on slides, 141
Action words, 23
Adobe Illustrator, 244
Aesthetics, 145–148, 198
Affordances, 128–138
  creating a clear visual hierarchy of information, 135–138
  eliminating distractions, 132–135
  highlighting effects, 129–132
Alignment, 82–84
  diagonal components, 83–84
  presentation software tips for, 83
Animation, leveraging in visuals, 210–218
Annotated line graph with forecast, 154
Area graphs, 59–60
Atkinson, Cliff, 172

Audience attention, focusing, 15, 99–126, 195–197
  color, 117–124
  brand colors, 123–124
  considering tone conveyed, 122–123
  designing with colorblind in mind, 121–122
  position on page, 124–126
  using consistently, 120–121
  using sparingly, 118–120
memory, 100–102
  iconic, 101
  long-term, 102
  short-term, 101–102
preattentive attributes, 102–116
  in graphs, 109–116
  in text, 106–109
sight, 100
  size, 116–117

B
Bar charts, 50–59, 156–158, 161–162, 236–237
  axis vs. data labels, 52
  bar width, 53
Bar charts (continued)
categories, logical ordering of, 58
ethical concerns, 53
horizontal, 57
simple, 236–237
stacked
  horizontal, 58–59, 161–162, 237–238
  leveraging positive and negative, 158
  100%, 156–158
  vertical, 54–55
vertical, 54
waterfall chart, 55–57
Beck, Harry, 139
Beyond Bullet Points (Atkinson), 172
Big Idea, 30–31, 189
Bing, Bang, Bongo, 180–181

C
Cairo, Alberto, 248
Case studies, 17, 207–240
  alternatives to pie charts, 234–240
  100% stacked horizontal bar graph, 237–238
  showing numbers directly, 236
  simple bar graph, 236–237
  slopegraph, 238–240
  color considerations with a dark background, 208–210
  animation, leveraging in visuals, 210–218
  logic in order, 219–227
spaghetti graphs, avoiding, 227–234
  combined approach, 232–234
  emphasizing one line at a time, 229–230
  separating spatially, 230–232
Closure principle, 78, 92
Clutter, avoiding, 15, 71–98
cognitive load, 71–73
data-ink/signal-to-noise ratio, 72
contrast, nonstrategic use of, 86–90
redundant details, use of, 90
decluttering, 90–97
  cleaning up axis labels, 95
  labeling data directly, 96
  leveraging consistent color, 97
  removing chart border, 92
  removing data markers, 94
  removing gridlines, 93
Gestalt Principles of Visual Perception, 74–81
closure, 78, 92
connection, 80
continuity, 79
enclosure, 77
proximity, 75, 96
similarity, 76, 97
presence of, 73
visual order, lack of, 81–86
  alignment, 82–84
  white space, 84–86
Cognitive load, 71–73  
  data-ink/signal-to-noise ratio, 72  
Color considerations with a dark background, 208–210  
Color saturation, 42  
Communication mechanism continuum, 24  
live presentation, 24–25  
slideument, 26  
written document or email, 25–26  
Connection principle, 80  
Context, importance of, 14, 19–33, 188–189  
Big Idea, 30–31  
consulting for, 28–29  
exploratory vs. explanatory analysis, 19–20  
how, 26  
illustrated by example, 27–28  
supporting data, 27  
storyboarding, 31–33  
3-minute story, 30  
understanding, 188–189  
what, 22–26  
  action, 22–23  
  mechanism, 23–26  
tone, 26  
who, 21–22  
audience, 21  
you, 21–22  
Continuity principle, 79  
Contrast, nonstrategic use of, 86–90  
  redundant details, use of, 90  

D  
Data-ink ratio, 72  
Data Points (Yau), 20  
Distractions, eliminating, 132–135  
Donut charts, 65  
Duarte, Nancy, 22, 30, 72, 173  
  179  

E  
Eager Eyes (blog), 247  
Effective visuals, choosing, 14, 35–69  
  graphs, 43–49  
    area graphs, 59–60  
    bar charts, 50–59  
    lines, 45–49  
    points, 44–45  
    slopegraph, 47–49  
  infographics, 60–61  
  simple text, 38–40  
  tables, 40–43  
    borders, 41  
    heatmap, 42–43  
  visuals to avoid, 61–68  
    3D charts, 65  
    donut charts, 65  
    pie charts, 61–65  
    secondary y-axis, 66–67  
Enclosure principle, 77  
Excel, 13, 42, 244  
  changing components of a graph in, 196  
  slopegraph template, 48  
Exploratory vs. explanatory analysis, 19–20, 112
F
Few, Stephen, 41, 105, 248
FiveThirtyEight’s Data Lab, 247
Flowing Data (blog), 247
The Functional Art (blog), 248
Fung, Kaiser, 248

G
Gestalt Principles of Visual Perception, 74–81
closure, 78, 92
connection, 80
continuity, 79
enclosure, 77
proximity, 75, 96
similarity, 76, 97
Google
People Analytics, 9–10
Project Oxygen, 10
spreadsheets, 243
Graphs, 43–49
area graphs, 59–60
bar charts, 50–59
axis vs. data labels, 52
bar width, 53
categories, logical ordering of, 58
ethical concerns, 53
horizontal, 57
stacked horizontal, 58–59
stacked vertical, 54–55
vertical, 54
waterfall chart, 55–57
lines, 45–49
line graph, 46–47
points, 44–45
scatterplots, 44–45
slopegraphs, 47–49
modified, 49
template, 48
The Guardian Data Blog, 248

H
Headlines, creating, 174
Heatmap, 42–43
HelpMeViz (blog), 248
Hierarchy of information, 135–138
super-categories, 136
Highlighting effects, 129–132
Horizontal logic, 181–182
“How to Write with Style” (Vonnegut), 170

I
Iconic memory, 101
Ineffective graphs, examples of, 1
Infographics, 60–61
Information Visualization: Perception for Design (Ware), 86

K
Kirk, Andy, 248
Kriebel, Andy, 248

L
Line graph, 46–47, 152–154
annotated with forecast, 154
Live presentation, 24–25
tables in, 40
Logic in order, 219–227
Long-term memory, 102, 179
M
Make a Powerful Point (blog), 248
McCandless, David, 123, 142
McKee, Robert, 168
McMahon, Gavin, 248
Model visuals, dissecting, 16, 151–163
line graph, 152–154
annotated with forecast, 154
stacked bars
horizontal, 161–162
leveraging positive and negative, 158
100%, 156–158
Moonville example, 211–218

P
Perceptual Edge (blog), 248
Pie charts, 61–65, 235
Points, 44–45
scatterplots, 44–45
PowerPoint, 244
Preattentive attributes, 102–116
in graphs, 109–116
in text, 106–109
Proximity principle, 75, 96

R
Resonate (Duarte), 22, 30, 72
Reverse storyboarding, 183

S
Scatterplots, 44–45
modified, 45
Schwabish, Jon, 248
Secondary y-axis, 66–67
Short-term memory, 101–102
Show Me the Numbers (Few), 41
Signal-to-noise ratio, 72
Similarity principle, 76, 97
Simple text, 36, 38–40
Slideument, 26, 211
Slopegraphs, 47–49, 238–240
modified, 49
template, 48
Spaghetti graphs, avoiding, 227–234
combined approach, 232–234
emphasizing one line at a time, 229–230
separating spatially, 230–232
Spears, Libby, 168
Stacked bars
horizontal, 161–162
leveraging positive and negative, 158
100%, 156–158
Storyboarding, 31–33
Storytelling, 16, 165–185
constructing the story, 171–174
beginning, 171–173
end, 174
middle, 173–174
lessons in, 16
magic of story, 166–171
in cinema, 168–170
in plays, 167–168
in written word, 170–171
narrative structure, 175–179
narrative flow, 175
Storytelling (continued)
spoken and written, 177–179
repetition, 179–181
Bing, Bang, Bongo, 180–181
tactics to ensure the story is clear, 181–184
horizontal logic, 181–182
reverse storyboarding, 183
vertical logic, 182–183
storytelling with data (blog), 248
Storytelling with data process, 187–205, 242–255
appropriate display, choosing, 189–193, 253
audience attention, focusing, 195–197, 254
building competency in team or organization, 250–253
combined approach, 252–253
investing in internal experts, 252
outsourcing, 252
upskilling everyone, 251
clutter, eliminating, 193–194, 254
context, understanding, 188–189, 253
telling a story, 199–204, 254
thinking like a designer, 197–198, 254
tips for success with, 242–255
devoting time to, 246–247
having fun and finding your style, 249–250
iterating and seeking feedback, 245–246
seeking inspiration through good examples, 247–249
tools, learning to use, 243–245
Super-categories, 136, 137
Survey feedback, 59, 81, 209, 219

T
Tableau, 243–244
Tables, 40–43
borders, 41
heatmap, 42–43
Thinking like a designer, 15–16, 127–150
acceptance, 149–150
accessibility, 138–145
overcomplicating, 139–141
poor design, 139
text, thoughtful use of, 141–145
aesthetics, 145–148
affordances, 128–138
creating a clear visual hierarchy of information, 135–138
eliminating distractions, 132–135
highlighting effects, 129–132
3-minute story, 30
3D charts, 65
Tufte, Edward, ix, 72, 231

U
Universal Principles of Design (Lidwell, Holden, and Butler), 129, 149
**V**

Vertical logic, 182–183
The Visual Display of Quantitative Information (Tufte), 72
The Visual Miscellaneum; A Colorful Guide to the World’s Most Consequential Trivia (McCandless), 123
Visual order, lack of, 81–86
  alignment, 82–84
diagonal components, 83–84
presentation software tips for, 83
white space, 84–86
Visualising Data (blog), 248
Visuals to avoid, 61–68
3D charts, 65
donut charts, 65
pie charts, 61–65
secondary y-axis, 66–67
VizWiz (blog), 248
Vonnegut, Kurt, 170

**W**

Ware, Colin, 86, 118
Waterfall chart, 55–57
  brute-force, 56–57
White space, 84–86
Written document or email, 25–26
WTF Visualizations (wtfviz.net), 249

**Y**

Yau, Nathan, 20, 247