



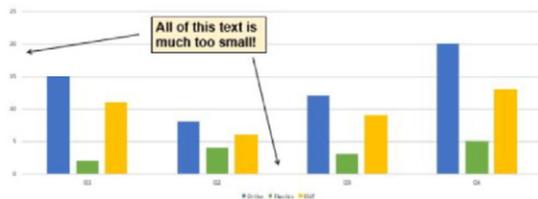
Quick tips for

Beautiful,
efficient,
memorable

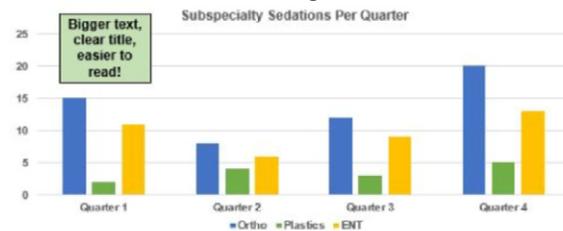
- Your visual displays of data should be:
- **Legible**
 - Simple
 - *honest*

Your visual displays of data should say exactly what they need to say, and nothing more.

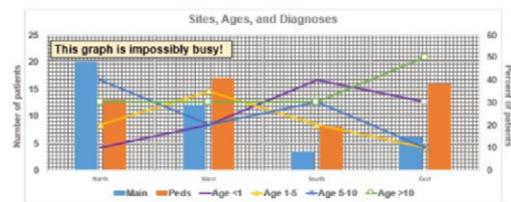
This is NOT legible!



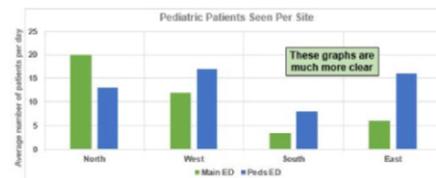
This is much more legible:



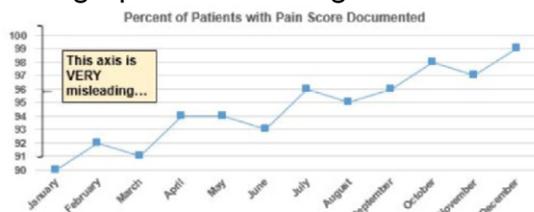
This is NOT simple!!



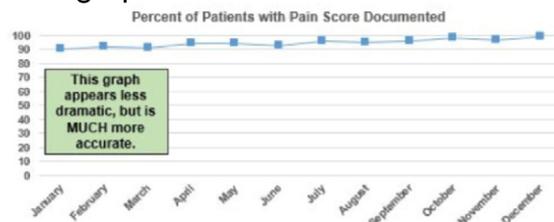
This is much more simple:



This graph is misleading...



This graph is honest and accurate:



Visual Displays of Data

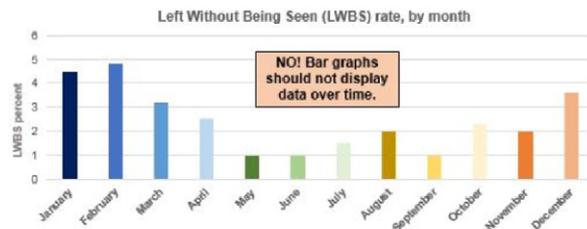
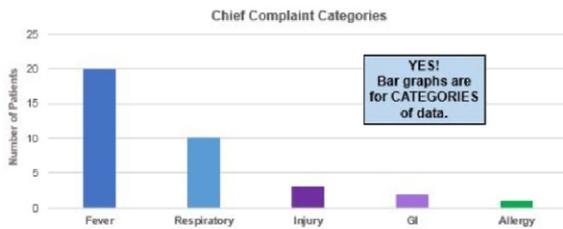
Choose the correct chart!

Bar graphs: compare groups

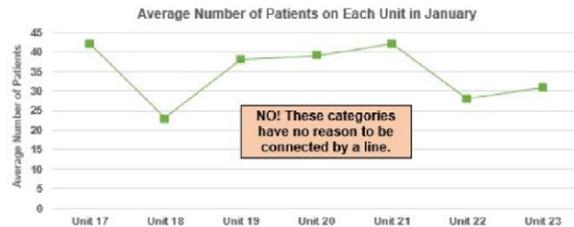
Line graphs: show data trends over time

Pie charts: display components of a whole

Bar graphs



Line graph:



Pie chart

