

# CHART AND VISUAL DESIGN RULES

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# Design Issues in the Visual Display of Information (Tufte)

- ▣ Maximize Data Ink
- ▣ Minimize Chart Junk
- ▣ Use Small Multiples to deal with Complexity
- ▣ Data Density
- ▣ Multiple Use
- ▣ Aesthetics

# 13 Mistakes in Dashboard Design

1. Exceeding the Boundaries of a Single Screen
2. Supplying Inadequate Context for the Data
3. Displaying Excessive Detail or Precision
4. Choosing a Deficient Measure
5. Choosing an Inappropriate Display Media
6. Introducing Meaningless Variety
7. Using Poorly Designed Display Media

# 13 Mistakes in Dashboard Design (2)

8. Encoding Quantitative Data Inaccurately
9. Arranging the Data Poorly
10. Highlighting Important Data Ineffectively or Not at All
11. Cluttering the Display with Useless Decoration
12. Misusing or Overusing Color
13. Designing an Unattractive Visual Display

# Tasks for Chart

- ▣ Give the chart title, axis titles.
- ▣ Change the maximum and minimum value of the y-axis.
- ▣ Change the background color to light gray.
- ▣ Make a line Chart for the same data set.

# Practice Exercise

- ▣ Create a chart that shows total gross sales for each genre.
  - Hint: Make use of Pivot table to summarize the data according to genre and then use charts.
- ▣ For genre that has the most sales in year 2008, create a new chart to show the ticket sold for each movie in that genre.
  - Hint: You can sort the data according to genre using the “Sort” option in “Data” tab.

Keep the visual design rules in mind while making the charts!!!