

A PRESENTATION FROM  
**DATA DOZEN**  
a visual analytics studio

ERIN WALDRON FROM DATA DOZEN · OCTOBER 5, 2022 · WIZARDS OF THE COAST · WORKSHOP #3

# DESIGN DECISIONS

ENGAGING YOUR AUDIENCE WITH BEAUTIFUL, FUNCTIONAL DESIGN



## PERSONAL QUESTION

How do you put together **IKEA** furniture?



## PERSONAL QUESTION

How do you put together **IKEA** furniture?  
Do you read the instructions?



## PERSONAL QUESTION

How do you put together **IKEA** furniture?

Do you read the instructions? Or just grab the allen wrench?





## TIME FOR SOME HONESTY.

Here's how we **imagine** folks read our visualizations.



## IMAGINED PATH

## IMAGINED PATH

**Vaccination rates by county social vulnerability**

## IMAGINED PATH

### **Vaccination rates by county social vulnerability**

Share of total population fully vaccinated. Circles sized by county population.

## IMAGINED PATH

### Vaccination rates by county social vulnerability

Share of total population fully vaccinated. Circles sized by county population.

<20% 25% 30% 35% 40% 45% 50% 55% 60% 65% 70% 75% >80%

## IMAGINED PATH

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<20% 25% 30% 35% 40% 45% 50% 55% 60% 65% 70% 75% >80%

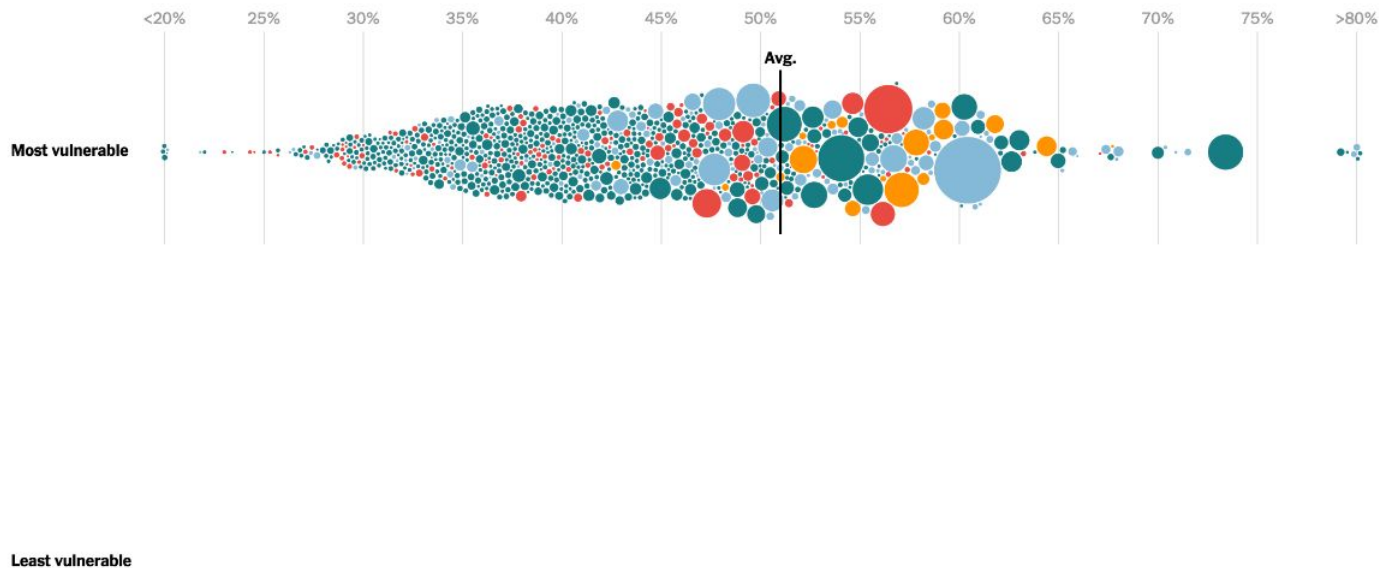
Most vulnerable

Least vulnerable

## IMAGINED PATH

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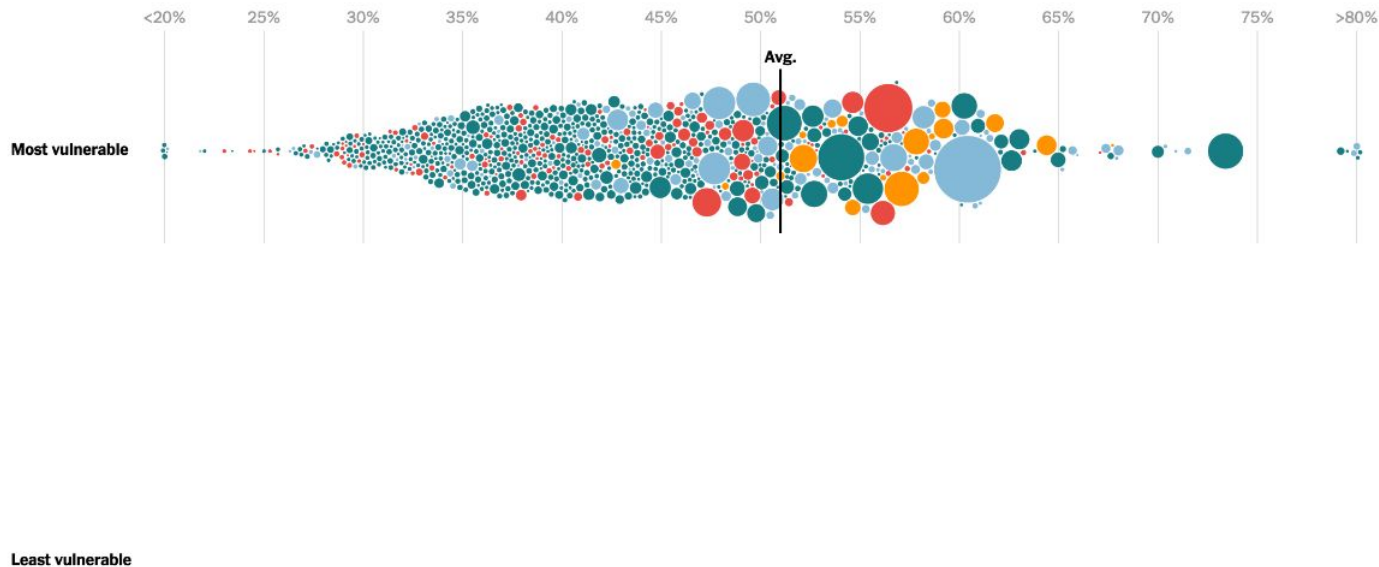


## IMAGINED PATH

### Vaccination rates by county social vulnerability

Share of total population fully vaccinated. Circles sized by county population.

Region ● Midwest ● Northeast ● South ● West



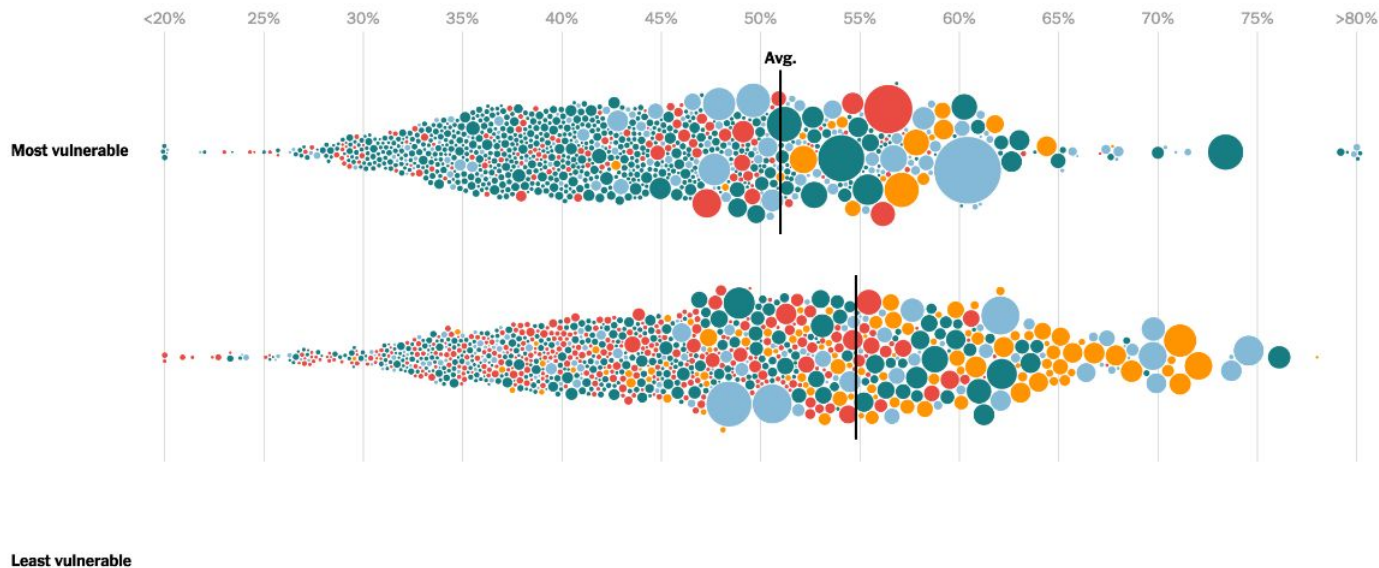


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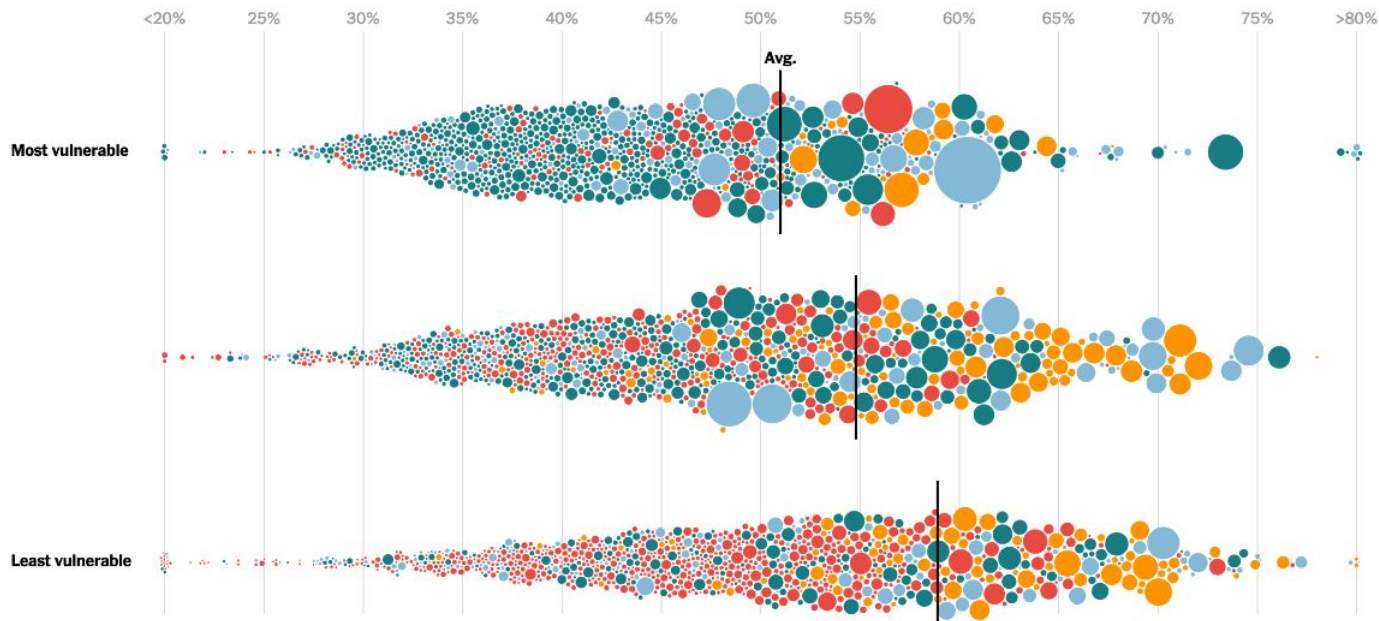


## IMAGINED PATH

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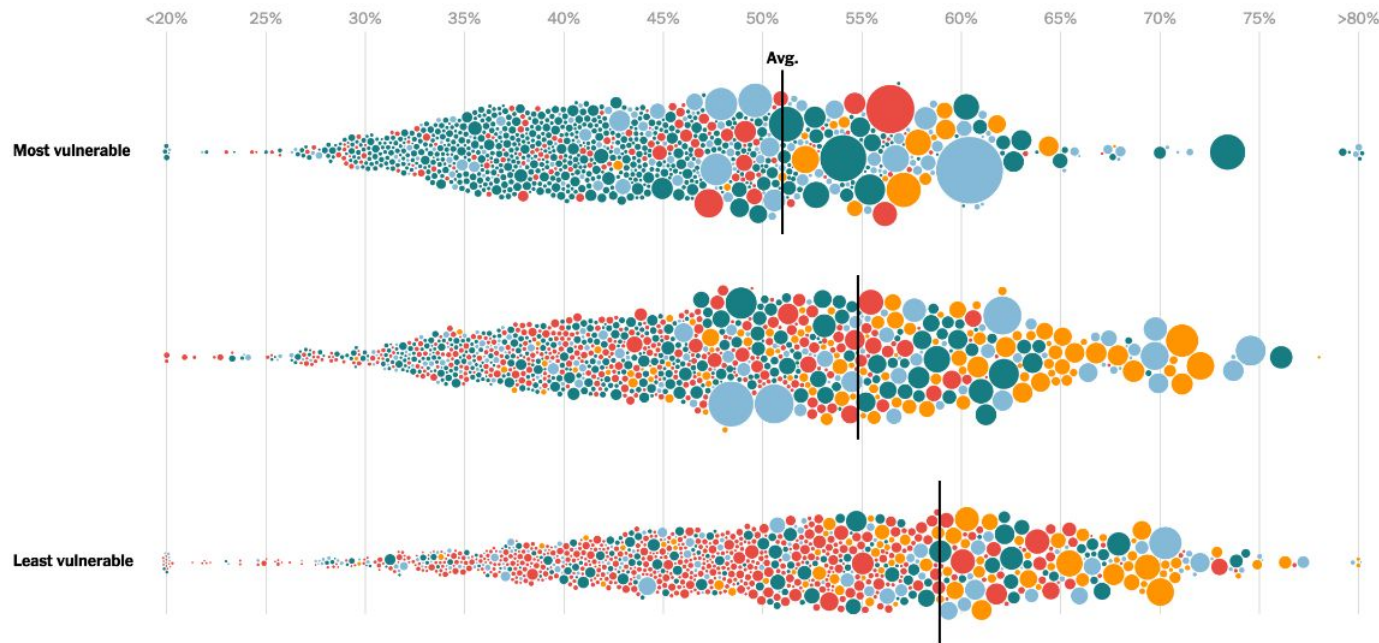


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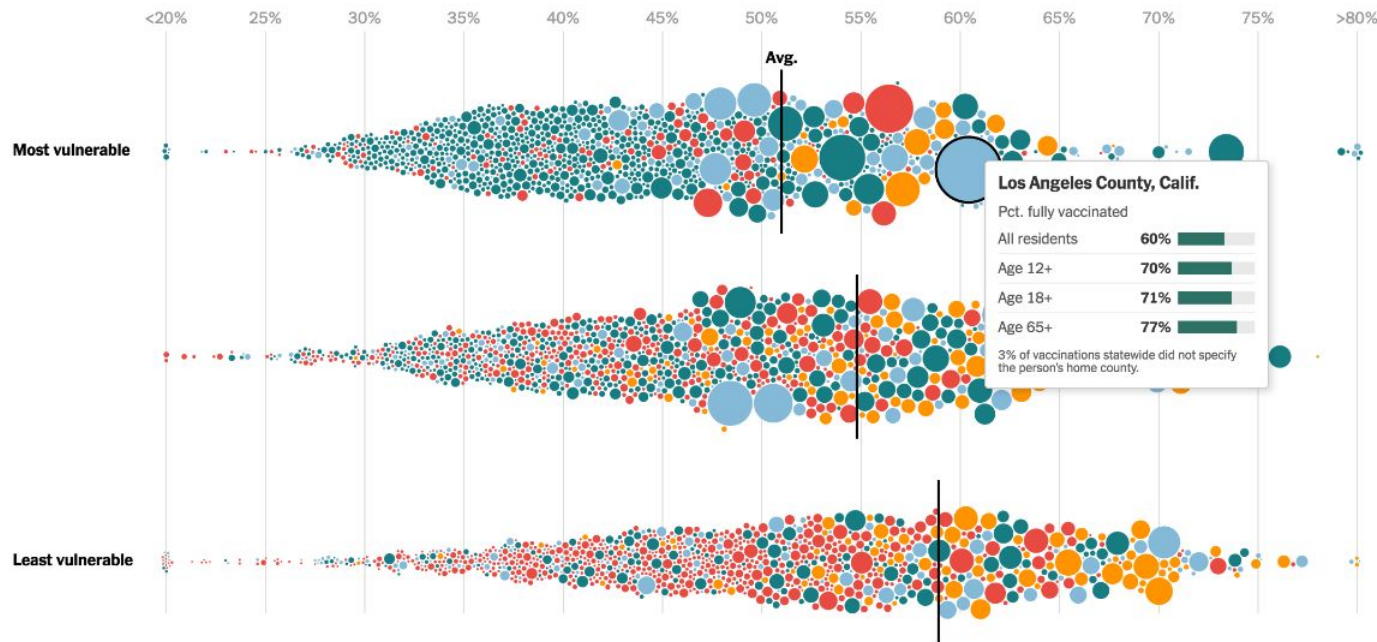
Sources: [Centers for Disease Control and Prevention](#); [Texas Department of State Health Services](#); [Colorado Department of Public Health & Environment](#); [Massachusetts Department of Public Health](#); U.S. Census Bureau | Note: No C.D.C. data available for Hawaii, Texas and some counties. Georgia, Vermont and West Virginia were excluded because more than a quarter of data is missing.

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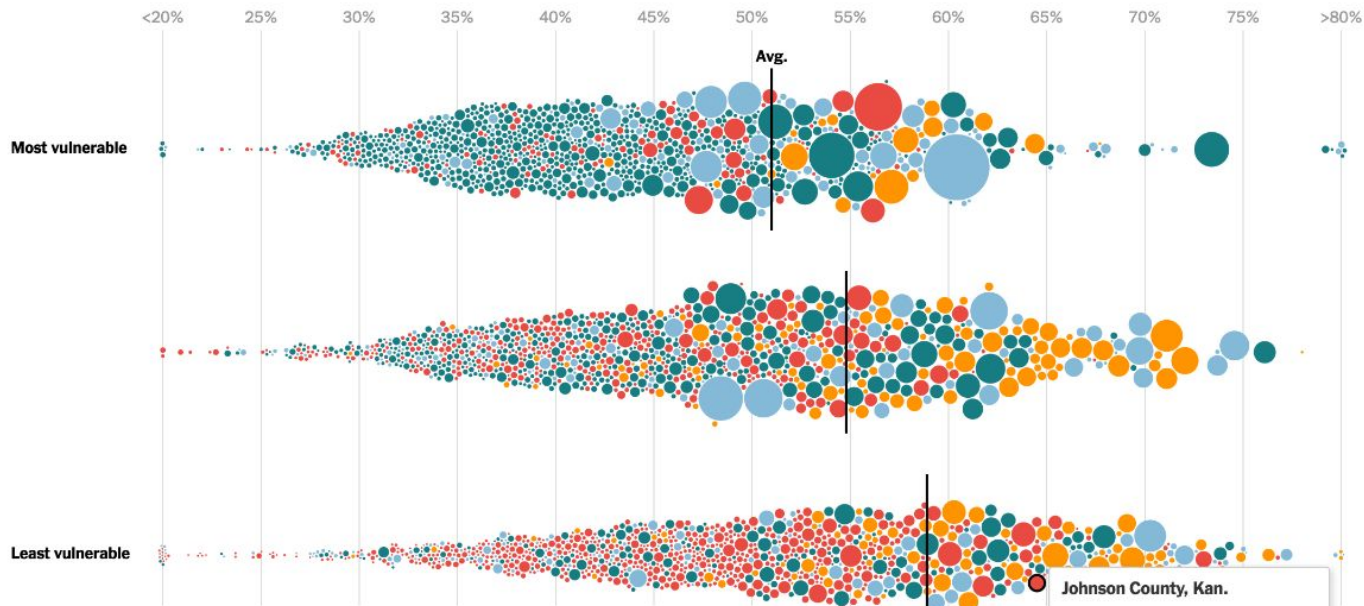
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### Johnson County, Kan.

Pct. fully vaccinated

All residents **64%**

Age 12+ **76%**

Age 18+ **78%**

Age 65+ **97%**

6% of vaccinations statewide did not specify the person's home county.

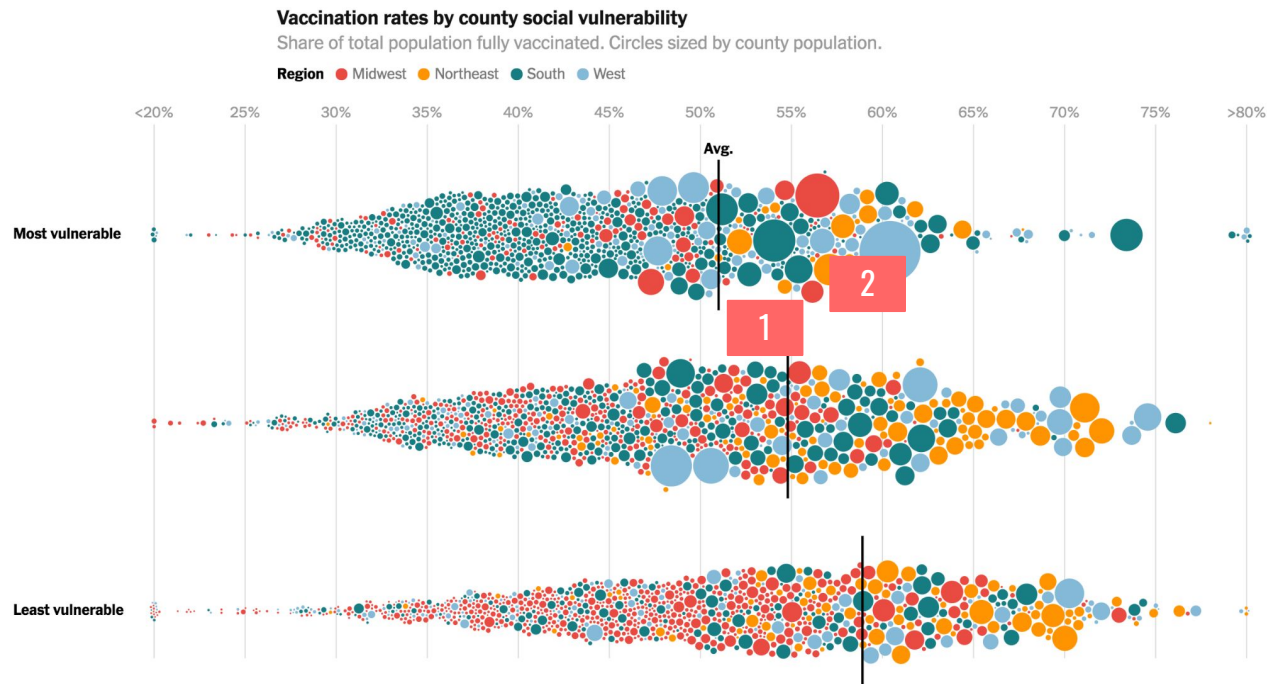
## TIME FOR SOME HONESTY.

Here's how most folks **actually** read our visualizations.



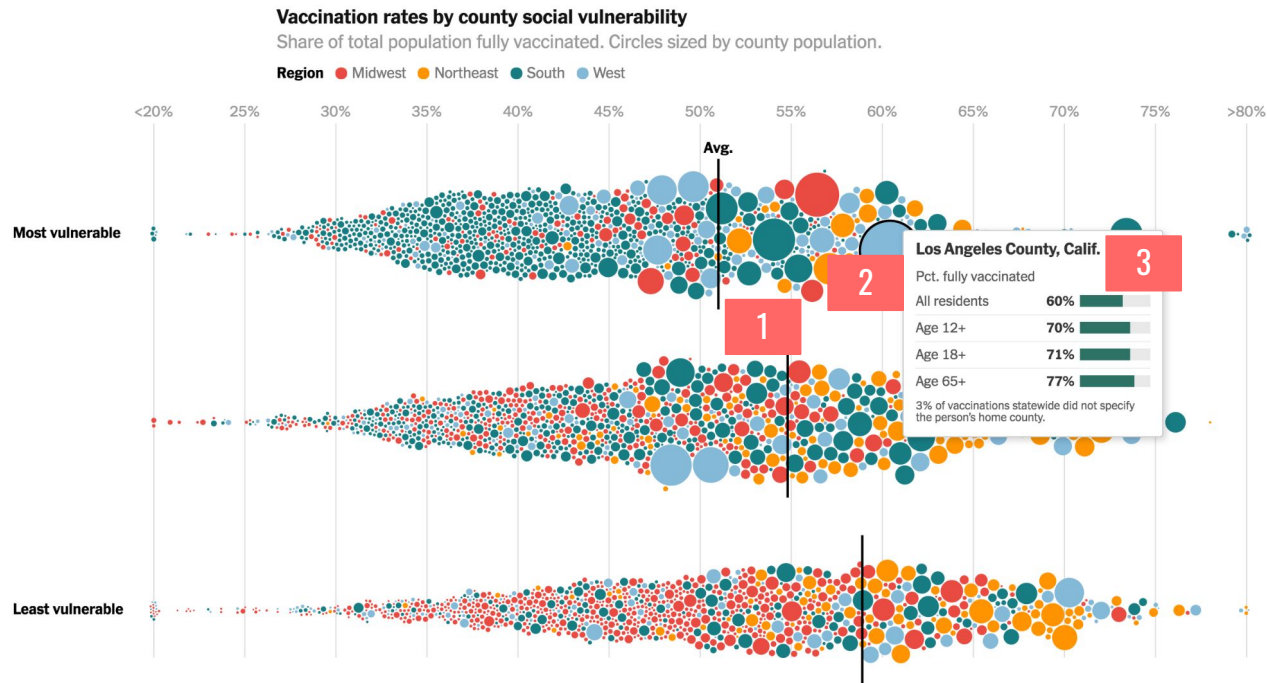


# ACTUAL PATH



Sources: [Centers for Disease Control and Prevention](#); [Texas Department of State Health Services](#); [Colorado Department of Public Health & Environment](#); [Massachusetts Department of Public Health](#); U.S. Census Bureau | Note: No C.D.C. data available for Hawaii, Texas and some counties. Georgia, Vermont and West Virginia were excluded because more than a quarter of data is missing.

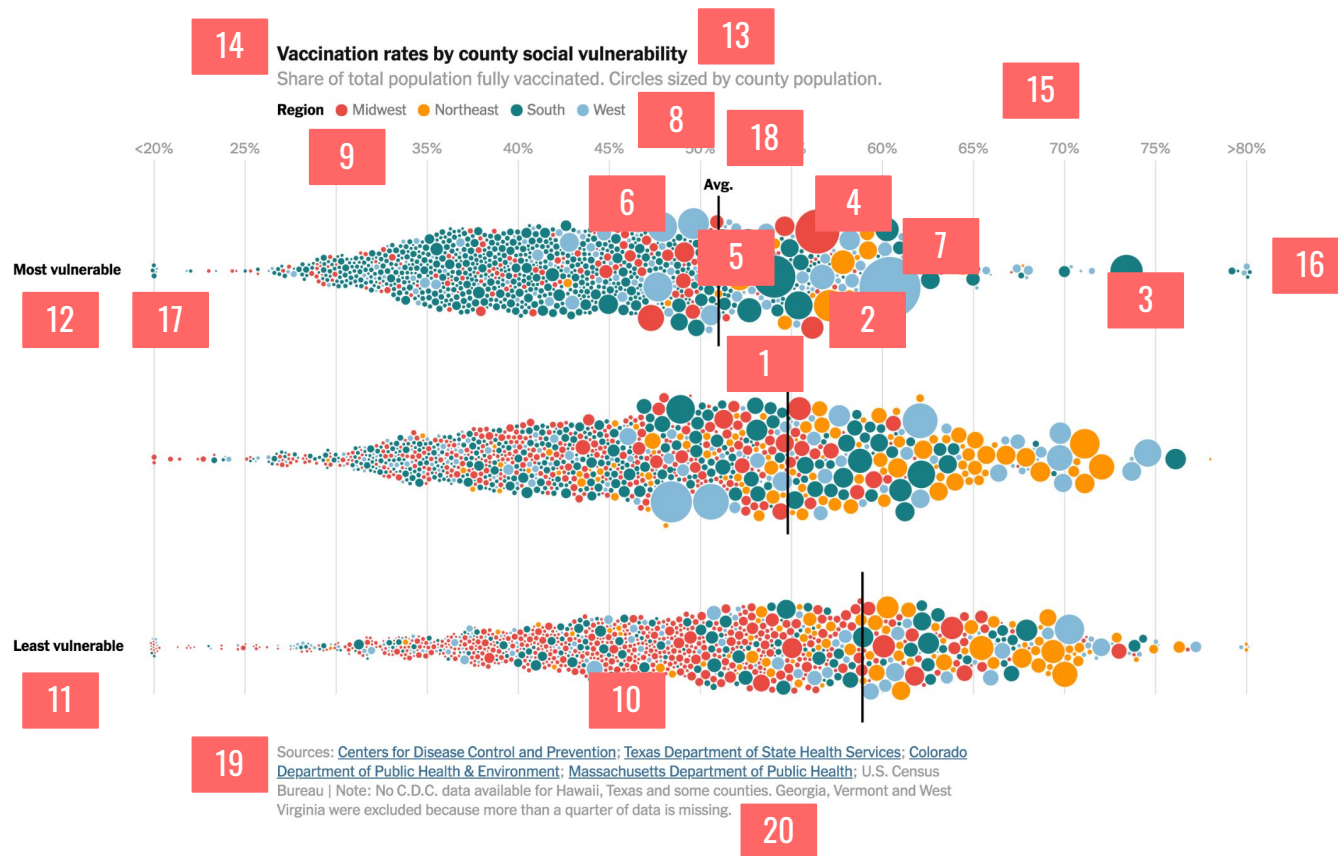
# ACTUAL PATH



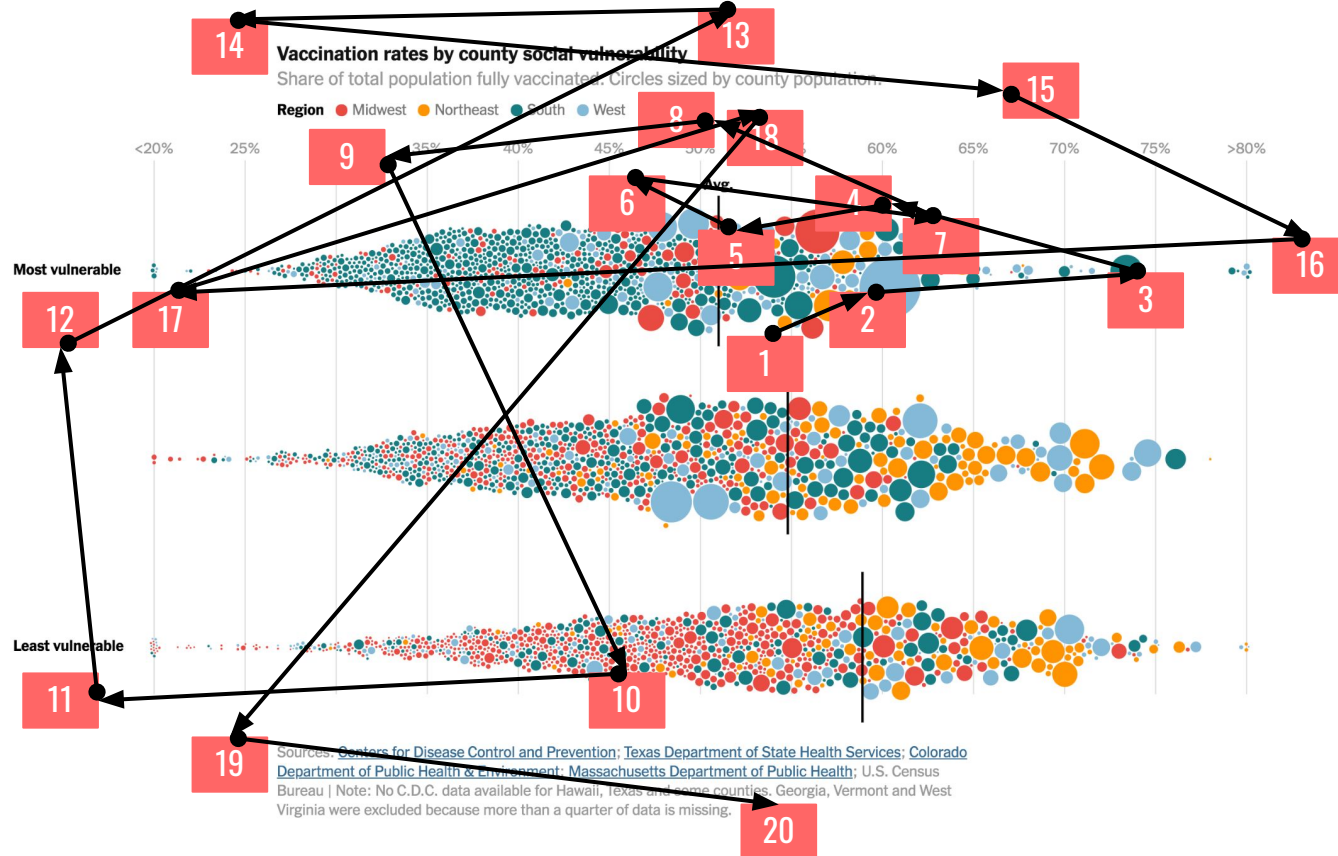
Sources: [Centers for Disease Control and Prevention](#); [Texas Department of State Health Services](#); [Colorado Department of Public Health & Environment](#); [Massachusetts Department of Public Health](#); U.S. Census Bureau | Note: No C.D.C. data available for Hawaii, Texas and some counties. Georgia, Vermont and West Virginia were excluded because more than a quarter of data is missing.



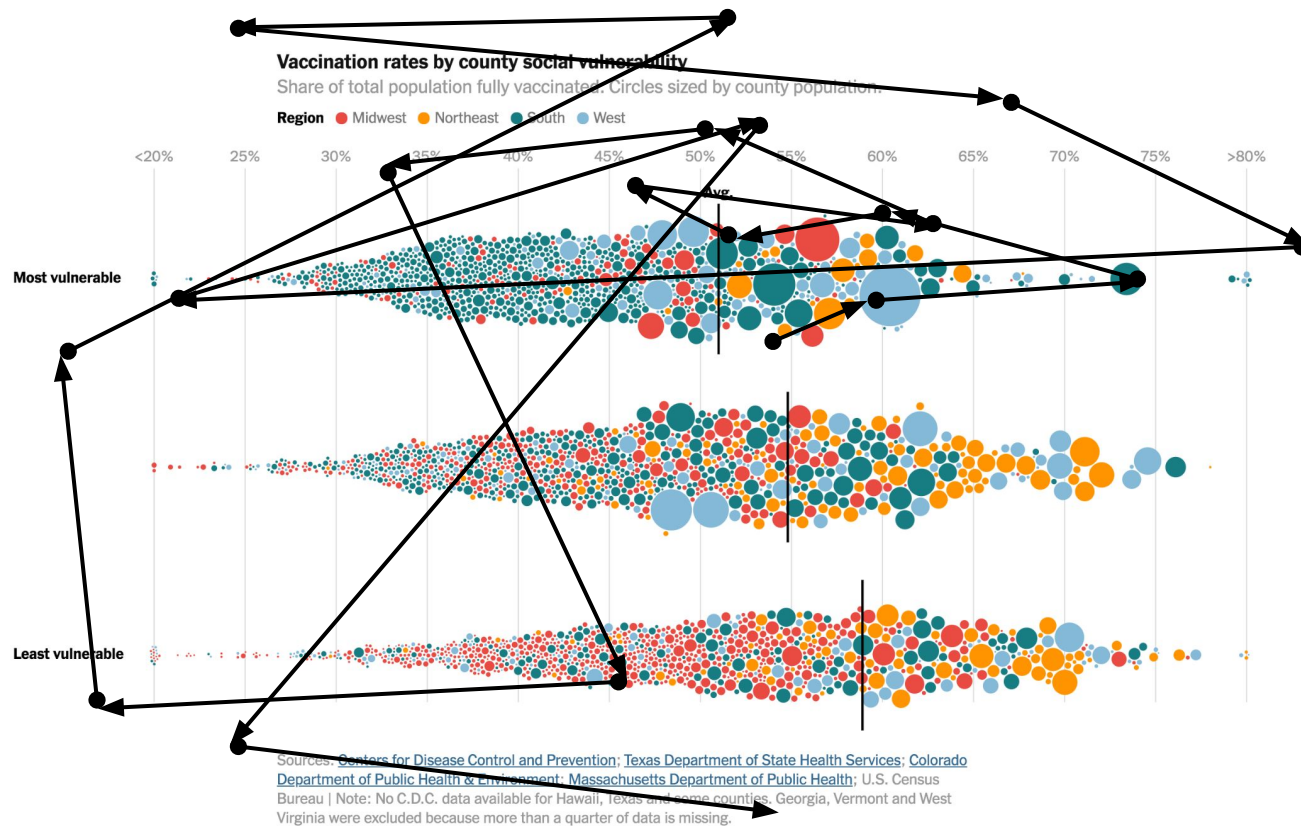
# ACTUAL PATH



# ACTUAL PATH



# ACTUAL PATH



# PINBALL MACHINES

## 2 Components

- 2.1 Cabinet
- 2.2 Backbox/Head
- 2.3 Lower Cabinet
- 2.4 Playfield
- 2.5 Plunger
- 2.6 Flippers
- 2.7 Bumpers
- 2.8 Kickers and slingshots
- 2.9 Targets
- 2.10 Holes and saucers
- 2.11 Spinners and rollovers
- 2.12 Switches, gates, and stoppers
- 2.13 Ramps
- 2.14 Toys, magnets and captive balls
- 2.15 Backglass





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## DESIGN DECISIONS

It's not just about making our work more beautiful.  
It's about making it more **functional**.



## RULE OF THUMB #1

We have to design visualizations for two types of people.

SLOW & STEADY

### STEP-BY-STEP INFORMATION

The folks who read the instructions.



PINBALL

### JUST IN TIME INFORMATION

And the folks who don't.



## RULE OF THUMB #2

Our audience experiences our design in two ways.

EMOTION

**FEELING**

How does the viz make me feel?



COGNITION

**THINKING**

How does the visualization work?





## RULE OF THUMB #2

The better our visualization makes our audience feel,  
the more cognitive work our audience is willing to do.

EMOTION

**FEELING**

How does the viz make me feel?



COGNITION

**THINKING**

How does the visualization work?



## RULE OF THUMB #2

Our design must earn the right to ask our audience to think.

EMOTION

**FEELING**

How does the viz make me feel?



COGNITION

**THINKING**

How does the visualization work?



4

1

3

2

Which dashboards do you want to click the most?

(rank them 1 through 4)

FIRST IMPRESSION

|   |   |   |   |
|---|---|---|---|
| 4 | 1 | 3 | 2 |
| 1 | 3 | 4 | 2 |
| 3 | 2 | 1 | 4 |
| 1 | 2 | 4 | 3 |
| 4 | 3 | 1 | 2 |

Which dashboards do you want to click the most?

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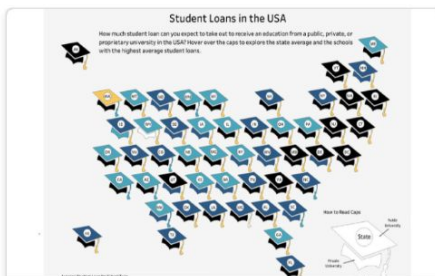
FIRST IMPRESSION



## Cost of Education

Veterinary Information Network

☆ 4 👁 99,690



## Student Loans in the USA

Ingibjorg (Ina) Jakobsdottir

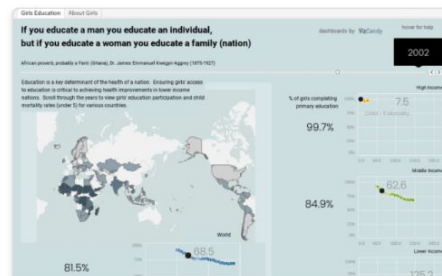
☆ 137 👁 16,913



## Tableau in Education

Coleman Wagoner

☆ 57 👁 20,575



## Girls Education

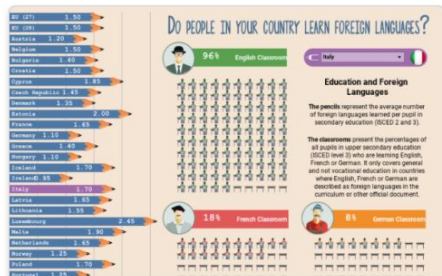
Kelly

☆ 21 👁 40,848

# Which dashboards do you want to click the most?

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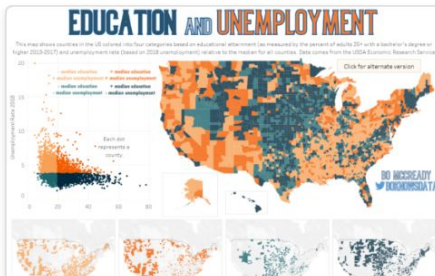
FIRST IMPRESSION



## Education and Foreign Languages

Filippo Mastroianni

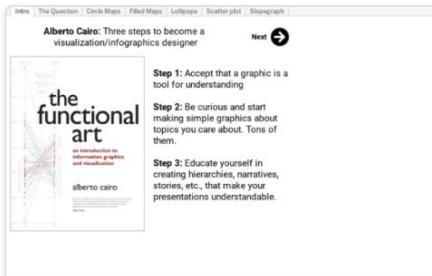
☆ 29 👁 16,955



## Education and Unemployment

Bo McCready

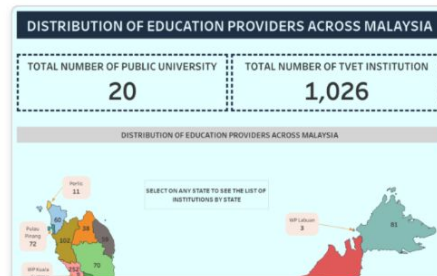
☆ 36 👁 7,122



## Obesity vs Education

Andy Kriebel

☆ 14 👁 207,067



## EDUCATION & TRAINING: DISTRIBUTION OF EDUCATION...

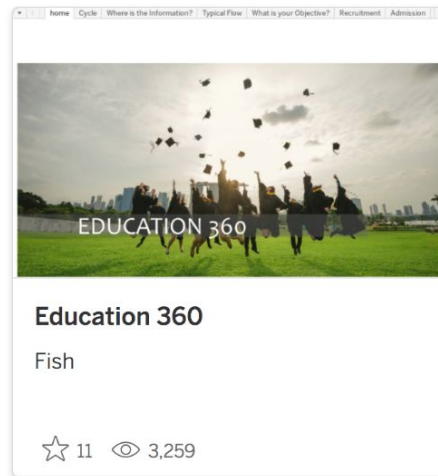
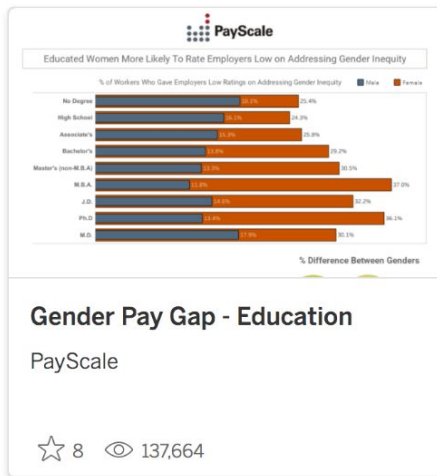
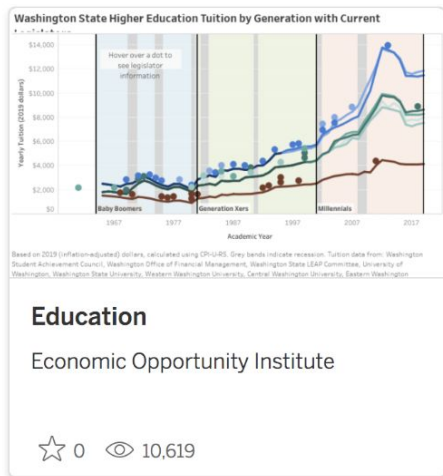
Dashboard & Data Mart

☆ 3 👁 5,465

# Which dashboards do you want to click the most?

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FIRST IMPRESSION

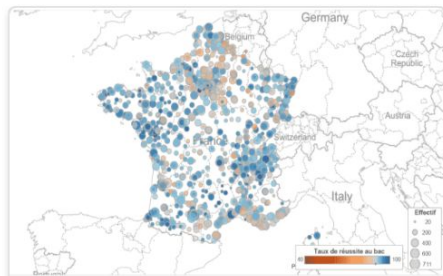


Which dashboards do you want to click the most?  
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FIRST IMPRESSION



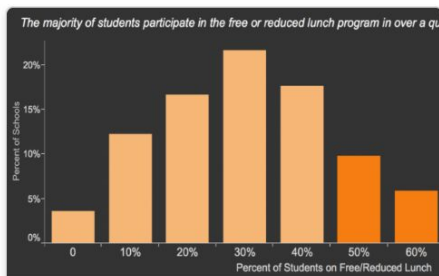




## French High-School Outcome Indicators 2014

Yvan Fornes

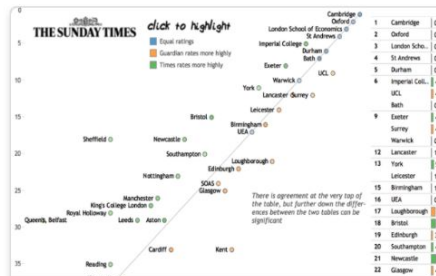
☆ 13 👁 11,592



## Poverty and School Performance

Stephen Wagner

☆ 24 👁 22,846



## University League Table 2014

Peter Gilks

☆ 2 👁 22,624



## Enrollment at Cornell University Since 1868

Institutional Research and Planning

☆ 13 👁 227,696

# Which dashboards do you want to click the most?

(rank them 1 through 4)

FIRST IMPRESSION

## EMOTION

# How does the visualization feel?

NEGATIVE



WE PULL BACK

BUSY

overwhelming  
chaotic  
confusing  
loud  
distracting  
disorienting  
lopsided

DATED

dense  
heavy  
crowded  
washed out  
cutesy  
tonedeaf  
offensive

BORING

pointless  
superficial  
fluffy  
time consuming  
repetitive  
generic  
stale

STREAMLINED

intuitive  
digestible  
approachable  
striking  
intentional  
familiar  
balanced

MODERN

curated  
clean  
light  
crisp  
professional  
thoughtful  
inclusive

ENGAGING

interesting  
addictive  
substantial  
meaningful  
memorable  
rewarding  
unique

POSITIVE



WE LEAN IN

## DESIGN DECISIONS

Today we'll work through one checklist and three common problems.

### DATA VISUALIZATION DESIGN CHECKLIST

**BUSY → STREAMLINED**

1

**DATED → MODERN**

2

**BORING → ENGAGING**

3

# THE DATA VISUALIZATION DESIGN CHECKLIST

## CLEAN

What can you erase?

## CONSISTENT

What can you standardize?

## INTUITIVE

What can you make obvious?



## INK

- Color
- Weight
- Lines
- Shading



## GUIDEPOSTS

- Axes
- Embedded Text
- Titles
- Keys



## WORDS

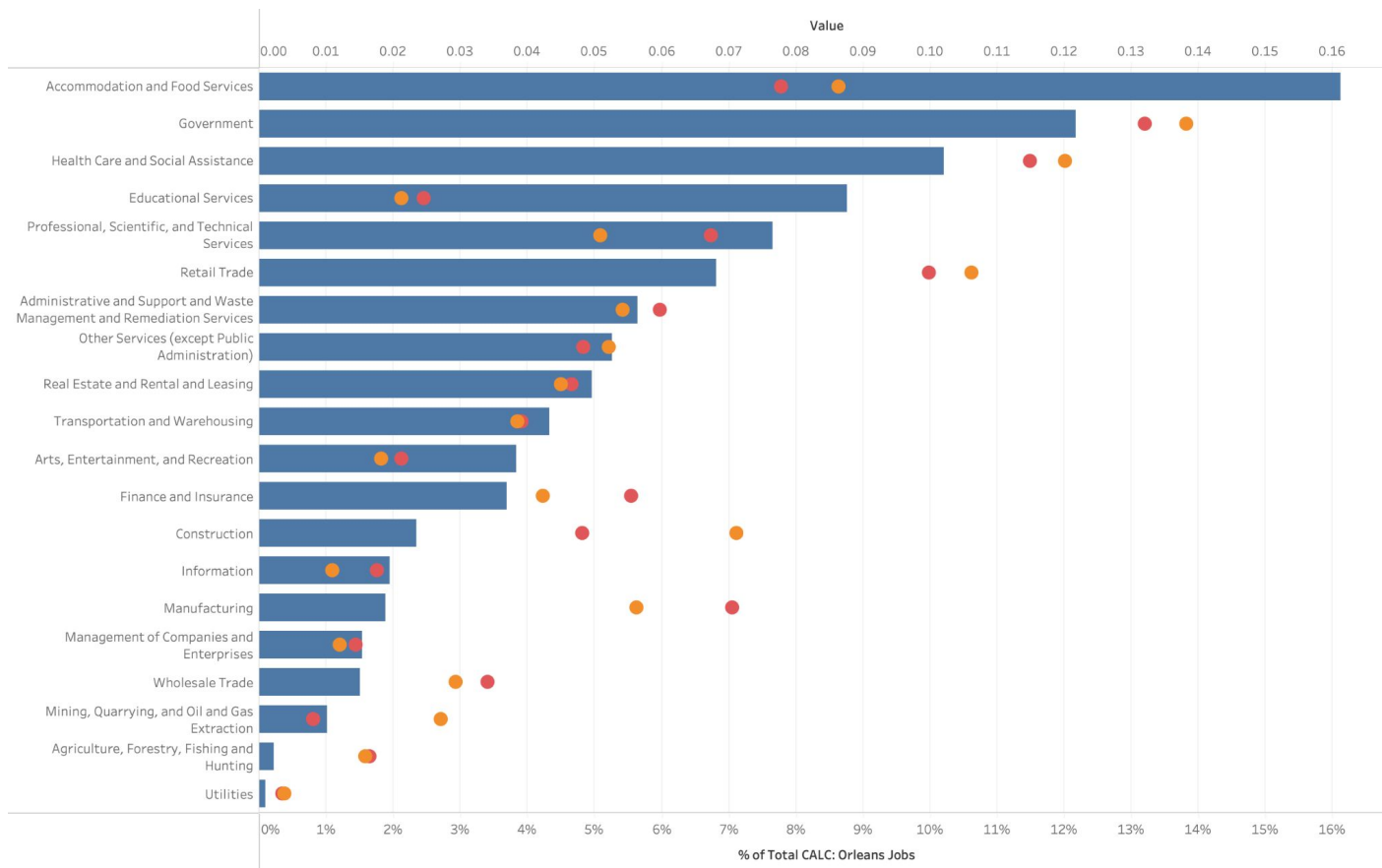
- Font
- Size
- Alignment
- Clarity



## LAYOUT

- Path
- Zones
- Negative Space
- Platform

# BEFORE

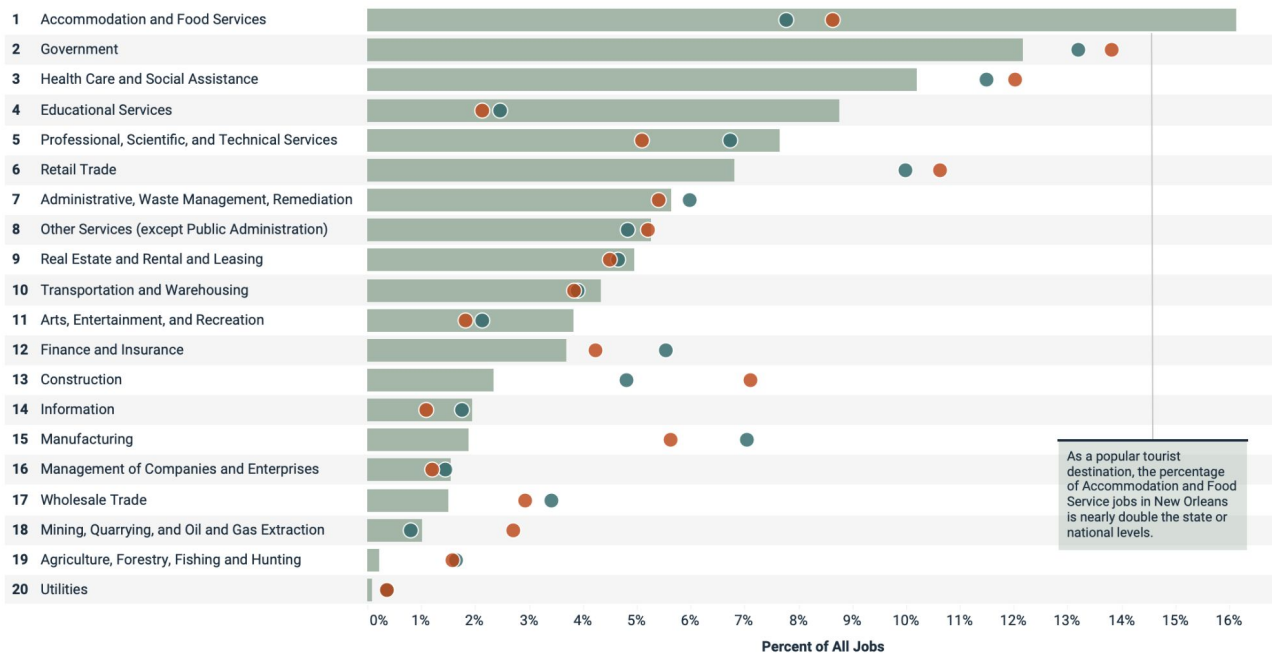




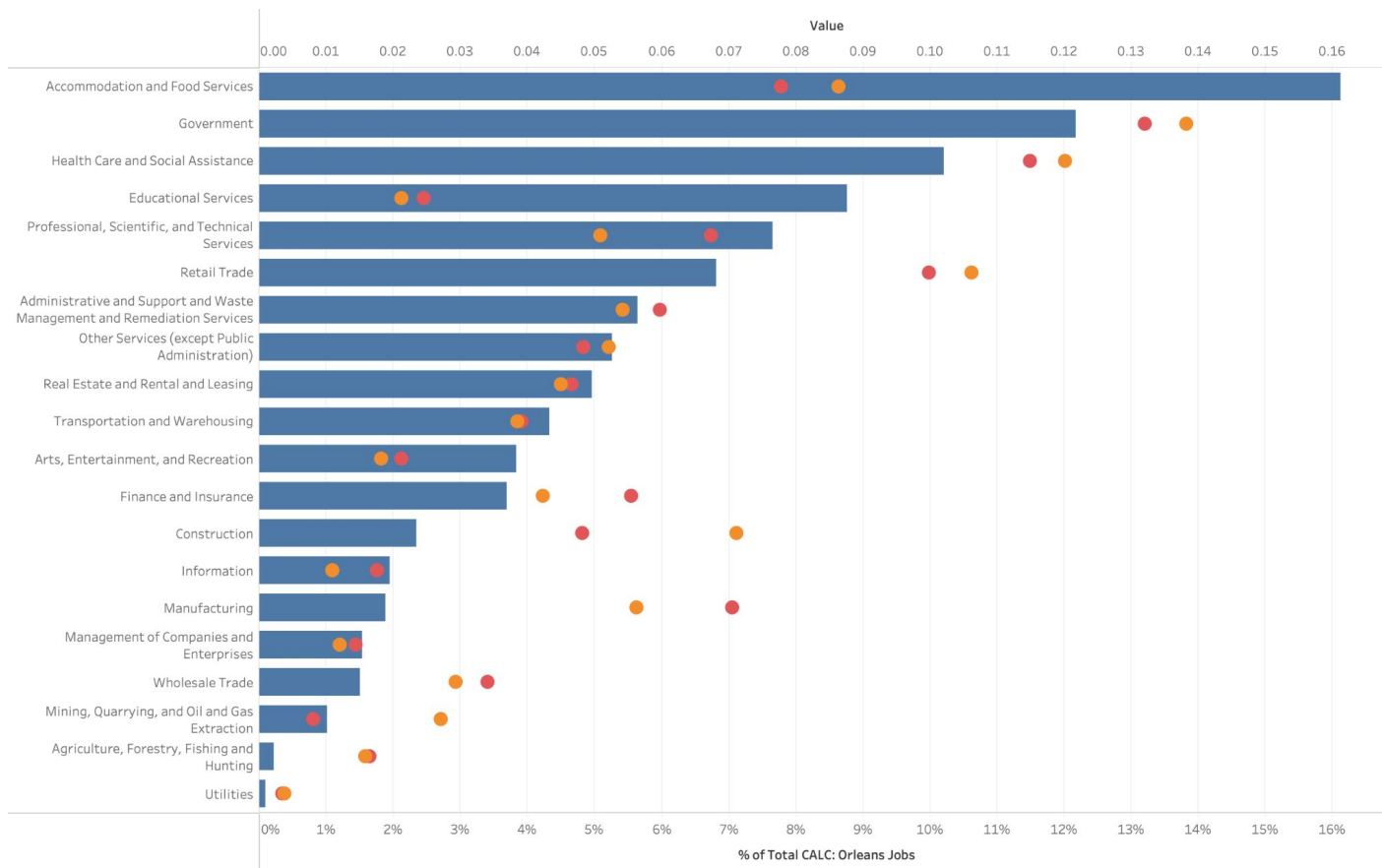
THE COWEN INSTITUTE  
hover over chart to learn more

## How do the major industries in New Orleans compare with Louisiana and the United States?

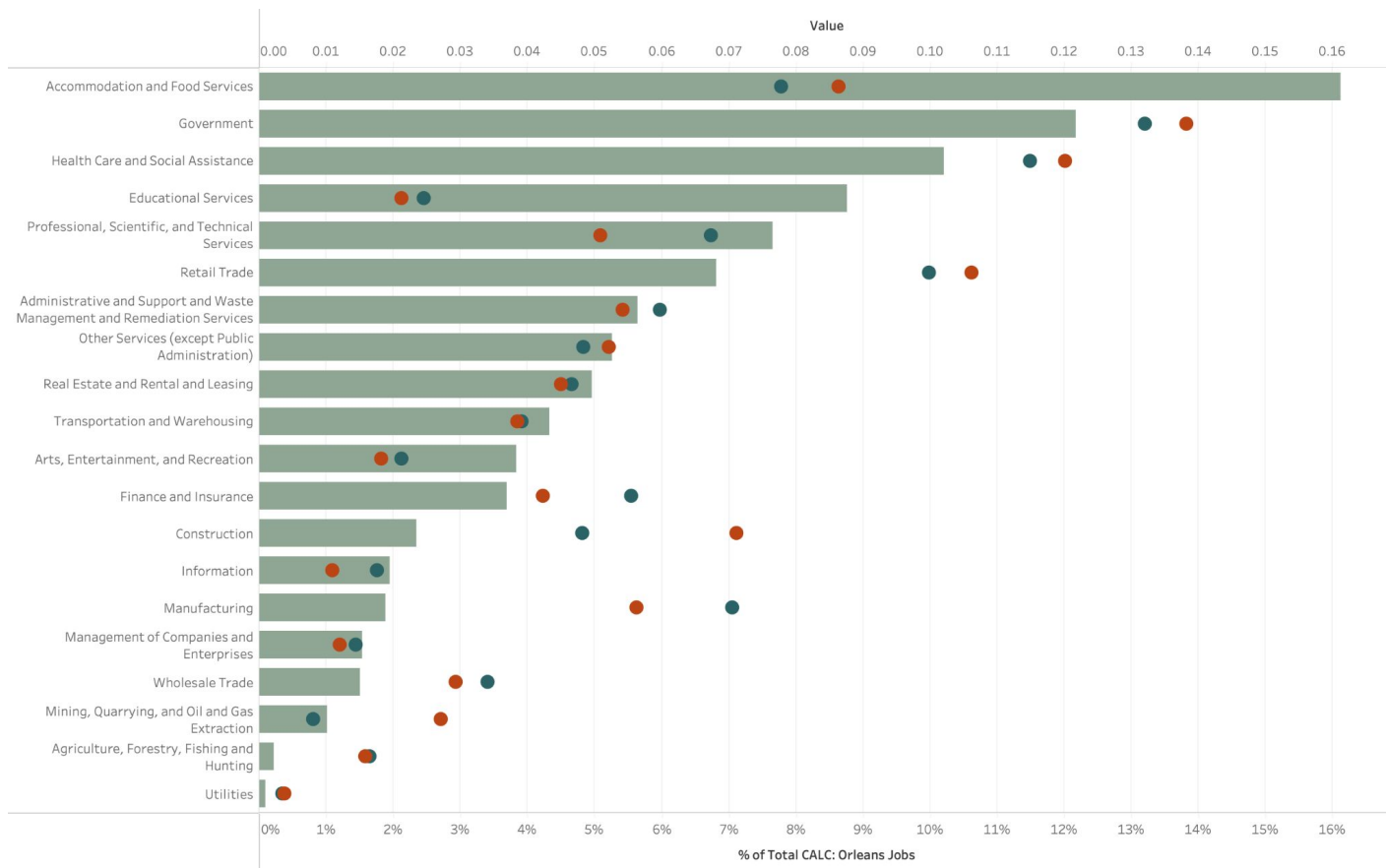
**HOW TO READ THIS CHART** The green bars represent 100% of the jobs in New Orleans in 2017, broken down by industry. The orange and blue dots provide the same percentage distribution for the broader state economy in Louisiana and the United States' economy as a whole. Hover over the chart to learn more.



# BEFORE



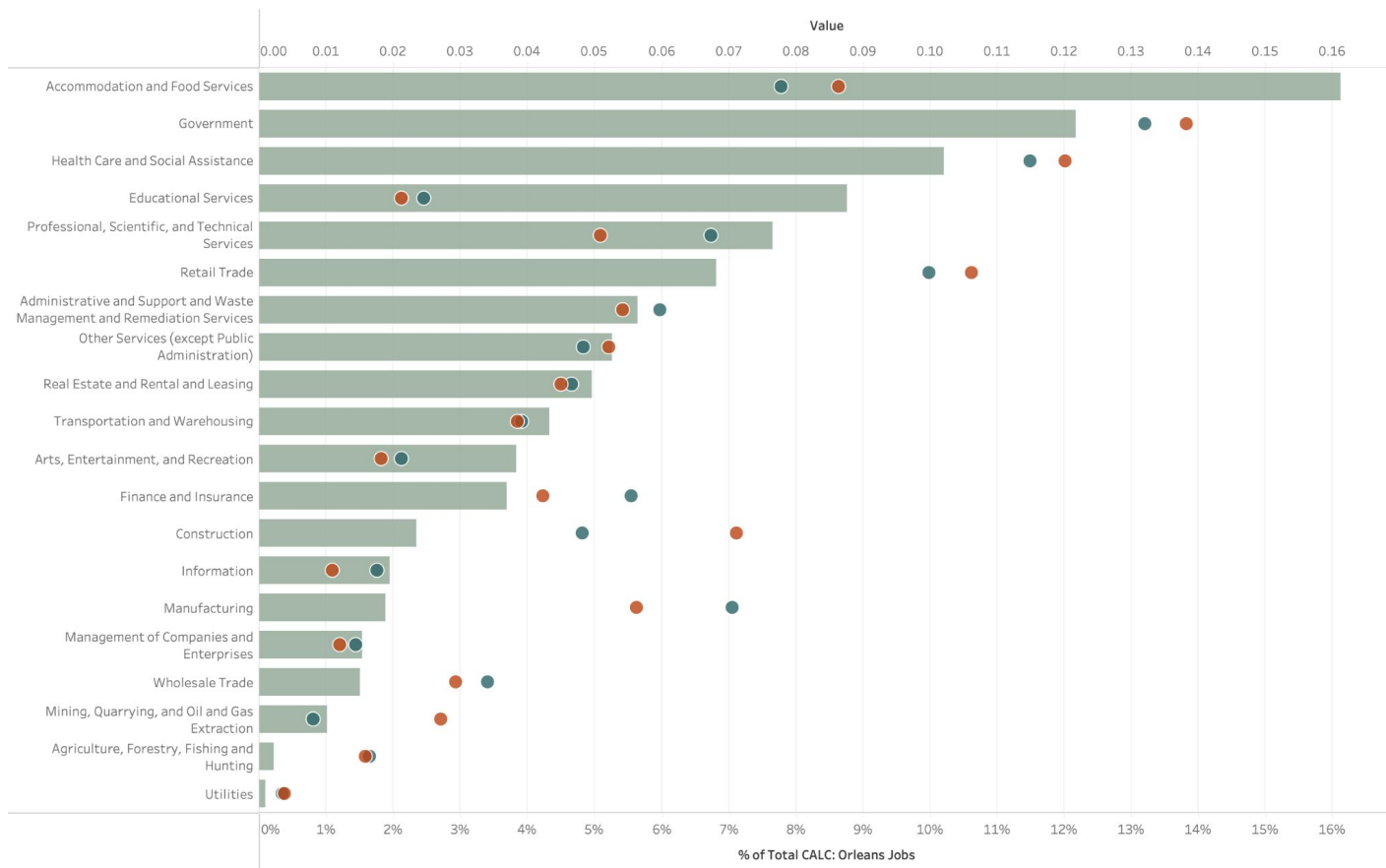
# COLOR



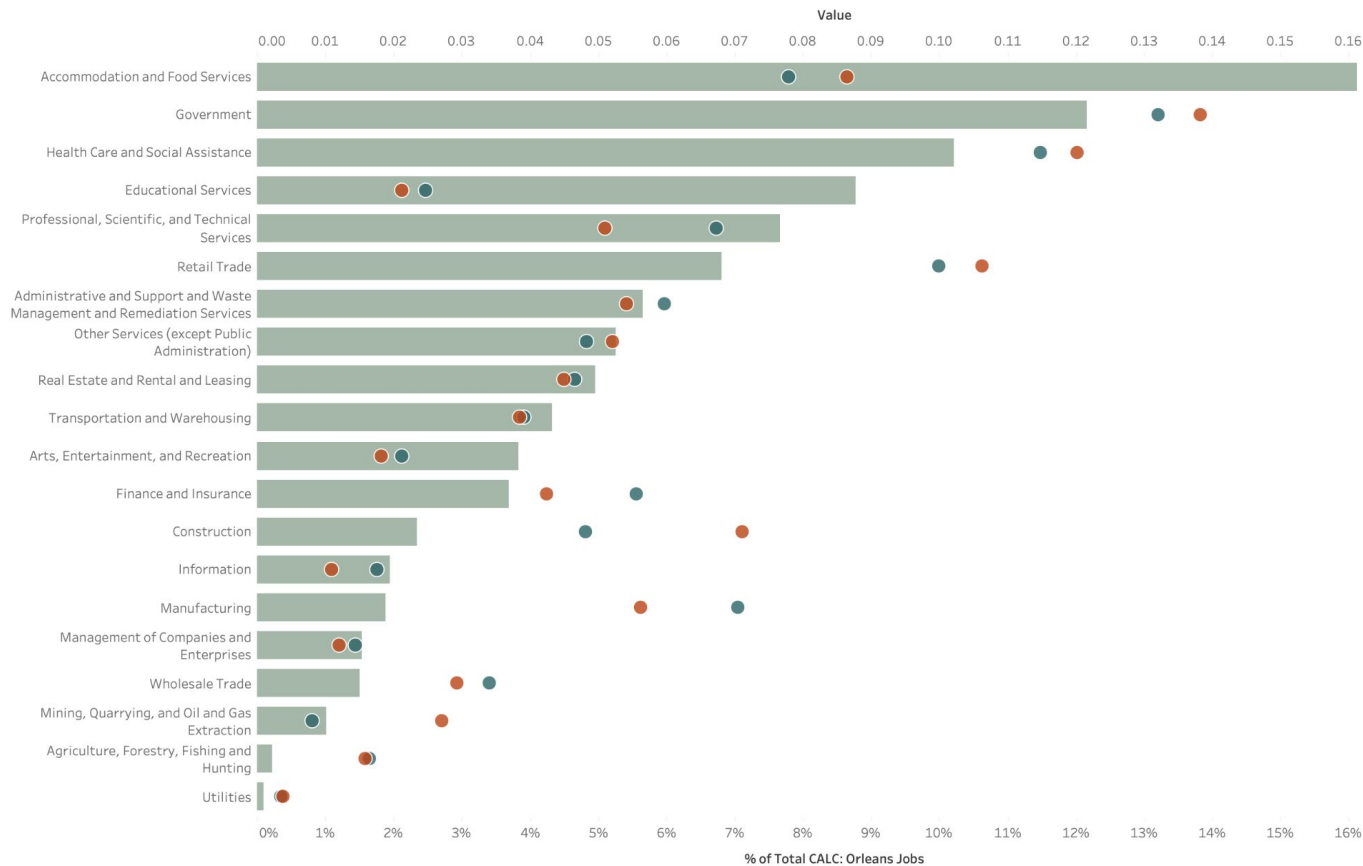
INK



# WEIGHT



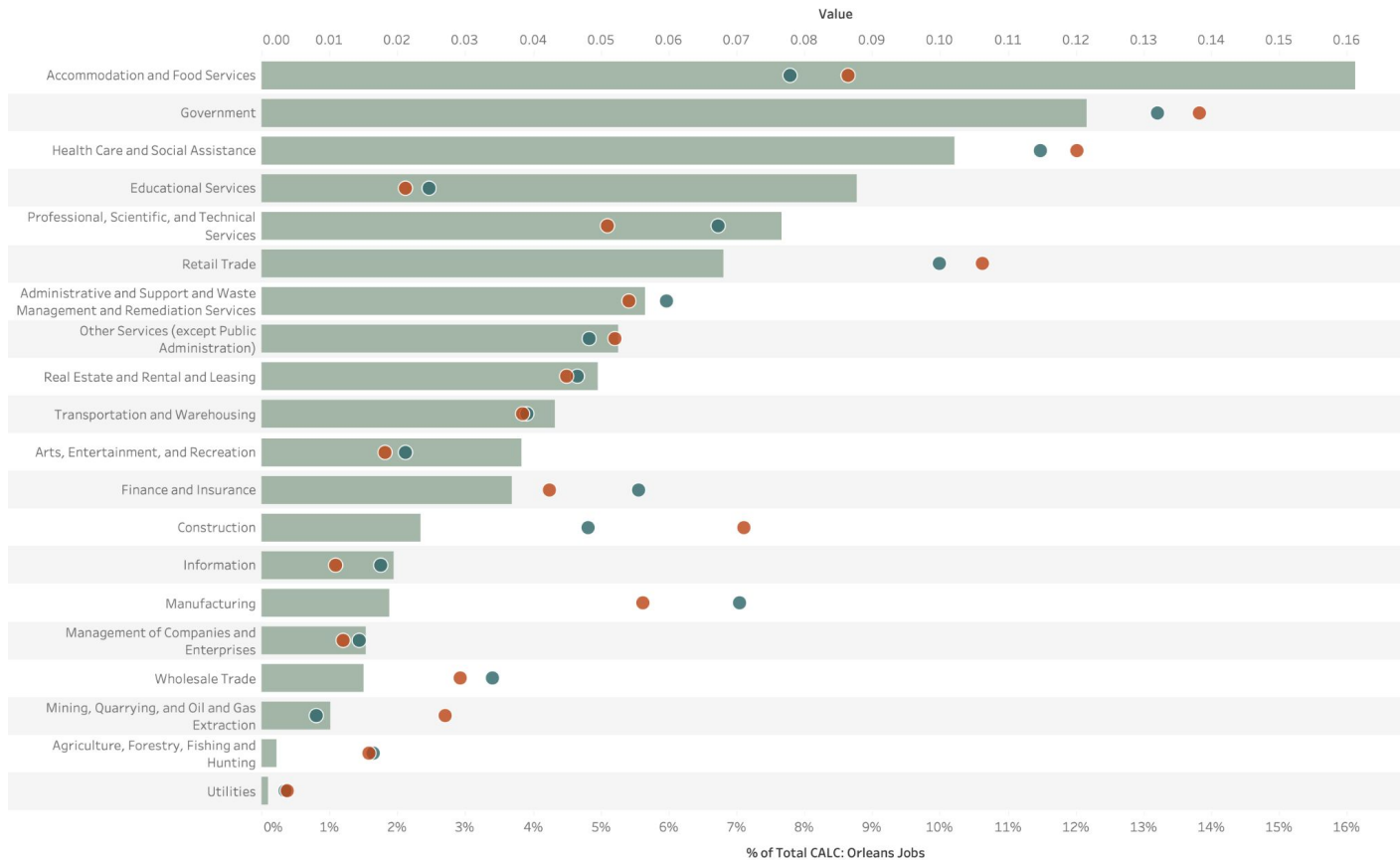
INK

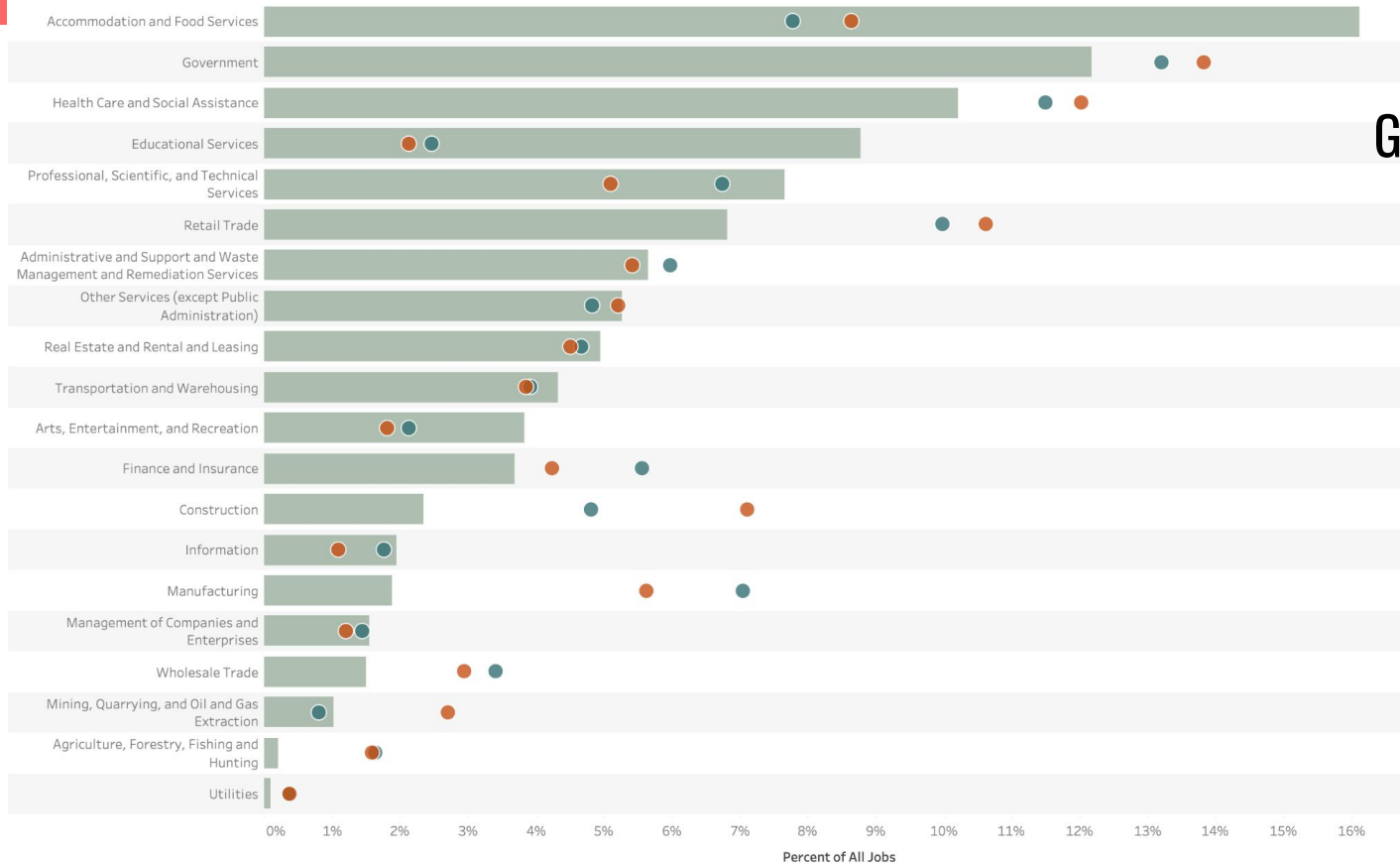


# SHADING



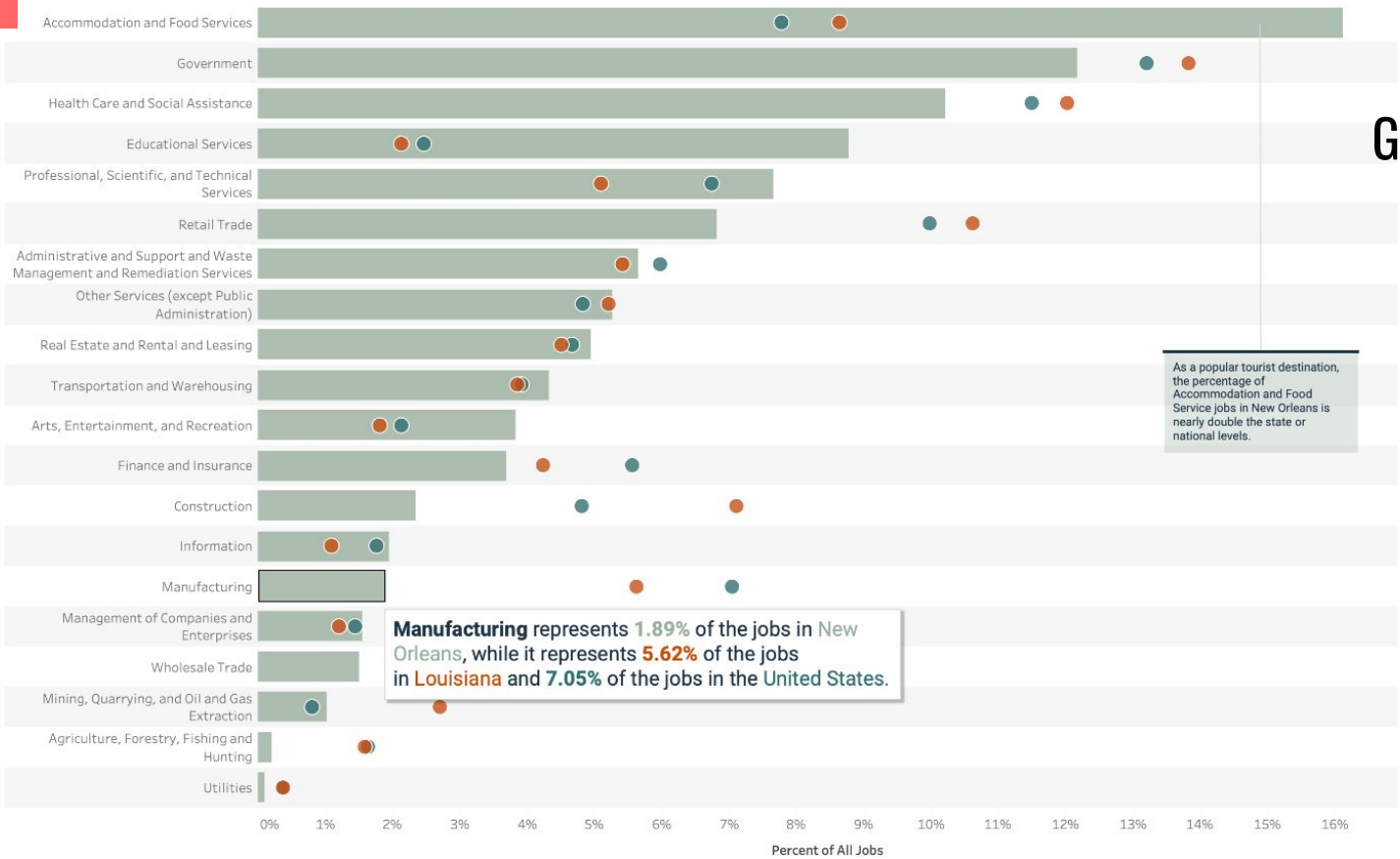
INK







GUIDEPOSTS



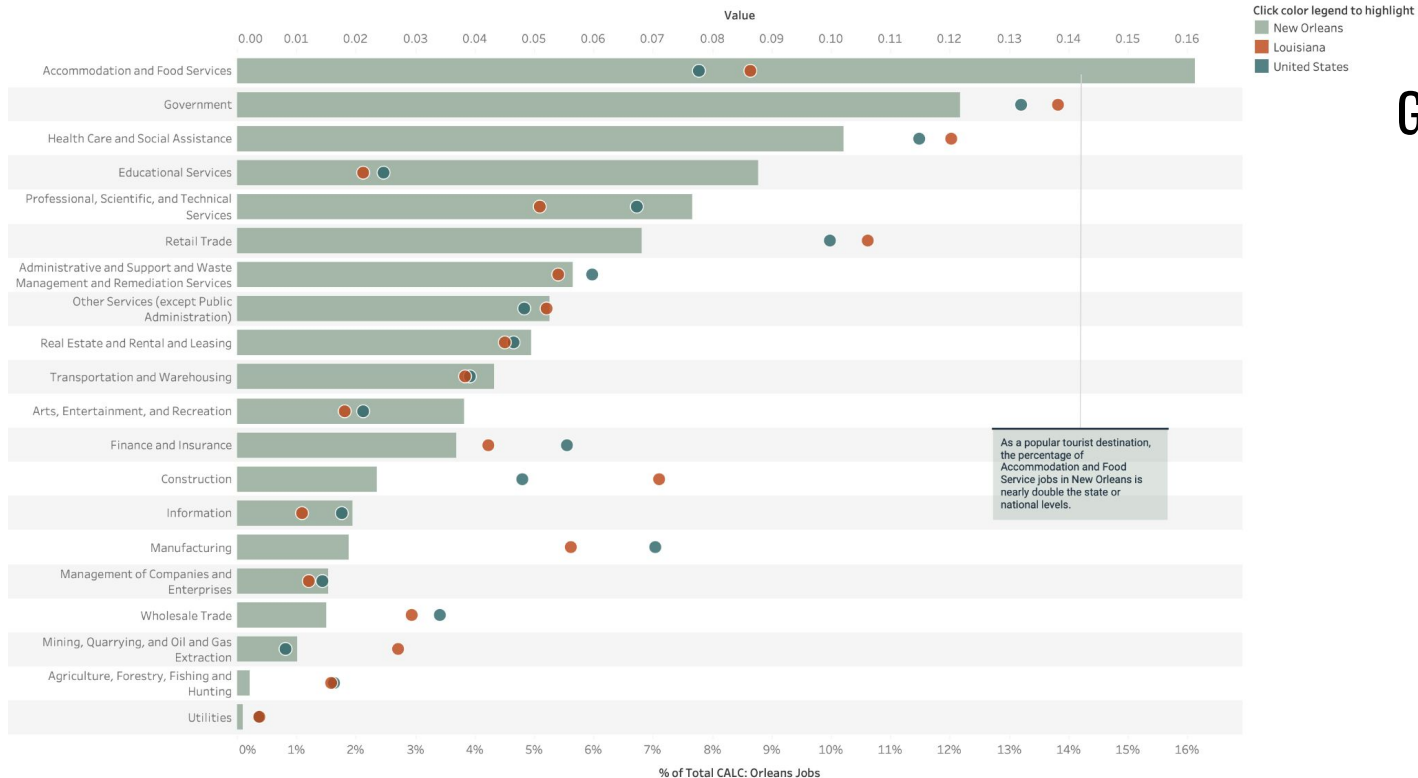
As a popular tourist destination, the percentage of Accommodation and Food Service jobs in New Orleans is nearly double the state or national levels.

Manufacturing represents 1.89% of the jobs in New Orleans, while it represents 5.62% of the jobs in Louisiana and 7.05% of the jobs in the United States.

# TITLES



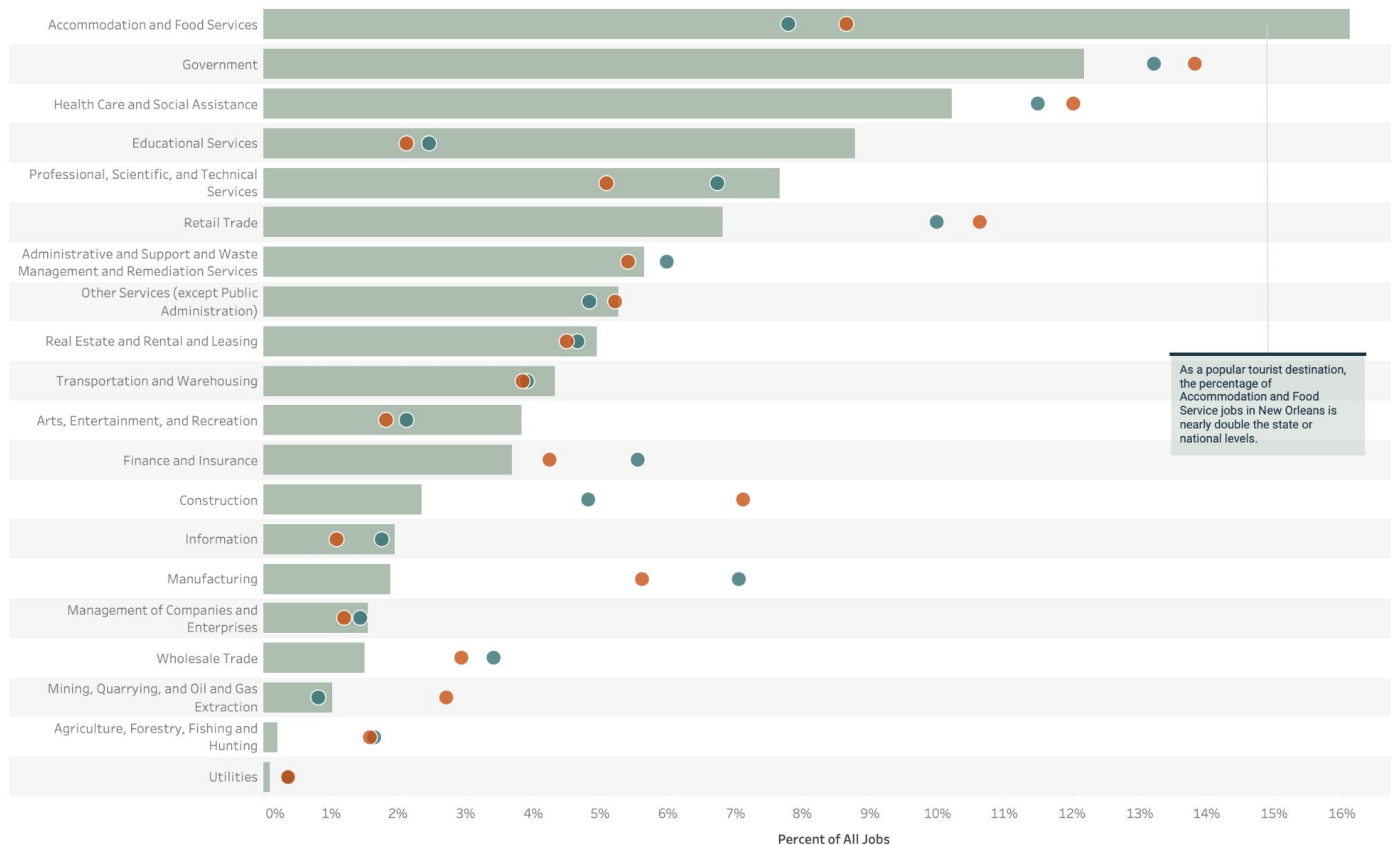
## GUIDEPOSTS



# How do the major industries in New Orleans compare with Louisiana and the United States?

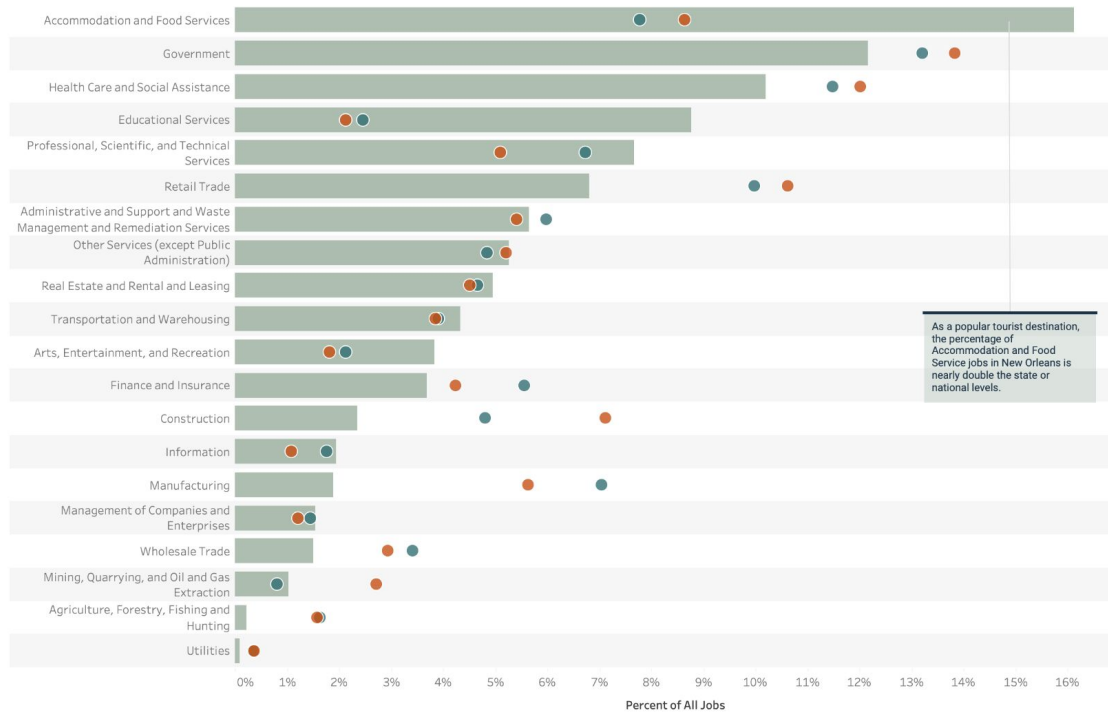


GUIDEPOSTS





## How do the major industries in New Orleans compare with Louisiana and the United States?



Click color legend to highlight

New Orleans  
Louisiana  
United States

Caption

### HOW TO READ THIS

**CHART** The green bars represent 100% of the jobs in New Orleans in 2017, broken down by industry. The orange and blue dots provide the same percentage distribution for the broader state economy in Louisiana and the United States' economy as a whole. Hover over the chart to learn more.

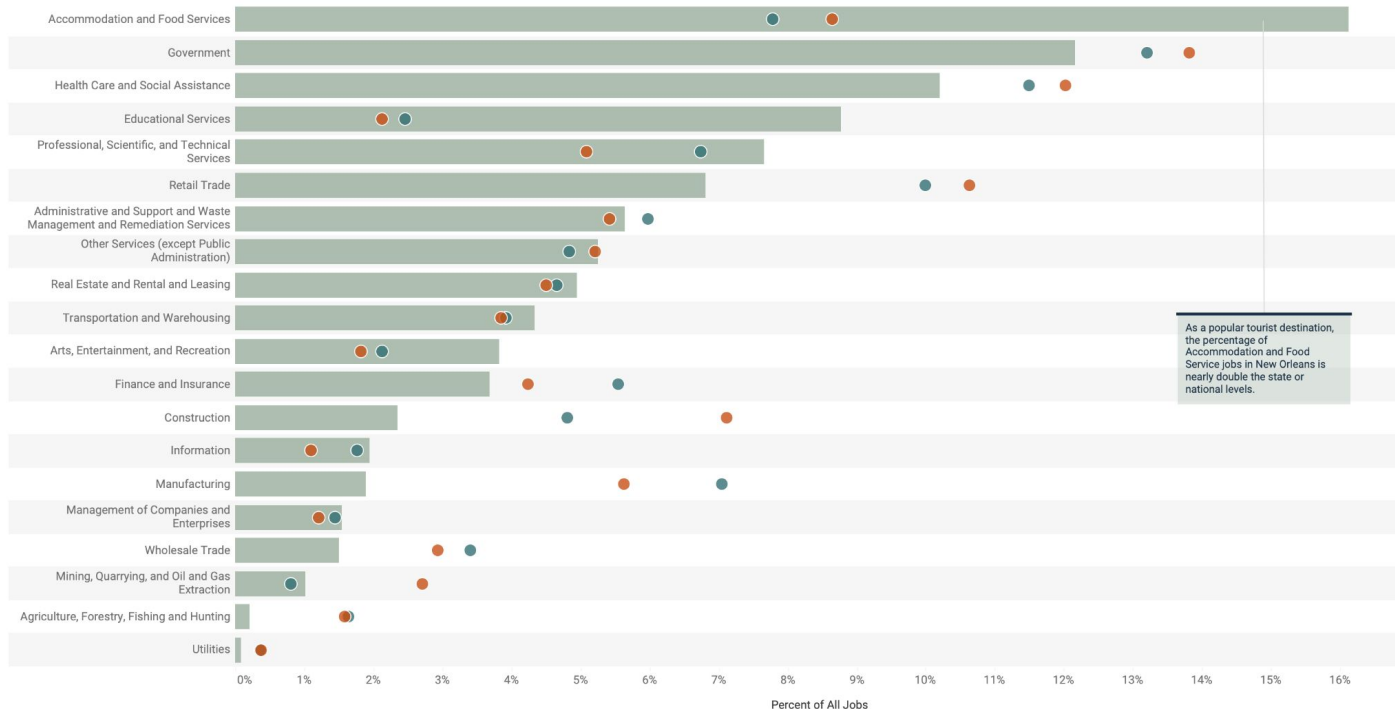
# GUIDEPOSTS





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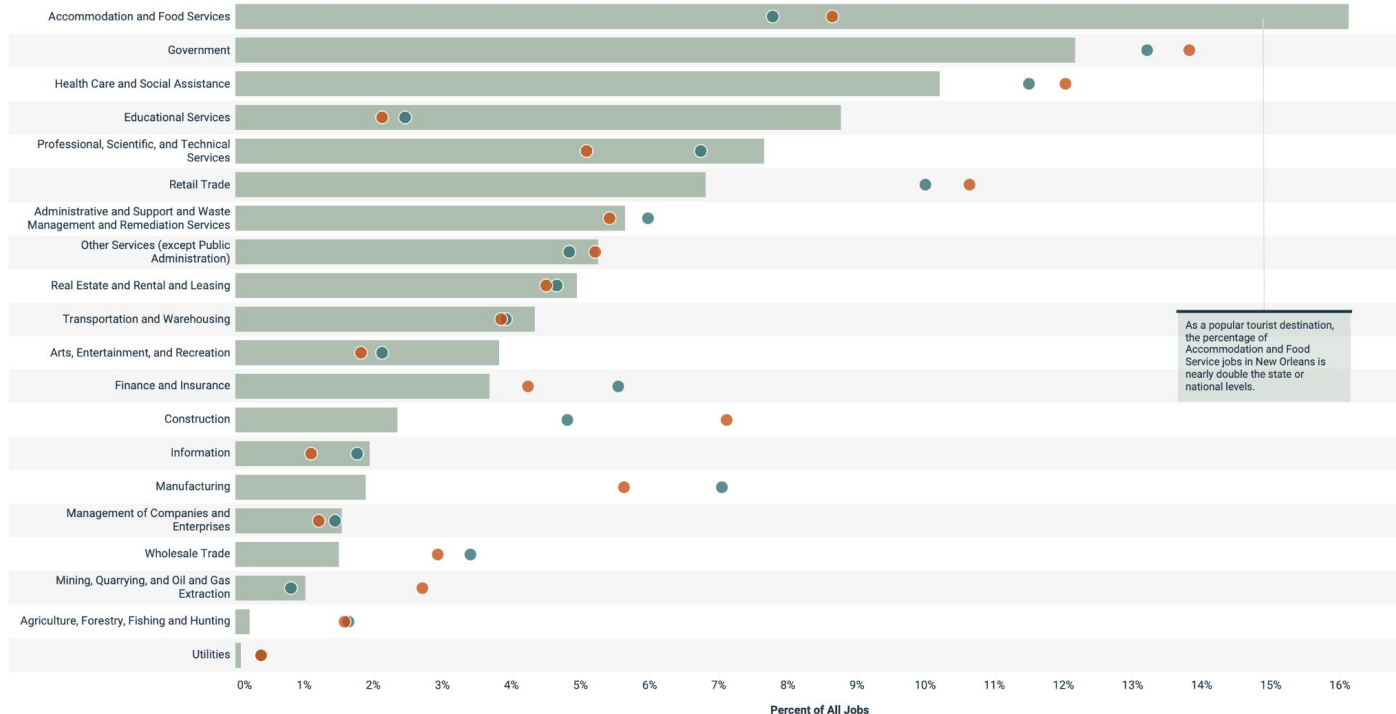
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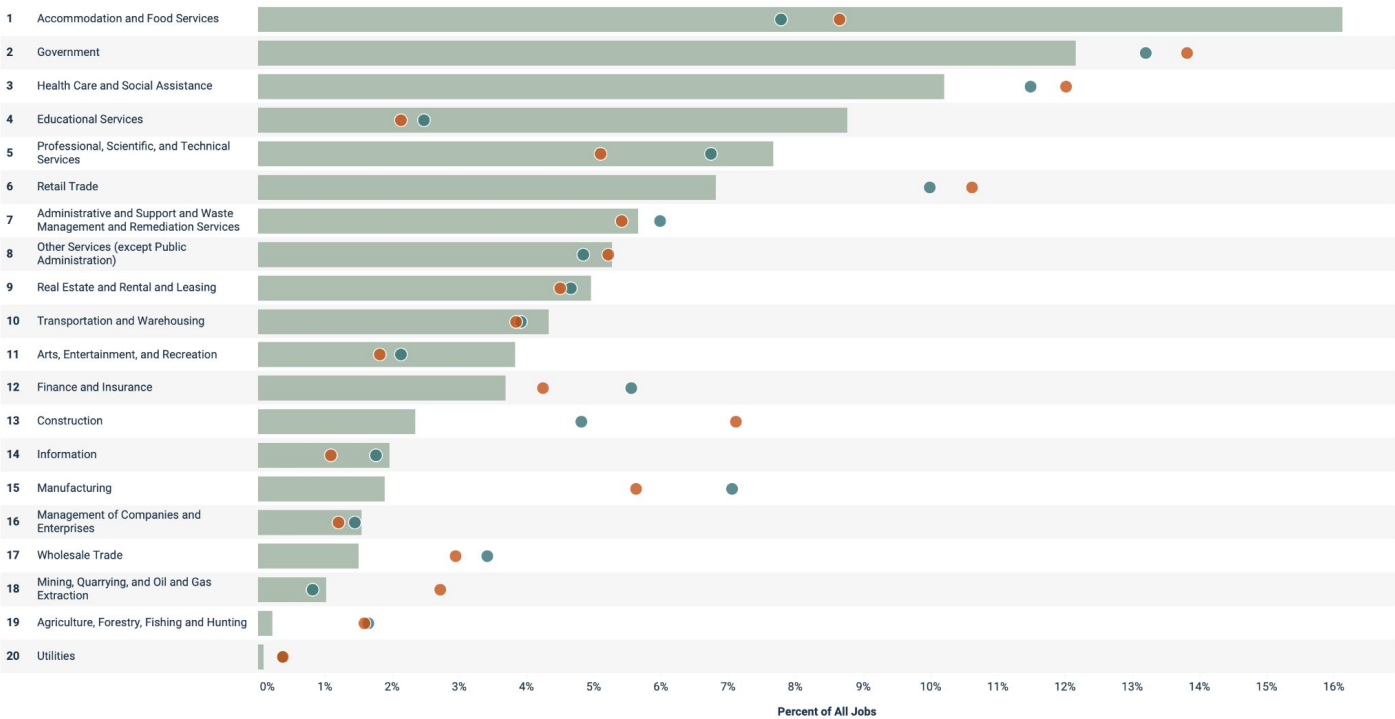
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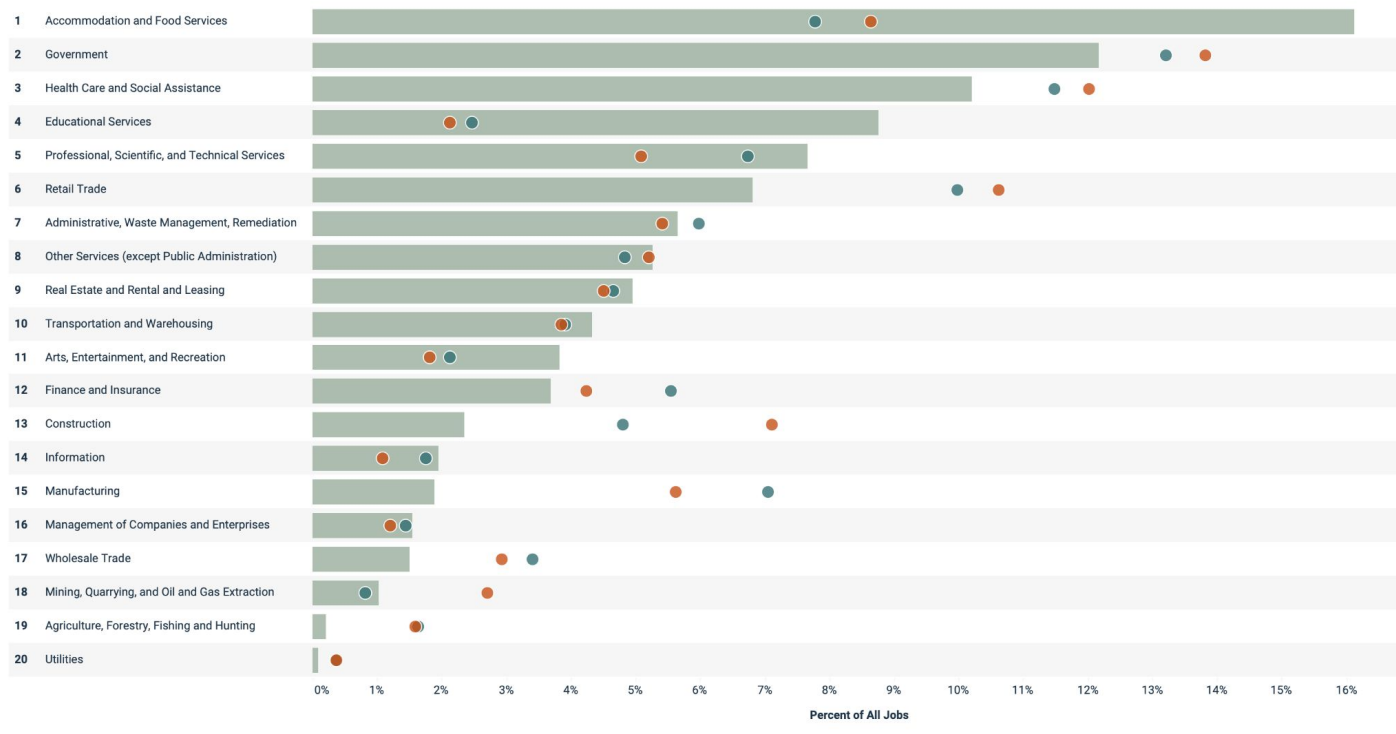
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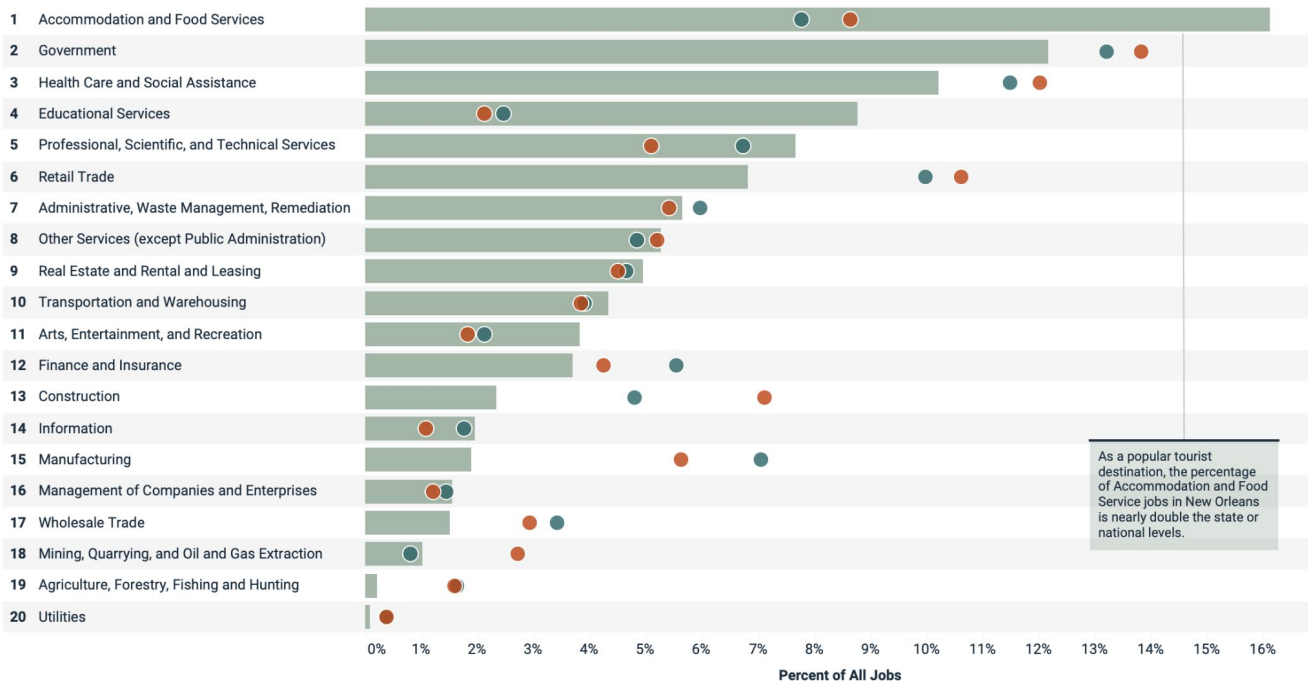


THE COWEN INSTITUTE

*hover over chart to learn more*

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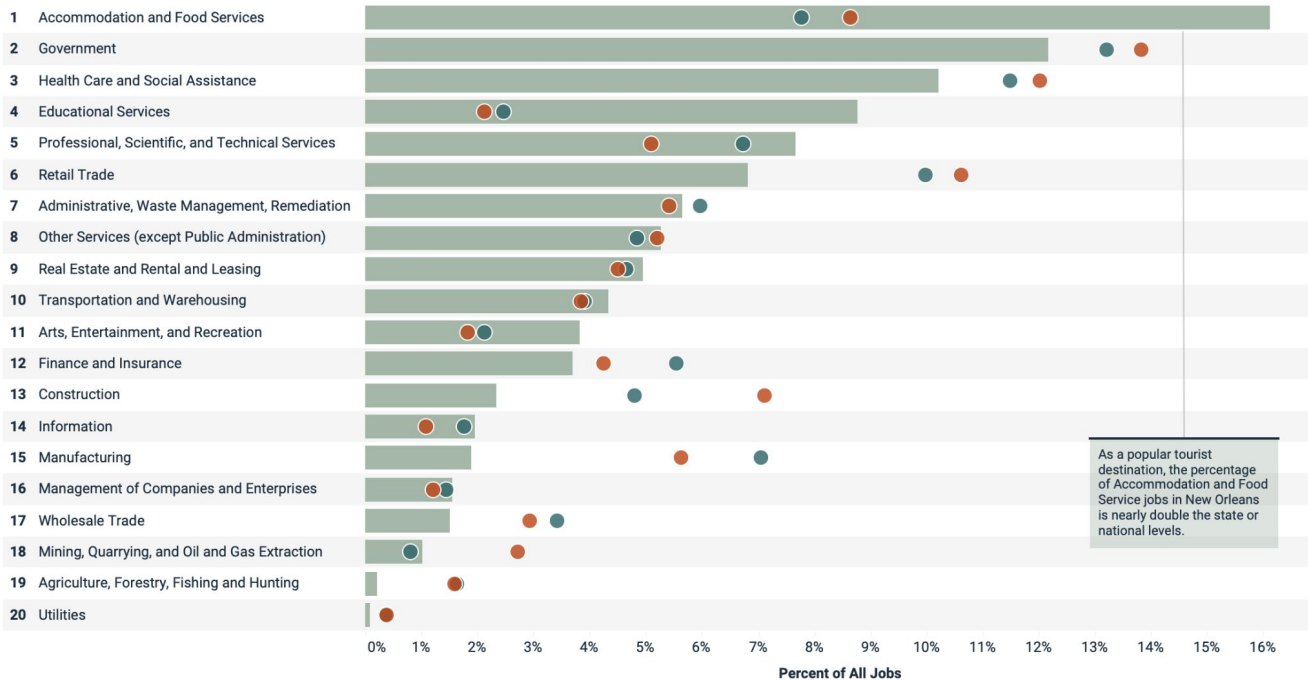
LAYOUT



THE COWEN INSTITUTE  
hover over chart to learn more

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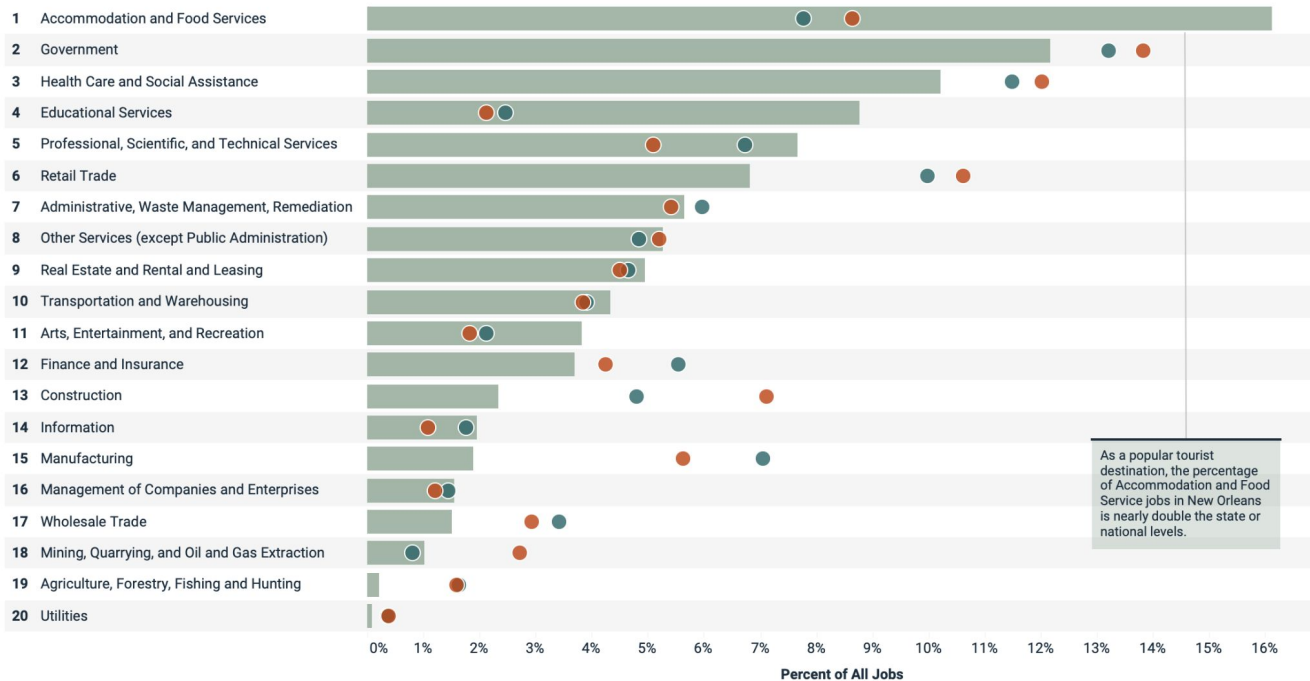
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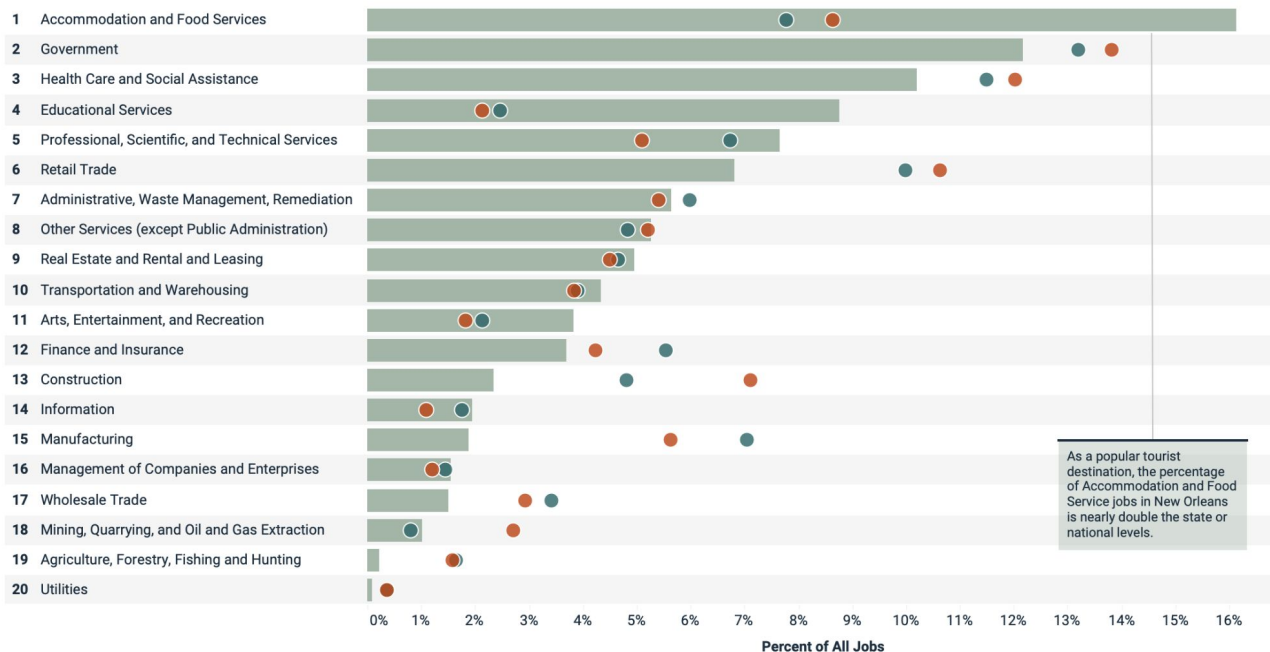




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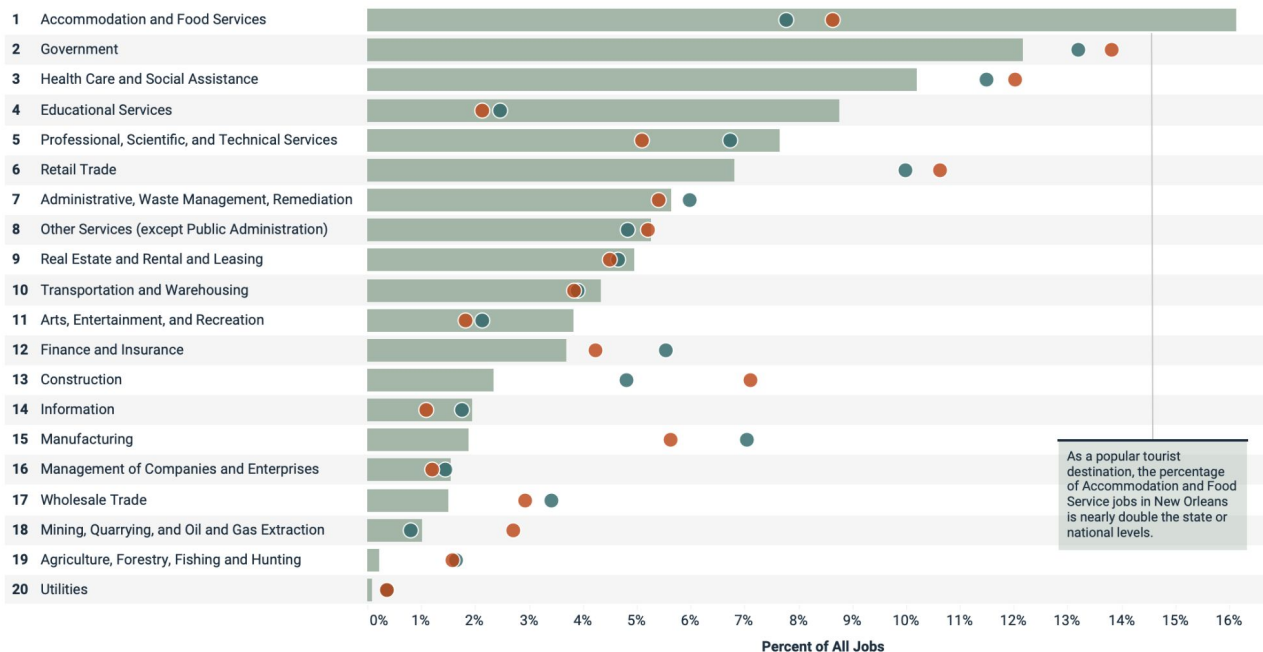




THE COWEN INSTITUTE  
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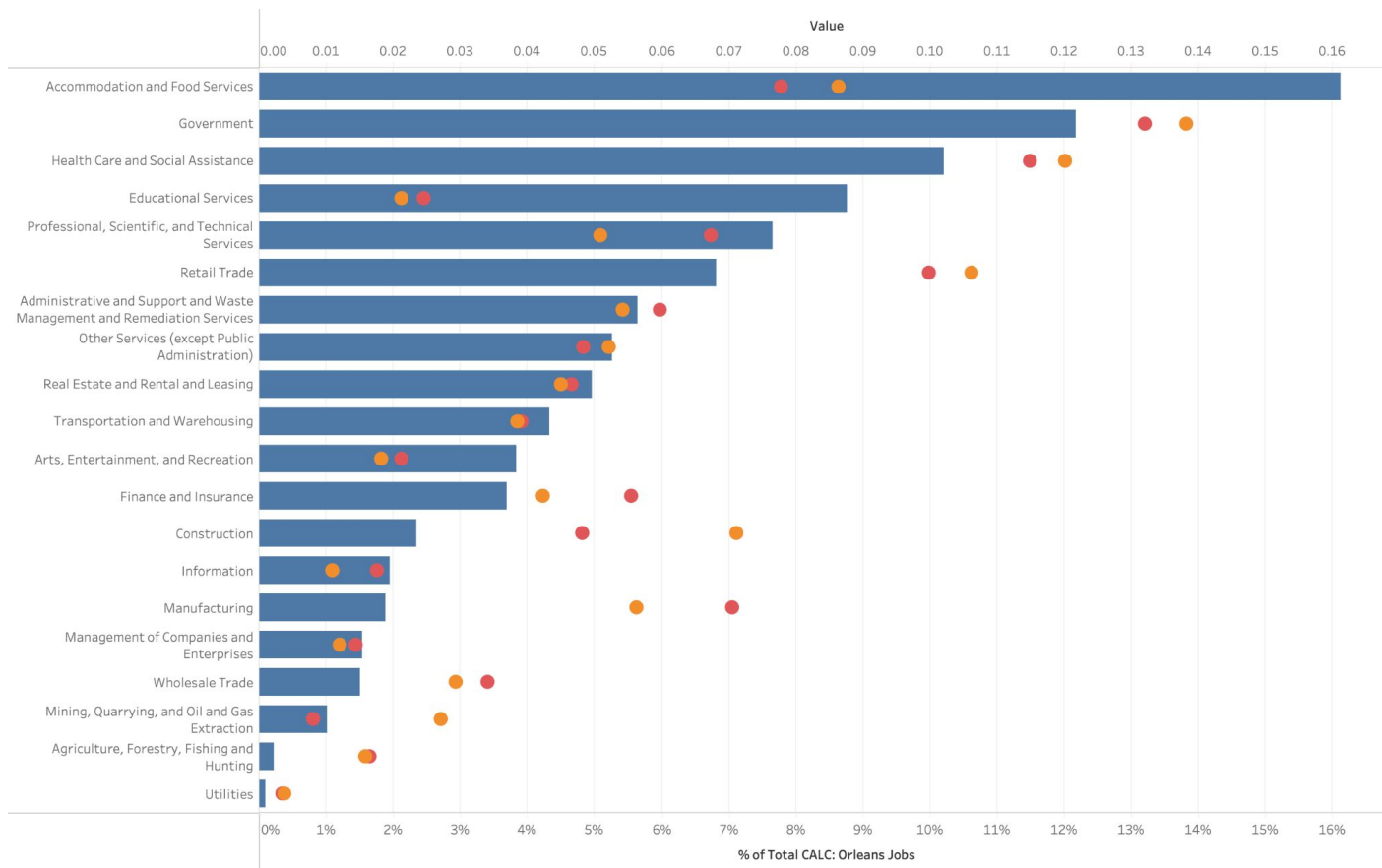
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As a popular tourist destination, the percentage of Accommodation and Food Service jobs in New Orleans is nearly double the state or national levels.

# BEFORE

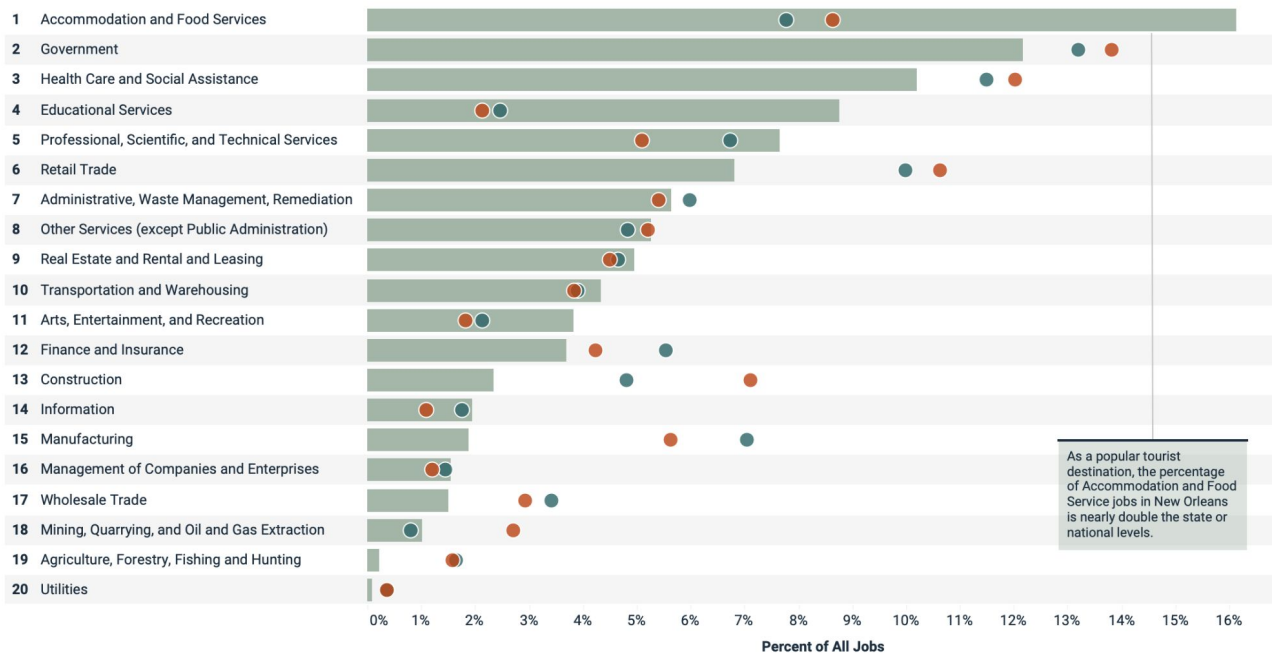




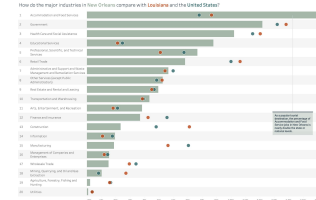
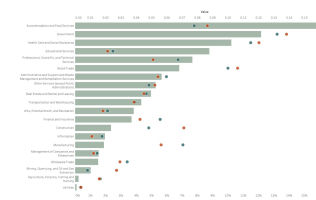
THE COWEN INSTITUTE  
hover over chart to learn more

## How do the major industries in New Orleans compare with Louisiana and the United States?

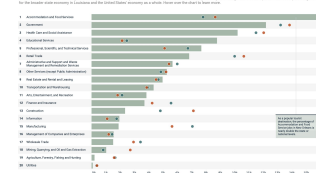
**HOW TO READ THIS CHART** The green bars represent 100% of the jobs in New Orleans in 2017, broken down by industry. The orange and blue dots provide the same percentage distribution for the broader state economy in Louisiana and the United States' economy as a whole. Hover over the chart to learn more.



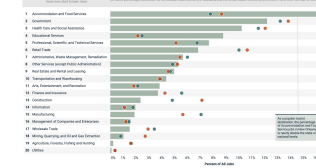
# COLOR SETS THE TONE



How do the major industries in New Orleans compare with Louisiana and the United States?



 How do the major industries in **New Orleans** compare with **Louisiana** and the **United States**?



**ZONES  
BUILD  
COMPREHENSION  
CONFIDENCE**

## DESIGN DECISIONS

Today we'll work through one checklist and three common problems.

### DATA VISUALIZATION DESIGN CHECKLIST

**BUSY → STREAMLINED**

1

DATED → MODERN

2

BORING → ENGAGING

3



## ERASER FIRST

- Unproductive pieces
- Default formatting
- Duplicative info
- Distracting text



## OBVIOUS ZONES

- One to five zones
- Intuitive hierarchy
- Shading enclosure
- Vertical layouts



## FAMILIAR PATTERNS

- Organization's brand
- Purposeful font/size
- Clear instructions
- Cultural connotations



## MEANINGFUL COLOR

- Save color for the data
- Start in greyscale
- Single color emphasis
- 3-5 colors max

**BUSY → STREAMLINED**

## DISCLAIMER

I have personally made **all** of the errors  
I'm about to critique.



# University League Tables 2014

Two major UK newspapers publish University rankings. We show here how they compare, and how a composite ranking would look. Click to highlight a specific institution and scroll down to see the detail for each

To 40

Show the top — universities overall

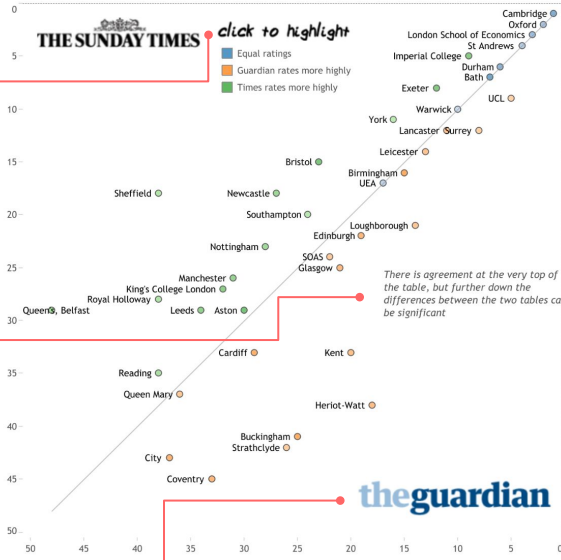
All

compare specific universities

## THE SUNDAY TIMES

click to highlight

- Equal ratings
- Guardian rates more highly
- Times rates more highly



## composite rank

|    |                 |    |
|----|-----------------|----|
| 1  | Cambridge       | 0  |
| 2  | Oxford          | 0  |
| 3  | London Scho..   | 0  |
| 4  | St Andrews      | 0  |
| 5  | Durham          | 0  |
| 6  | Imperial Coll.. | 4  |
|    | UCL             | 4  |
|    | Bath            | 0  |
| 9  | Exeter          | 4  |
|    | Surrey          | 4  |
|    | Warwick         | 0  |
| 12 | Lancaster       | 1  |
| 13 | York            | 5  |
|    | Leicester       | 1  |
| 15 | Birmingham      | 1  |
| 16 | UEA             | 0  |
| 17 | Loughborough    | 7  |
| 18 | Bristol         | 8  |
| 19 | Edinburgh       | 3  |
| 20 | Southampton     | 4  |
| 21 | Newcastle       | 9  |
| 22 | Glasgow         | 4  |
|    | SOAS            | 2  |
| 24 | Nottingham      | 5  |
| 25 | Kent            | 13 |
| 26 | Heriot-Watt     | 20 |
|    | Sheffield       | 20 |
| 28 | Manchester      | 5  |
| 29 | King's Colleg.. | 5  |
|    | Aston           | 1  |
| 31 | Cardiff         | 4  |
| 32 | Leeds           | 5  |

## USE A SLOPE CHART INSTEAD OF BAR

Sometimes when a chart is particularly busy, it's a signal that it's actually the wrong chart. A slope chart here would be easier to read and visually cleaner if the goal is showing the difference.

## DISTINGUISH INSTRUCTIONS

Use a unique, recognizable text for instructions to ensure the audience learns how to engage with the dashboard. Right now, the section labels, like "composite rank," and the instructions all use the same font.

## ANNOTATE POINTS OF INTEREST ONLY

Make the data marks bigger and erase the busy labels, annotating just the outliers and leave the rest just in the tooltip. A search function or a label toggle could be added. This fantastic annotation should then be emphasized.

## CREATE CLEAR ZONES

Leverage shading enclosure to create three clear zones: the scatterplot, the slope chart (currently bar chart) and the ranking composition breakdown at the bottom.

## LEVERAGE BRANDING PATTERNS

The Guardian's logo already has an associated blue, so leverage that in the dashboard by making The Guardian's marks blue. Right now the colors are simply Tableau's defaults.

## what makes up the rankings?

|           | 2014 Sunday Tl.. | 2013 Sunday Tl.. | Ucas entry points | Graduate prospects | Student-staff ratio | Services/ facilities s.. | Research quality | Completion Rate | Firsts / 2:1s | Student satisfaction | Value added |
|-----------|------------------|------------------|-------------------|--------------------|---------------------|--------------------------|------------------|-----------------|---------------|----------------------|-------------|
| Cambridge | 1                | 2                | 1                 | 2                  | 5                   | 2                        | 1                | 1               | 2             | 6                    | 23          |

|           | 2014 Guardian | 2013 Guardian | Entry Tariff | Career prospects | Student staff ratio | Spending per student | Average Teaching Score | National Student Survey Fee.. | National Student Survey Ove.. | National Student Survey Tea.. |
|-----------|---------------|---------------|--------------|------------------|---------------------|----------------------|------------------------|-------------------------------|-------------------------------|-------------------------------|
| Cambridge | 1             | 1             | 1            | 6                | 5                   | 1                    | 1                      | 7                             | 3                             | 3                             |

Looking at the detail of the rankings shows how the two league tables differ in their constituent metrics.

Entry Tariff / Ucas entry points are identical rankings, however some similar constituent parts differ in rank order (e.g. Graduate Prospects / Career prospects). One major difference between the two is that The Guardian uses 3 elements of the National Student Survey, and therefore places greater weight on student opinion. The Sunday Times however places greater emphasis on research.

## ELIMINATE OR EXTEND

Either extend the size of the dashboard into a taller vertical frame to allow the ranking compositions to be understood, or eliminate them and just keep a link back to the methodology in the footnote.



# STREAMLINED

## PRODUCTIVE PIECES ONLY

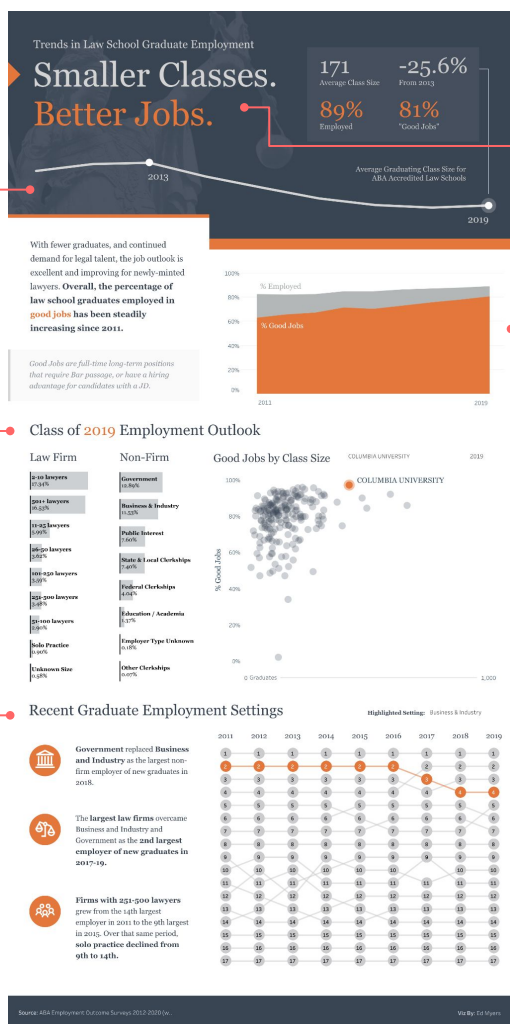
Every item on the dashboard connects back to the dashboard's theme: showing the improvement of job quality for law school graduates as the number of graduates has dropped. All unproductive elements have been removed.

## OBVIOUS ZONES

At a glance, each new section is easy to recognize with both its placement and recognizable headers. The white space around each section allows them to breathe and sets it apart.

## VERTICAL LAYOUT

The dashboard is tall enough to create plenty of room for each visualization. The audience intuitively scrolls down through the vertical layout just like they'd scroll through a webpage.



## SUCCINCT TEXT

From the title to the annotations, the text is succinct and therefore actually gets read. Time has clearly been invested in the readability of the words as well as the charts.

## INTENTIONAL COLOR

The bright orange color is saved for the most important moments in the data, particularly for highlighting the rise of good jobs for law graduates.

## MINIMALIST LABELS

Every axis and label has been slimmed down to just the essentials, which makes them more effective and creates an overarching streamlined sensation.

## DESIGN DECISIONS

Today we'll work through one checklist and three common problems.

### DATA VISUALIZATION DESIGN CHECKLIST

BUSY → STREAMLINED

1

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2

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3



## MODERN COLORS

- Background shading
- Greys over browns
- Rich contrast
- Contemporary palettes



## UPDATED FONTS

- Sans serif text
- Large, bold titles
- Digital legibility
- Lighter support text



## NEGATIVE SPACE

- Outer padding (margin)
- Inner padding
- Breathing room
- Light or dark mode



## SCRUTINIZED CONTENT

- Avoid cutesy elements
- Review for tone
- Explain oddities
- Diverse reviewers

DATED → MODERN

## DATED

### CUTESY ICONS

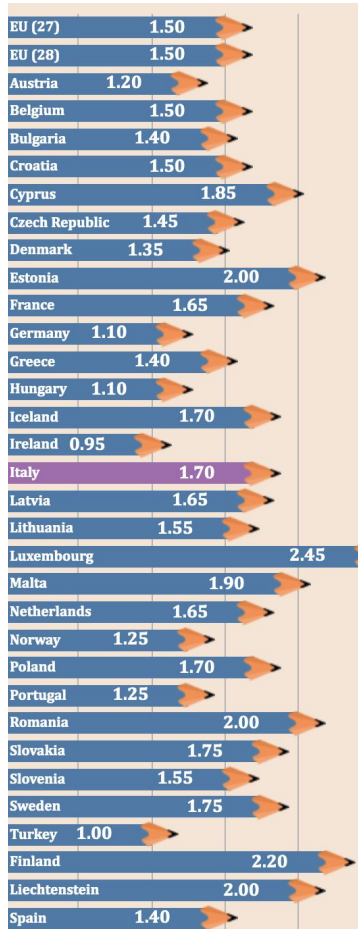
Use caution when incorporating metaphorical icons or imagery. This strategy is often associated with cartoons or misleading characterizations of data. If your audience is children, then perhaps exceptions should be made, but avoid childish themes when visualizing data for adults.

### PRIMARY RAINBOW

Color palettes that could come right off the primary and secondary color wheel usually carry an immature quality into the visualization. Double check that your colors set the tone you want to convey in your work.

### NO MARGIN

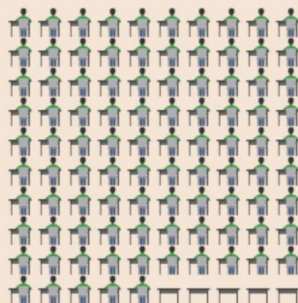
Add a bit of a margin between the edge of your dashboard and the beginning of your visualization. Note how this was done successfully on the right.



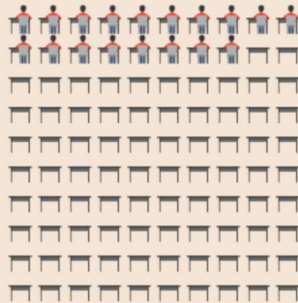
## Do people in your country learn foreign languages?



96% English Classroom



18% French Classroom



8% German Classroom

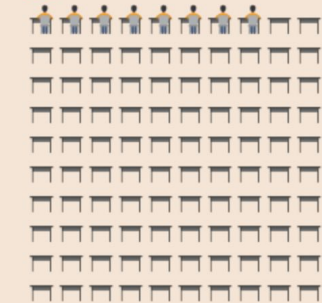
### Education and Foreign Languages

The pencils represent the average number of foreign languages learned per pupil in secondary education (ISCED 2 and 3).

The classrooms present the percentages of all pupils in upper secondary education (ISCED level 3) who are learning English, French or German. It only covers general and not vocational education in countries where English, French or German are described as foreign languages in the curriculum or other official document.



8% German Classroom



DATA: Eurostat @FilMastroianni

### CREAM BACKGROUND

Background shading in the brown tones usually comes off as more dated than backgrounds in the greys.

### SERIF FONTS

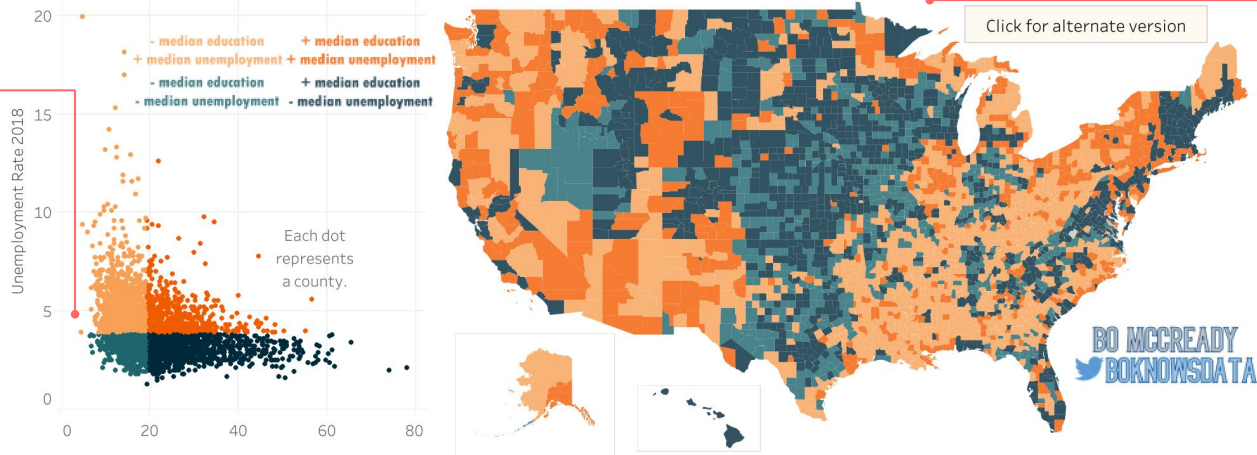
All of the fonts are serif fonts. Swapping out the smaller text and labels for a sans-serif font would update that dashboard.

### TONE DEAF ILLUSTRATIONS

While almost certainly unintentional, the illustrations here are tone deaf at best, offensive at worst. The implication seems to be that students should learn these three languages in order to communicate with white men from these dominate countries. Further, given the short haircut, the student icons read as all boy students, furthering the sexist tone.

# EDUCATION AND UNEMPLOYMENT

This map shows counties in the US colored into four categories based on educational attainment (as measured by the percent of adults 25+ with a bachelor's degree or higher 2013-2017) and unemployment rate (based on 2018 unemployment) relative to the median for all counties. Data comes from the USDA Economic Research Service.

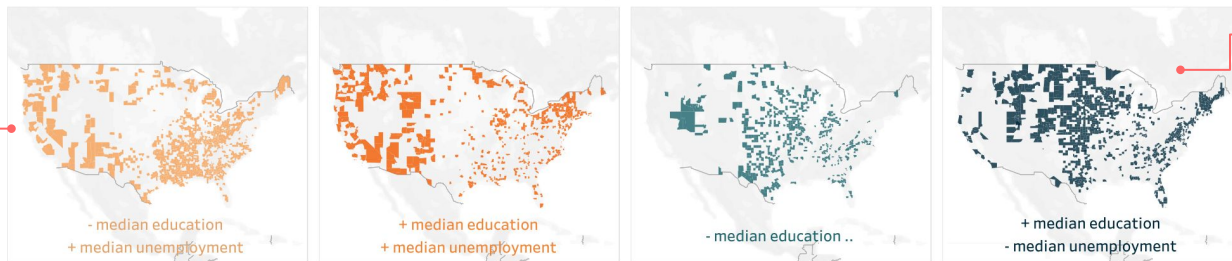


## MODERN PALETTE

This high contrast palette is very modern and easy to read, with a clear positive connotation with the blue and worrisome connotation with the orange tones. With the county map as the central element, the color decision here sets the entire tone for the dashboard.

## SMALL MULTIPLES

These additional four maps below are a fantastic use of small multiples, a very modern way to ensure easy legibility and audience comprehension. They are also very mobile-friendly.



## RECOMMENDATION: MORE NEGATIVE SPACE

This dashboard could still use more negative space separating the elements on the dashboard. This additional breathing room would make the dashboard feel even more polished.

## RECOMMENDATION: POLYGON MAPS

The floating polygon map of the US at the top is very clean. That strategy should be replicated with these disaggregated maps below.

## DESIGN DECISIONS

Today we'll work through one checklist and three common problems.

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**3**



## HOOK

- Dynamic visual
- Skimmable headlines
- Annotate highlights
- Find yourself in data



## BUILD

- Substantive content
- Bitesize pieces
- Accumulating meaning
- Increasing confidence

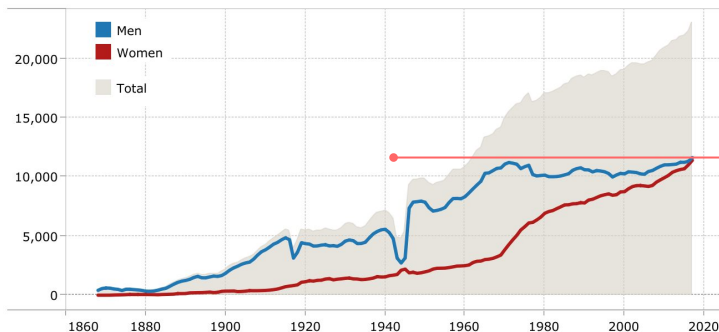


## PAYOFF

- Explicit point
- Active interpretations
- Call to action/next steps
- Rewarding ROI

**BORING → ENGAGING**

## Enrollment at Cornell University Ithaca, 1868 to present

Program:  
AllDate range:  
1868 to 2017

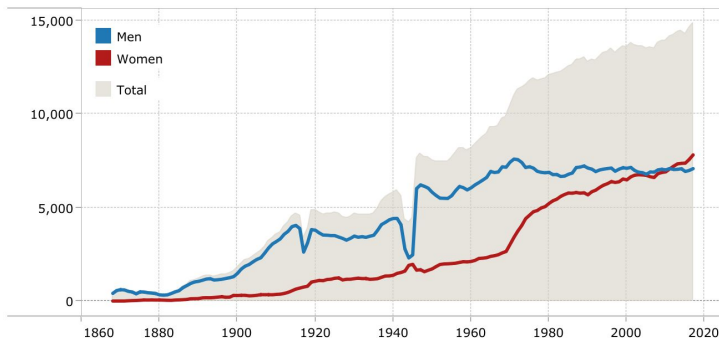
## ANNOTATE THE STORY

An enrollment chart that says overtime more students enrolled is not interesting. But an enrollment timeline that annotates the outliers and points of interest, as well as provides the institutional context noted in the footnotes--now that could be really engaging.

## CONFUSING DUPLICATE

The presentation of two nearly identical charts rattles the audience's confidence that they understand the visualizations. A single chart with the ability to toggle between undergraduate, graduate, and all enrollment, would immediately relieve that anxiety.

## Undergraduate Enrollment

College:  
All

\*Other: 'Optional' prior to 1900 and 'Internal Transfer Division' used between 1950 and 2009 for undergraduate students transferring between colleges.

2013 - Cornell Tech begins in New York City

2017 - SC Johnson College of Business begins; combines Dyson School of Economics, Hotel Administration and Johnson Grad School of Management



## ENGAGING

### Educating girls can change the world

But over 130 million girls didn't go to school today. Millions more braved long distances, often in dangerous conditions, to get there. Other girls arrived at school to sit in a classroom where a teacher never arrived, or where there were no textbooks or other materials that help students learn. Because of this, in 2017, nearly half a billion women worldwide still cannot read.

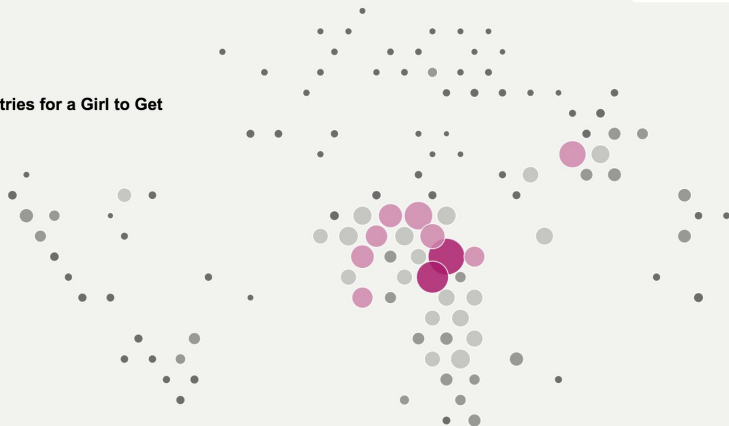
To make sure every girl has the chance of getting a good education, we need to understand where girls are being left behind. That's why ONE has created the Toughest Places for a Girl to Get an Education index.

#### Key

10 Toughest Places for a Girl to Get an Education

The rest of the world

### The Toughest Countries for a Girl to Get an Education



## A global opportunity

Ensuring all girls get the education they deserve will take a global effort. ONE is calling for increased financing and policy reforms. These include:

- For governments to allocate 20% of national budgets to education.
- For donors to increase education financing.
- For national governments to implement an education policy agenda that will
  - Break every barrier to girls' education
  - Invest in every teacher
  - Monitor every outcome
  - Connect every classroom

### IMMEDIATE HOOK

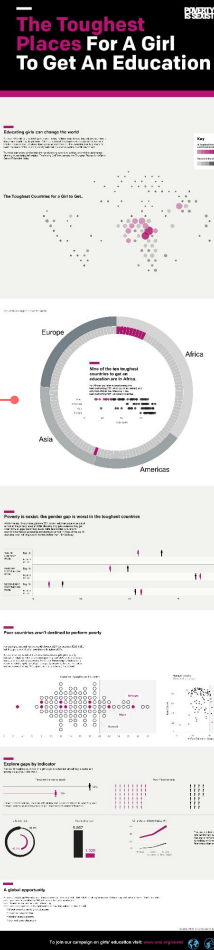
The bold title immediately grabs your attention and states exactly what this dashboard is all about. The first visualization engages the brain with its deconstructed world map.

### SUBSTANTIVE BUILD

With each section, the narrative deepens along with the analysis. Now that the dashboard has the audience's attention, it proves that it deserves it.

### CLEAR CALL TO ACTION

Lofty as they might be, there is no question at the end of the dashboard what the authors want. They state their goals in a clear, bulleted list and link to their organization in hopes that the audience will engage further.



# BEFORE

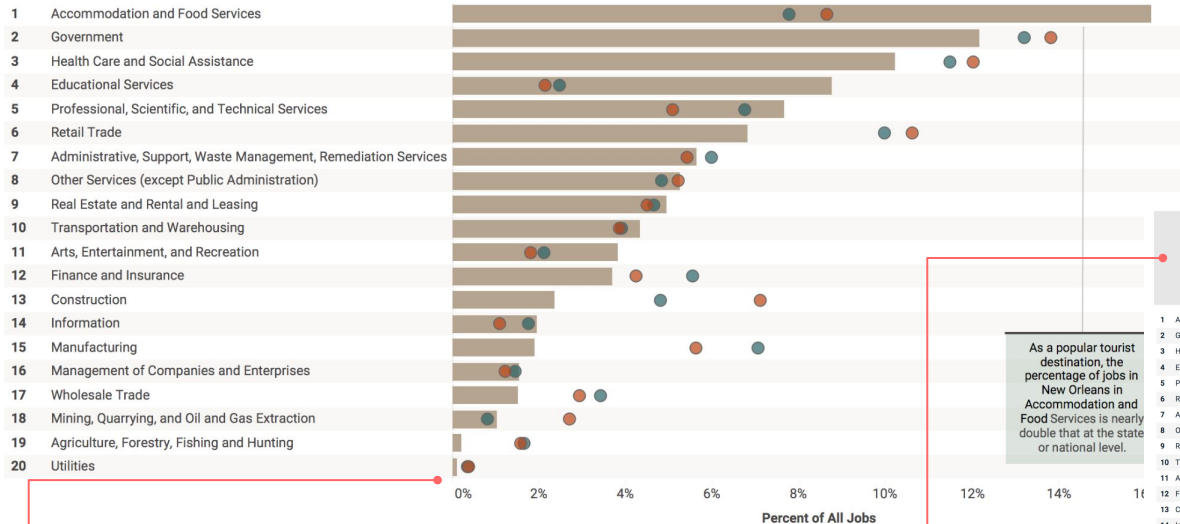
## How do the major industries in New Orleans compare with Louisiana and the United States?

HOW TO READ THIS CHART  
hover over chart to learn more

The tan bars represent 100% of the jobs in New Orleans in 2017, and how these jobs are distributed by industry. The orange and blue dots provide the same percentage split for the broader state economy in Louisiana and the United States' economy as a whole.



THE COWEN INSTITUTE  
hover over chart to learn more



### OPTED FOR MODERN COLORS

Revisited the organization's style guide and selected the more modern colors, replacing the dated brown bars with the logo's soft green and replacing the grey text with a crisp navy blue.

### ANCHORED THE FLOW AROUND THE LOGO

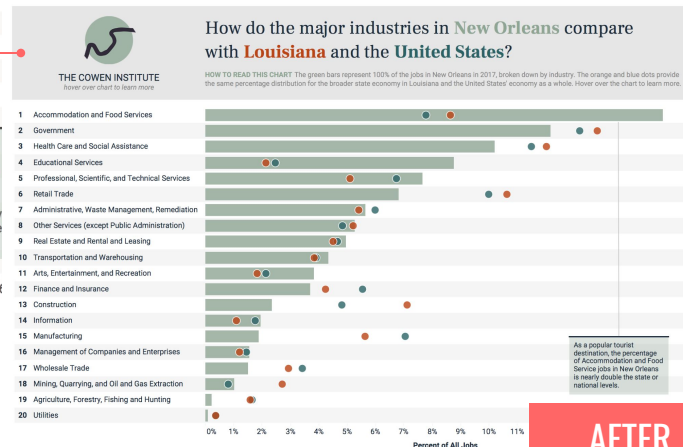
Positioned the logo in the top left corner so that the blue ribbon would lead the eye towards the right into the title or down into the x axis labels; carried the logo's green into the bars and annotation to lock the eye into the frame.

### REBALANCED THE HEADER

Rearranged the elements in the header to mirror the balance of the chart's natural layout with the axis labels and horizontal bars.

### SHIFTED TO GRAYSCALE

Swapped out heavy background color for grey and saved the color for the data itself.



# AFTER

## ACTIVITY #3 | DESIGN MAKEOVER

### WHAT YOU NEED

- ▶ A dashboard from Tableau Public  
Just go to <https://public.tableau.com/> and pick a visualization with a design you can improve.
- ▶ OR a project of your own  
This could be a slide desk, a website, a one-pager, even an email with a design you'd like to improve.

### WHAT TO DO

- ▶ 1) Pick a project  
Pick a project you think could use a little design makeover.
- ▶ 2) Apply the design checklist  
Review the design checklist and make a list of all the design improvements you could make to the work.

ERIN WALDRON FROM DATA DOZEN · [CONTACT@DATADOZEN.COM](mailto:CONTACT@DATADOZEN.COM) · 913-303-1125

# THANK YOU!

[WWW.DATADOZEN.COM](http://WWW.DATADOZEN.COM)

