Tufte on Graphical Excellence

From Tufte, The Visual Display of Quantitative Information

Graphical Excellence
Quoted from Tufte p. 13

- Show the data
- Induce the viewer to think about the substance rather than about methodology, graphic design, the technology of graphic production, or something else
- Avoid distorting what the data have to say
- Present many numbers in a small space
- Make large data sets coherent
- Encourage the eye to compare different pieces of data
- Reveal the data at several levels of detail, from a broad overview to the fine structure
- Serve a reasonable clear purpose: description, exploration, tabulation, or decoration
- Be closely integrated with the statistical and verbal descriptions of a data set
Assignment 1 – Good / Bad Example

• (2 pages)

• Find an example visualization from the Web, video game, newspaper, book, etc. Scan or otherwise cut and paste an image of visualization onto page 1. Identify the source of the visualization and its purpose (along with your name and date and notation, Assignment 1).

• Next, review the Tuft principles in the class slides. Choose 5 for which you will list the principle you chose and on page 2, write 1-3 sentences how that principle applies to the visualization (in a positive or negative way).

• Produce a .pdf of your essay and upload it to the dropbox.

• Due Tuesday before class, April 5.