FUNDAMENTALS OF DATA VISUALIZATION

(Tables) and fonts!
Compare Items

Trends over time

Correlation

Relationship

Comparison

What would you like to show?

Distribution

Composition

Proportions

Distribution
Chart Suggestions—A Thought-Starter

**Comparison**

**Relationship**

What would you like to show?

**Distribution**

**Composition**

- Variable Width Column Chart
- Table or Table with Embedded Charts
- Bar Chart
- Column Chart
- Circular Area Chart
- Line Chart
- Column Chart
- Line Chart
- Scatter Chart
- Bubble Chart
- Distinctive Charts
- Stacked 100% Column Chart
- Stacked Column Chart
- Stacked 100% Area Chart
- Stacked Area Chart
- Pie Chart
- Waterfall Chart
- Stacked 100% Column Chart with Subcomponents

Juice Analytics – Graph Chooser | Extreme Presentations.com
DECREASE CHART JUNK

INCREASE D/I RATIO
DECREASE TABLE JUNK

INCREASE D/I RATIO
G E S T A L T

closure  proximity  continuation

figure and ground (tree within the letter “A”)
SO YOU NEED A TYPEFACE

Start out by choosing the kind of project that you’ll need your typeface for.
FONT MAKES A DIFFERENCE

CHOOSE WISELY, FOR AS THE TRUE FONT WILL BRING YOU LIFE, THE FALSE FONT WILL TAKE IT FROM YOU.
Choose wisely, for as the true font will bring you life, the false font will take it from you.
Font Makes a Difference

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**TYPEFACE**

A *typeface* is a single set of characters that share stylistic unity. A typeface usually comprises an alphabet of letters, numbers, punctuation and diacritical marks.

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**FONT**

Old school typographers defined a *font* as a complete character set of a particular typeface in one size. When type made the leap to the digital realm, a font became an electronic file that rendered the typeface in all sizes.
FONT IS TO TYPEFACE
AS
SONG IS TO ALBUM
YOU JUST WANT ME FOR MY BODY

type anatomy

CAP HEIGHT
The distance between the baseline and the top of a capital letter.

BASELINE
The imaginary, yet crucial line where all obedient letterforms sit.

COUNTER
The enclosed negative space within a letter.

From “Meet Your Type: a field guide to love & typography” by the Font Shop
ASCENDER
Quite ambitious, this part of a lower case letter rises above the x height.

SET WIDTH
Width of a character in relation to the height. Being wider than you are tall isn’t always a bad thing.

DESCENDER
The male anatomy of a lower case letter that hangs below the baseline.

TERMINAL
Even though it sounds life-threatening, it is just the endpoint of the letterform.

X HEIGHT
The height of a lower case x or the height of lower case letters.
Serif text

Sans-Serif text

thick and thin strokes

no serifs

serifs

same thickness throughout
Serif - Cambria
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
,.?!’’; @ # $ % ^ & * ( ) _ + / [ ] \ { } |

Sans-Serif - Calibri
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
,.?!’’; @ # $ % ^ & * ( ) _ + / [ ] \ { } |
Monospaced serif - Courier
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
., ? ! “ ” ; ; @ # $ % ^ & * ( ) _ + / [ ] \ { } |
THE BEST FONT CHOICES ARE ONES WHERE READERS DO NOT NOTICE THE FONT BUT THE MESSAGE

From UrbanFonts.com
Life of the party

**FF Minimum**
Consider this type when you need to make a statement, put on a show for your friends, or just have some fun. These outspoken faces are known for setting a mood, but can sometimes be over the top. They may be great for a summer fling—just don’t get too attached.

My & only

**FF Seria**
After a wild night on the town, sometimes a little quiet is what you need. Look for someone who is easy to read and in it for the long haul. Classic faces may not be as flashy, but their loyalty and simplicity will win you over in the end.

Friend request

**FF Meta Office**
Avoid the disappointment of an online profile that doesn’t quite measure up in real life. Some fonts simply look better on screen while others look better in print.
HOW CLOSE IS TOO CLOSE?

*kerning, leading, letterspacing*

**LEADING**
The amount of horizontal space between two lines of text—*leading* is measured from baseline to baseline. A healthy balance between point size and leading can keep things together and moving ahead smoothly.

**KERNING**
Adjusting the space between individual letters when awkward pauses come between them.

**LETTERSPACING**
The overall spacing between letters in a block of text, it is also known as tracking. Generally, the larger the type, the less letterspacing required.

From “Meet Your Type: a field guide to love & typography” by the Font Shop
LEADING

UFTIGHT AND HARD TO READ

PLAYING TOO FAST AND LOOSE

AH, PERFECTION

CORPULENT

KERNING

IT'S GETTING AWKWARD

COMPATIBLE CHARACTERS

FF META PRO MEDIUM

LETTERSPACING

LONELY

HEALTHY

SMOTHER

WEE DRIFTING APART

LOVE AT FIRST SIGHT

I NEED SOME SPACE

Generally, larger type requires tighter kerning.
2001: A SPACE ODYSSEY

V FOR VENDETTA

FRINGE
What works for emphasis?

What works less well for emphasis?

What doesn’t work for emphasis?
READABILITY Columns that are too short or too wide are hard to read. An ideal measure is 60–70 characters per line, or 40 when romancing online.
**CLUTTER** Avoid distracting background patterns or busy photos behind the type.

**POINT SIZE** Always choose the body copy size first, and make everything else work with it.

**SPACING ISSUES** Tighten up the letterspacing when using large type, such as in a headline.

**BOREDOM** Consider adding drop caps, rules, or other special graphic devices into the mix.
**HIERARCHY** Design a clear visual path for the viewer to follow. Just like your significant other, the most important text should get the most attention.

Use fewer fonts and typeface styles in your project. The old adage ‘two’s company three’s a crowd’ works with type as well.

**WIDOWS & ORPHANS** Show compassion to orphans (words abandoned at the beginning of a column) and widows (words left alone at the end of a paragraph).

From “Meet Your Type: a field guide to love & typography” by the Font Shop
NUMBERS When set in body copy, numbers can look large. Try reducing the point size of the numbers slightly so they blend in better.
Proportionally spaced figures

Fixed-width (monospaced) figures

THIS IS JACKIE'S FAVORITE FONT
This is Steven’s Favorite Font
This is Allison’s Favorite Font
Use pre-attentive, gestalt and color choices wisely, Padawan.

Remove gridlines, add hairlines. How Sig is Sig?
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