

Primer On Making Informative And Compelling Figures

Figures play a crucial role in conveying information effectively, whether in scientific publications, presentations, or even online articles. Creating informative and compelling figures can significantly enhance the understanding and engagement of your audience. In this primer, we will explore the key aspects of making figures that are not only visually appealing but also informative and memorable.

1. Understanding the Purpose

The first step in creating informative figures is to understand the purpose behind each figure. Are you trying to illustrate a concept, present data, or compare different results? Clearly defining the objective will help you determine the most appropriate type of figure to use and the information that needs to be included.

2. Choosing the Right Type of Figure

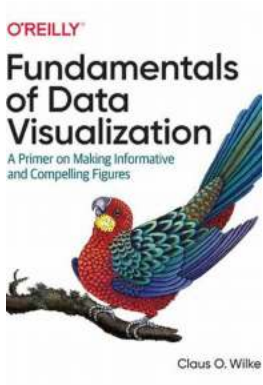
There are various types of figures that can be used, such as graphs, charts, diagrams, maps, and illustrations. Each type has its advantages and is suitable for different purposes. For example, a graph can effectively showcase trends and relationships, while a map can help visualize geographical data. Consider the nature of the information you want to present and select the most appropriate type of figure accordingly.

Fundamentals of Data Visualization: A Primer on Making Informative and Compelling Figures

by Claus O. Wilke (1st Edition, Kindle Edition)

★★★★☆ 4.6 out of 5

Language : English



File size : 55153 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 390 pages



3. Organizing and Simplifying Data

Data overload can quickly confuse and disengage your audience. To create informative figures, it is essential to organize and simplify the data you want to present. Remove any irrelevant or excessive information and focus on the key elements that convey your message effectively. Utilize labels, legends, and captions to provide clear explanations and interpretations of the data.

4. Designing for Clarity and Impact

Clarity and impact are vital factors when creating compelling figures. Ensure that your figures have clear and readable fonts, appropriate colors, and well-defined lines. Maintain a consistent style throughout your figures to enhance visual coherence. Utilize contrast and visual hierarchy to draw attention to the most critical elements of your figure.

5. Adding Descriptive Alt Attributes

Adding descriptive alt attributes to your figures is essential for accessibility purposes. Alt attributes provide alternative text that is displayed when the figure cannot be rendered or when screen readers are used. Use relevant long descriptive keywords in the alt attribute to provide a concise yet informative

description of the figure. This ensures that visually impaired individuals or those who cannot view the figure still gain an understanding of its content.

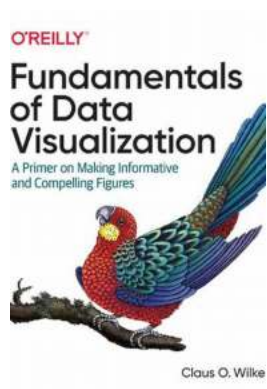
6. Incorporating Interactive Elements

In the digital age, interactive figures can significantly enhance engagement and understanding. Consider incorporating interactive elements into your figures if appropriate. This could include clickable regions, pop-up information boxes, or dynamic visualization tools. However, make sure these elements enhance the understanding and do not distract or overwhelm your audience.

7. Testing and Revisions

Before finalizing your figures, it is important to test them with your target audience or colleagues. Get feedback on their understanding, clarity, and overall impact. Revise and refine your figures based on this feedback to ensure they effectively communicate your intended message.

In summary, creating informative and compelling figures requires careful consideration of their purpose, type, organization, design, and accessibility. By following these key steps and incorporating relevant alt attributes, you can ensure that your figures effectively engage and inform your audience. Remember, visuals can leave a lasting impression and significantly enhance the understanding of your content.



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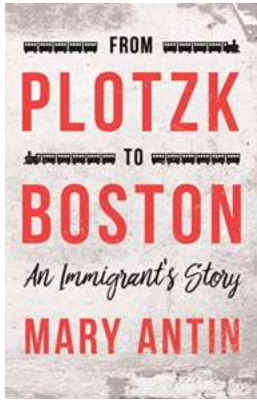
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Effective visualization is the best way to communicate information from the increasingly large and complex datasets in the natural and social sciences. But with the increasing power of visualization software today, scientists, engineers, and business analysts often have to navigate a bewildering array of visualization choices and options.

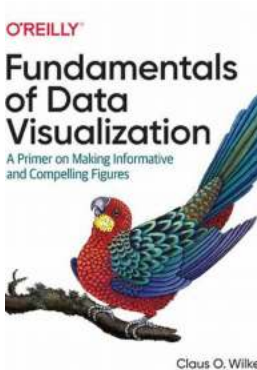
This practical book takes you through many commonly encountered visualization problems, and it provides guidelines on how to turn large datasets into clear and compelling figures. What visualization type is best for the story you want to tell? How do you make informative figures that are visually pleasing? Author Claus O. Wilke teaches you the elements most critical to successful data visualization.

- Explore the basic concepts of color as a tool to highlight, distinguish, or represent a value
- Understand the importance of redundant coding to ensure you provide key information in multiple ways
- Use the book's visualizations directory, a graphical guide to commonly used types of data visualizations
- Get extensive examples of good and bad figures
- Learn how to use figures in a document or report and how employ them effectively to tell a compelling story



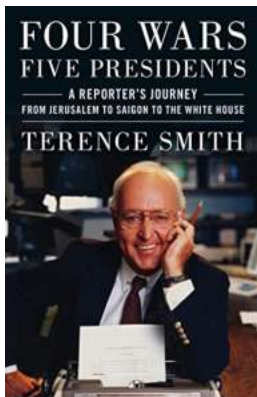
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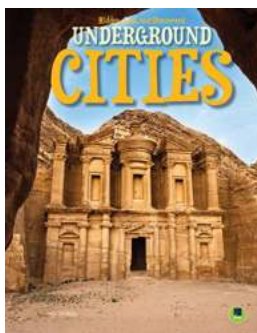
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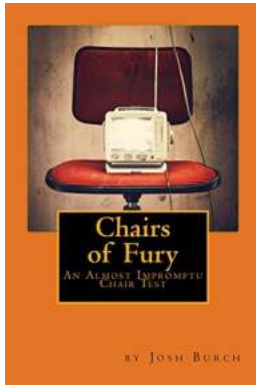
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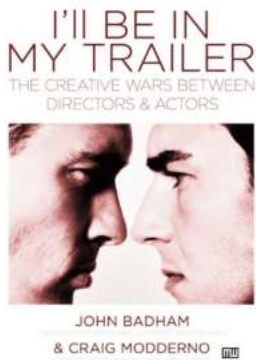
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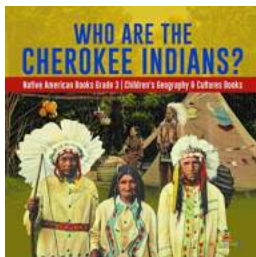
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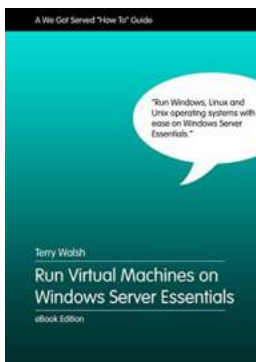
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