

DO'S AND DON'TS

Basic Principles of Data Visualization

Emma Perk and Lyssa Wilson Becho

⊖ **DON'T** use too much chart junk

✓ **DO** use a visual hierarchy

⊖ **DON'T** add unnecessary charts

✓ **DO** tell a story with your titles

⊖ **DON'T** use 3D charts

✓ **DO** use labels to provide context

⊖ **DON'T** use defaults

✓ **DO** order your data

⊖ **DON'T** misrepresent your data

✓ **DO** use color to call attention

⊖ **DON'T** use visuals for visual sake

✓ **DO** pay attention to alignment

⊖ **DON'T** use diagonal text

✓ **DO** be specific to your audience

ADDITIONAL RESOURCES

Ann Emery's Excel Tutorials and Blog
depictdatastudio.com/blog/

Stephanie Evergreen's Blog
stephanieevergreen.com/blog/

PRESENTATION SLIDES

Slides and Handout can be accessed at:
bit.ly/fcrd-eval



EvaluATE is supported by the National Science Foundation under Grant No. 1600992. Any opinions, findings, and conclusions or recommendations expressed on this site are those of the authors and do not necessarily reflect the views of the National Science Foundation.