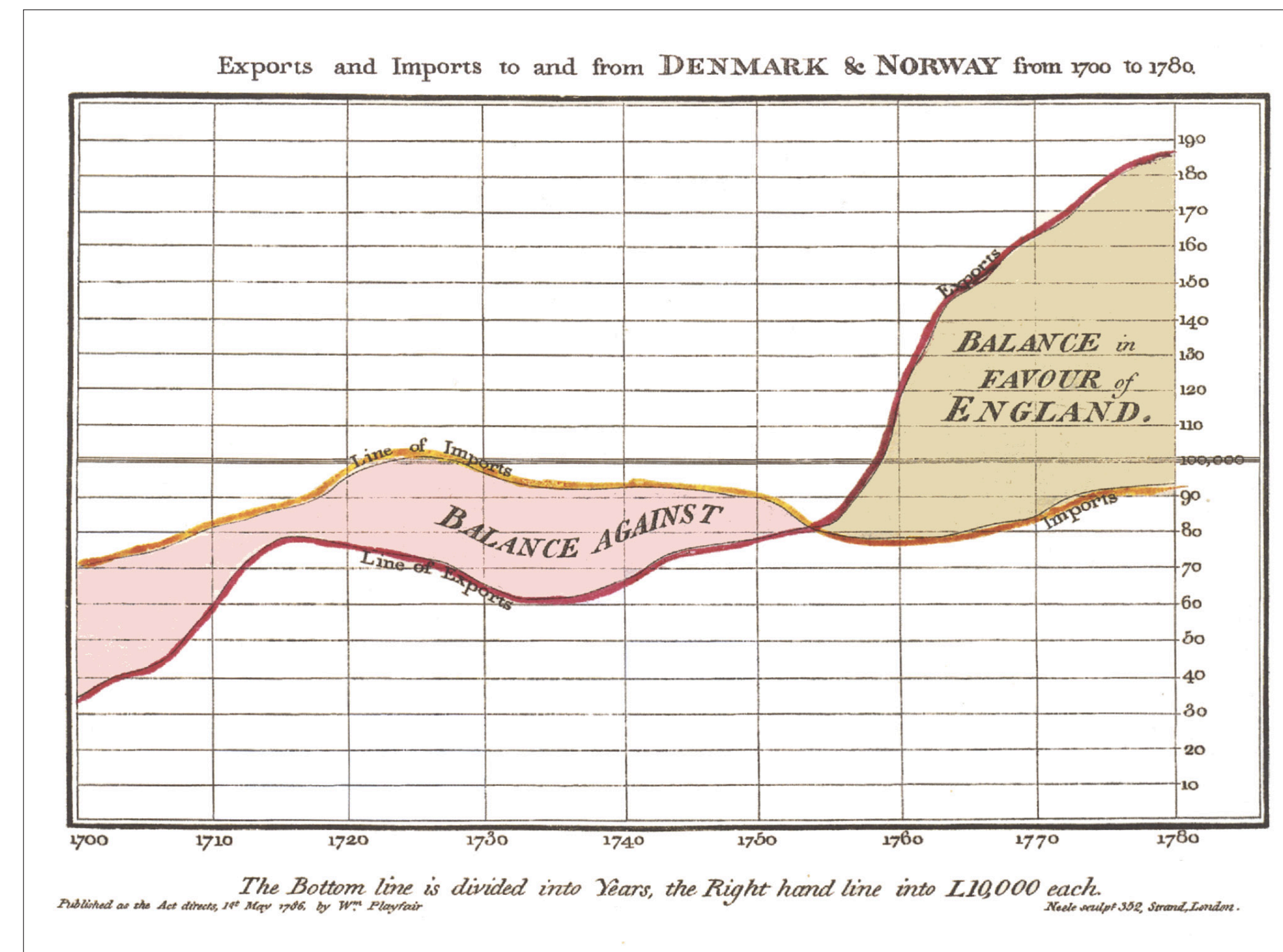
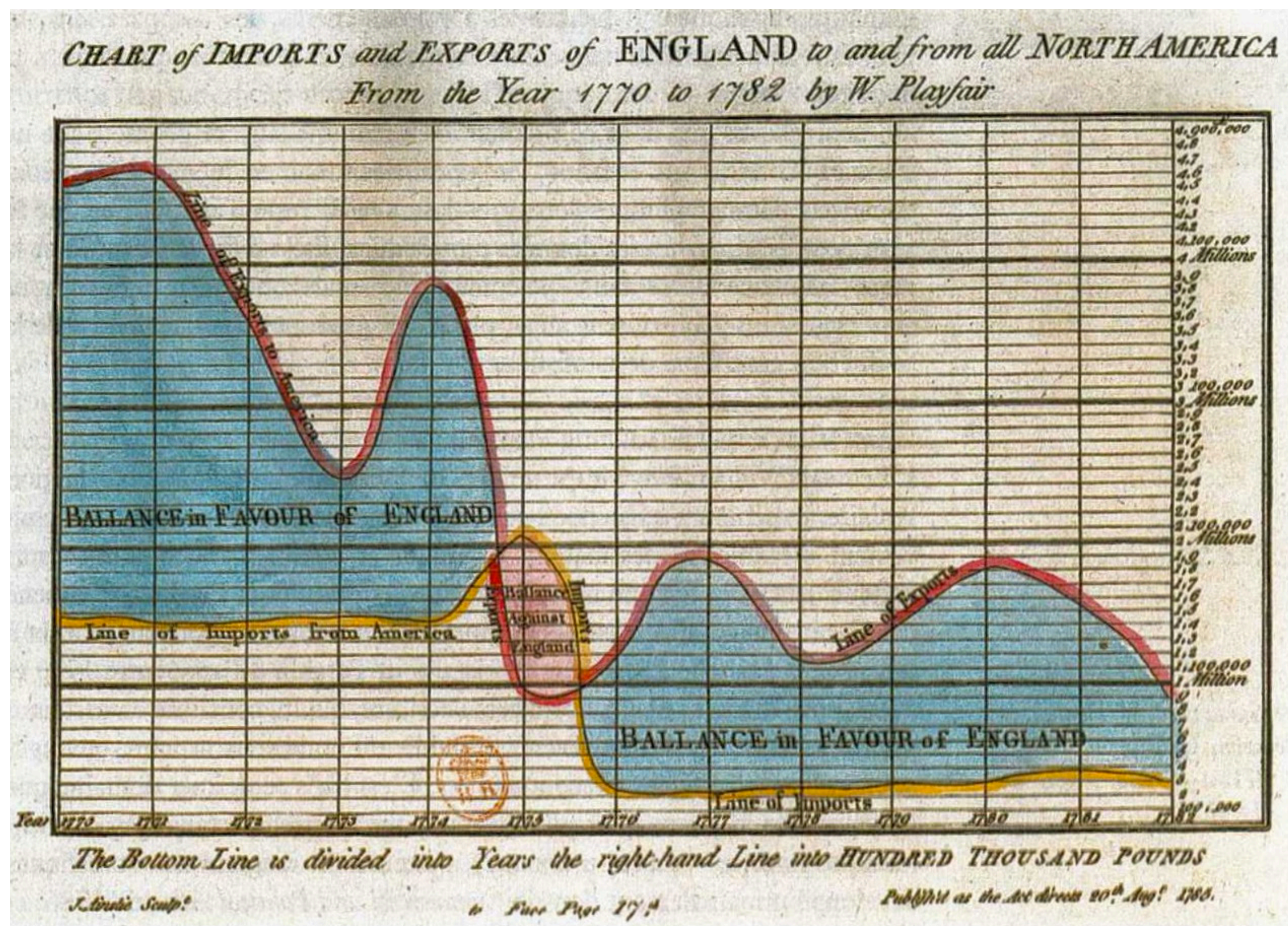


# The Visual Display of Quantitative Information

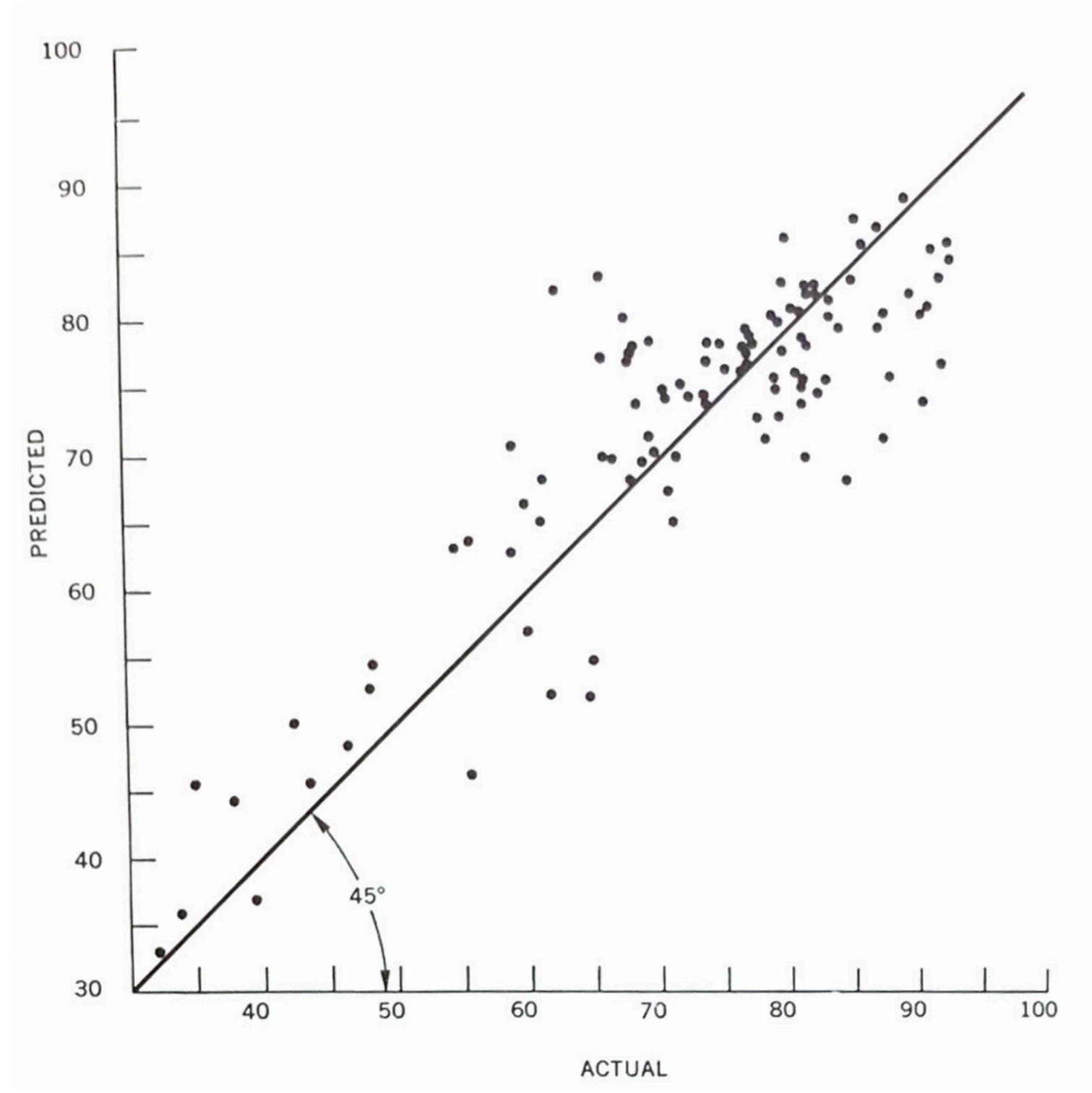
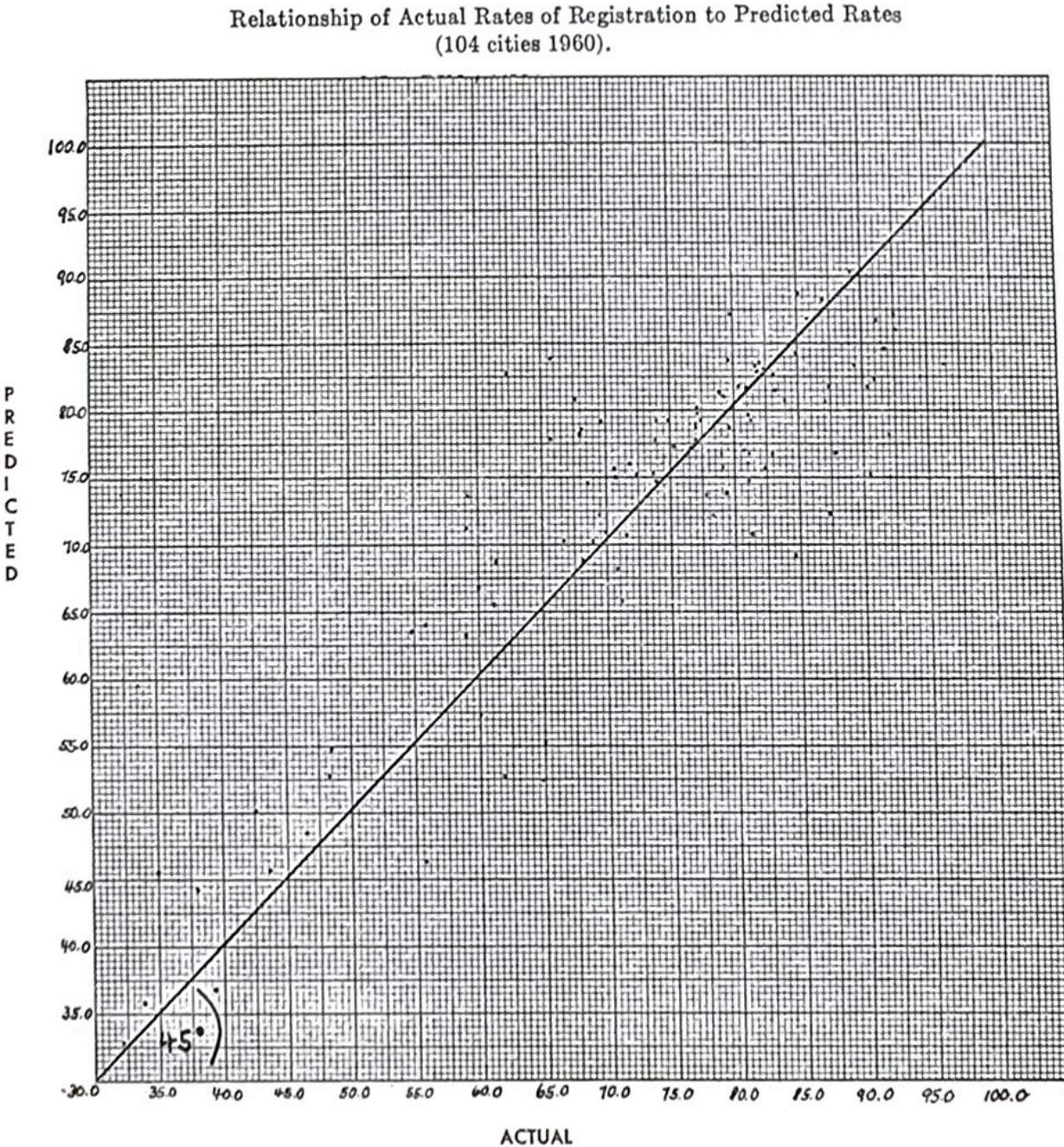
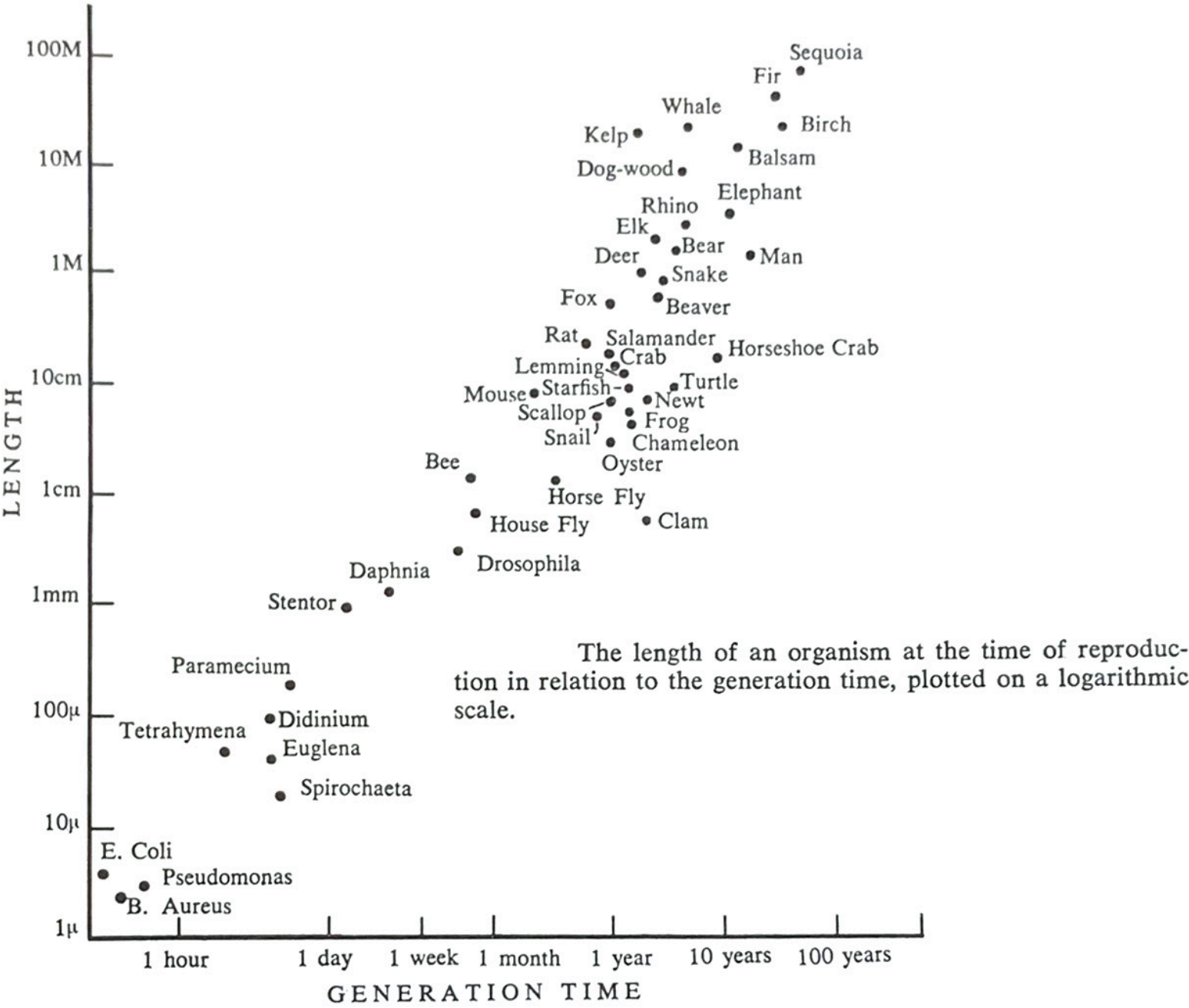
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Data graphics should draw the viewer's attention to the sense and substance of the data, not to something else.

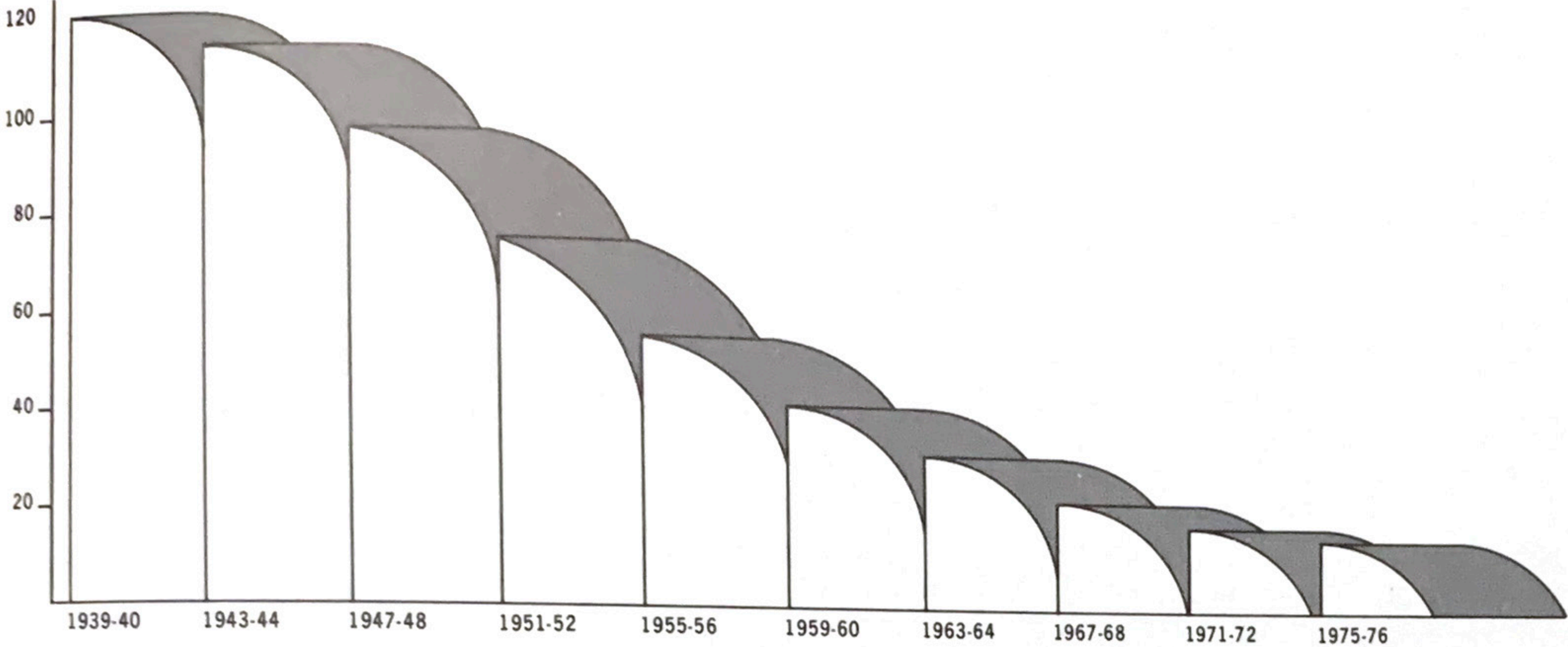
Above all else show the data



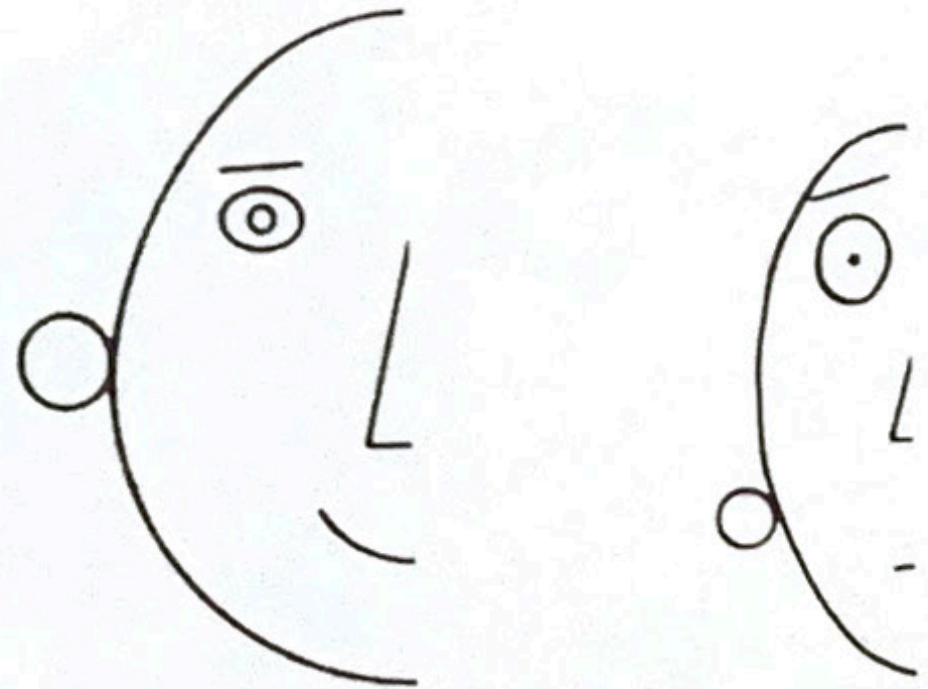
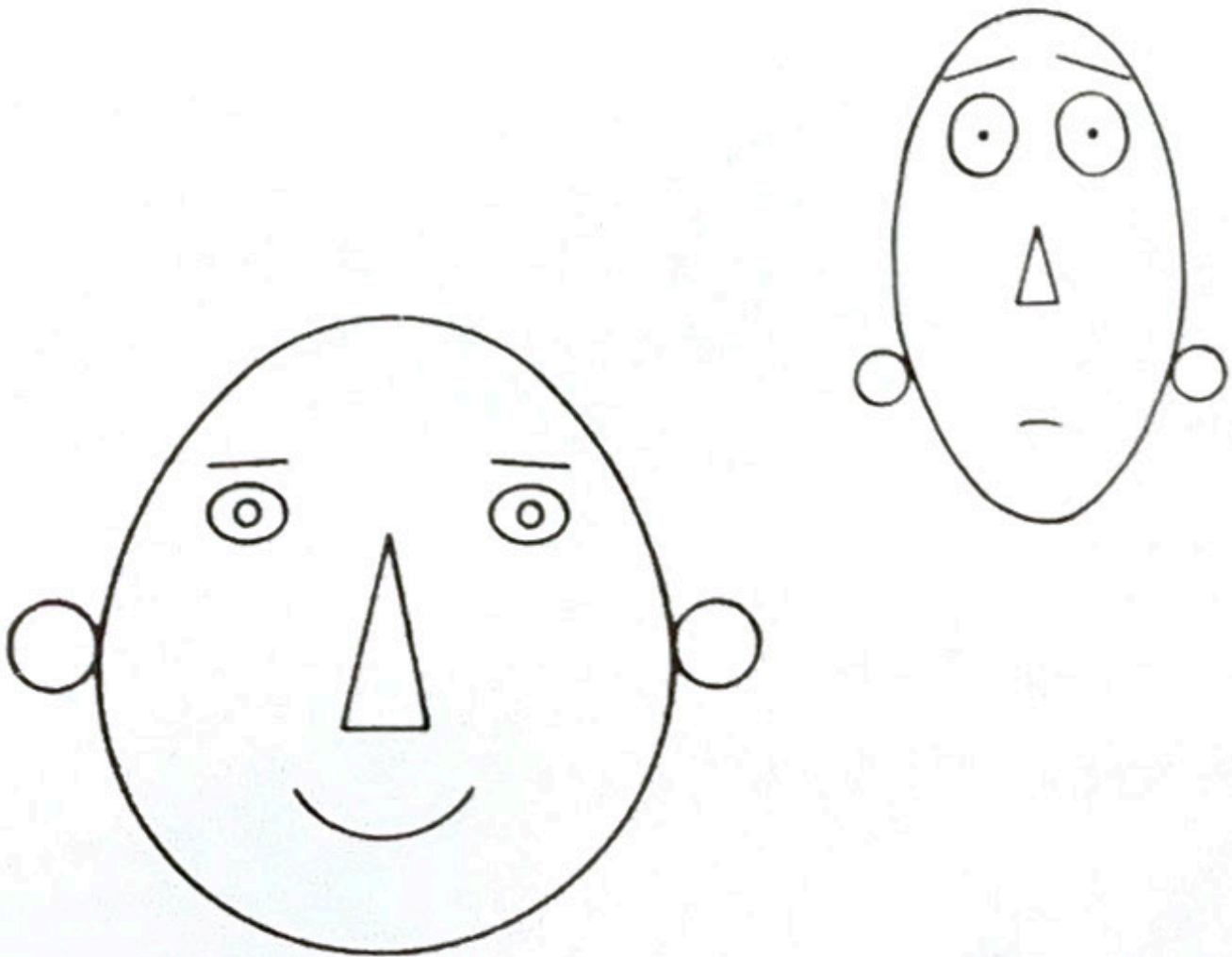
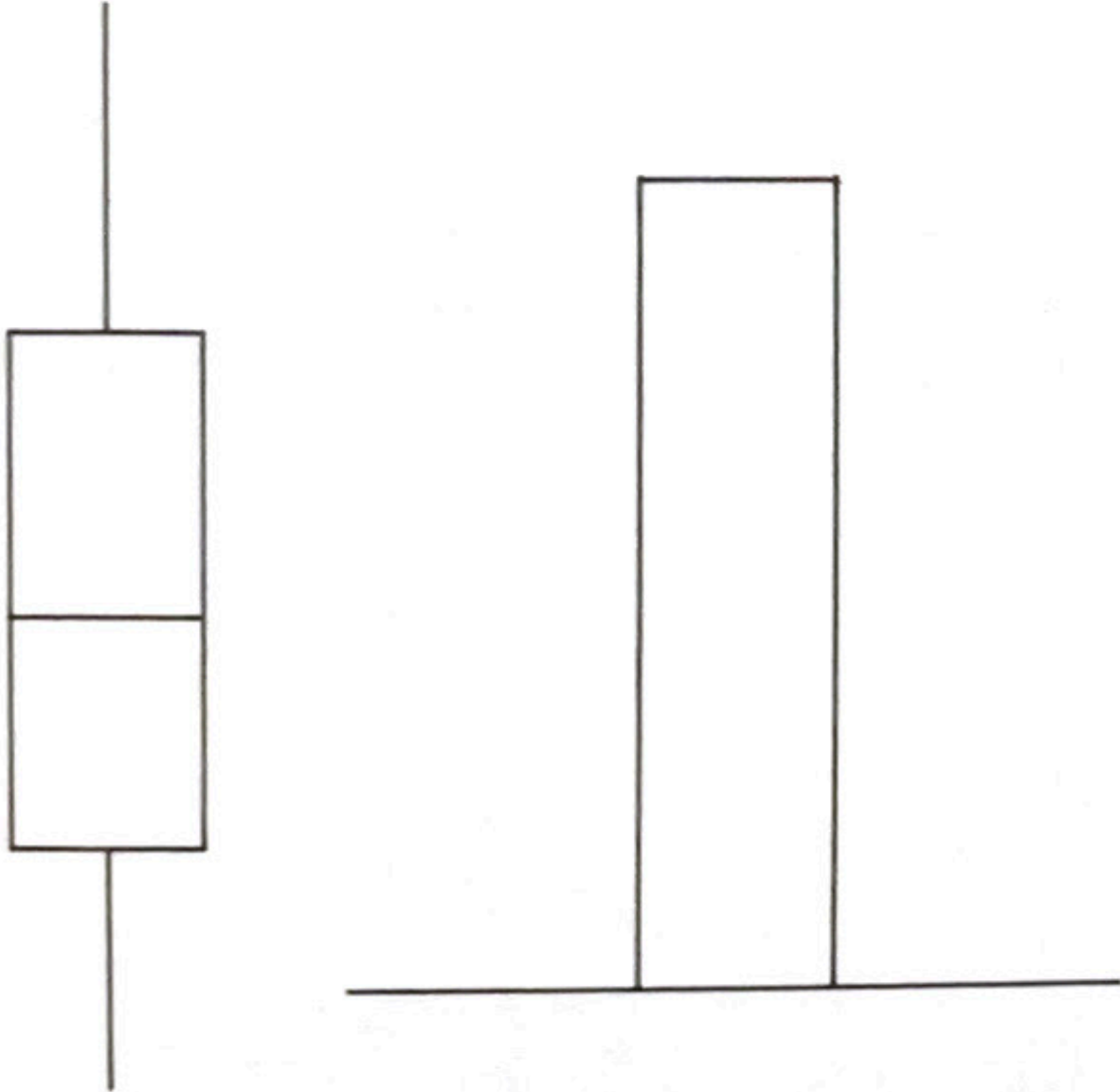
# Maximize the data-ink ratio



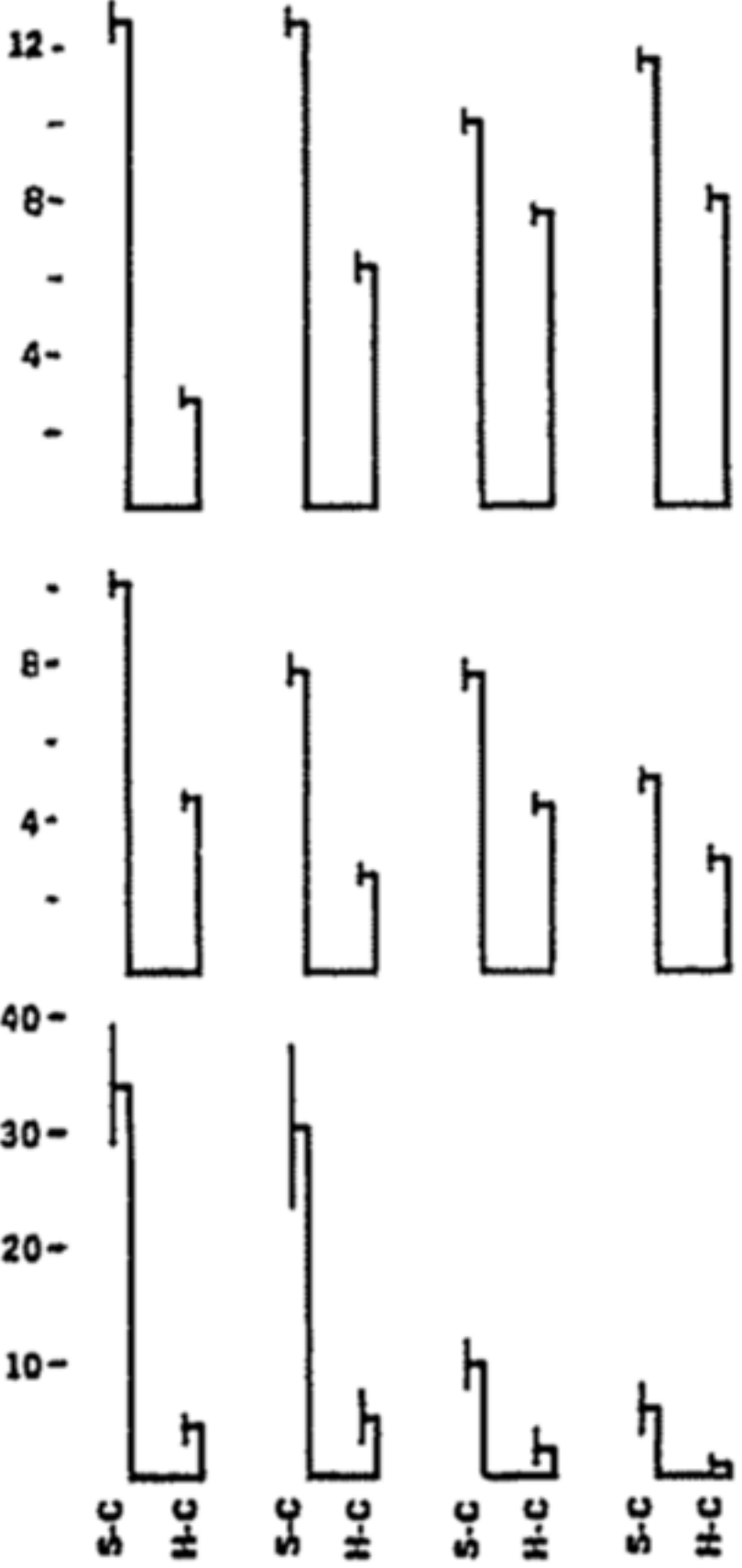
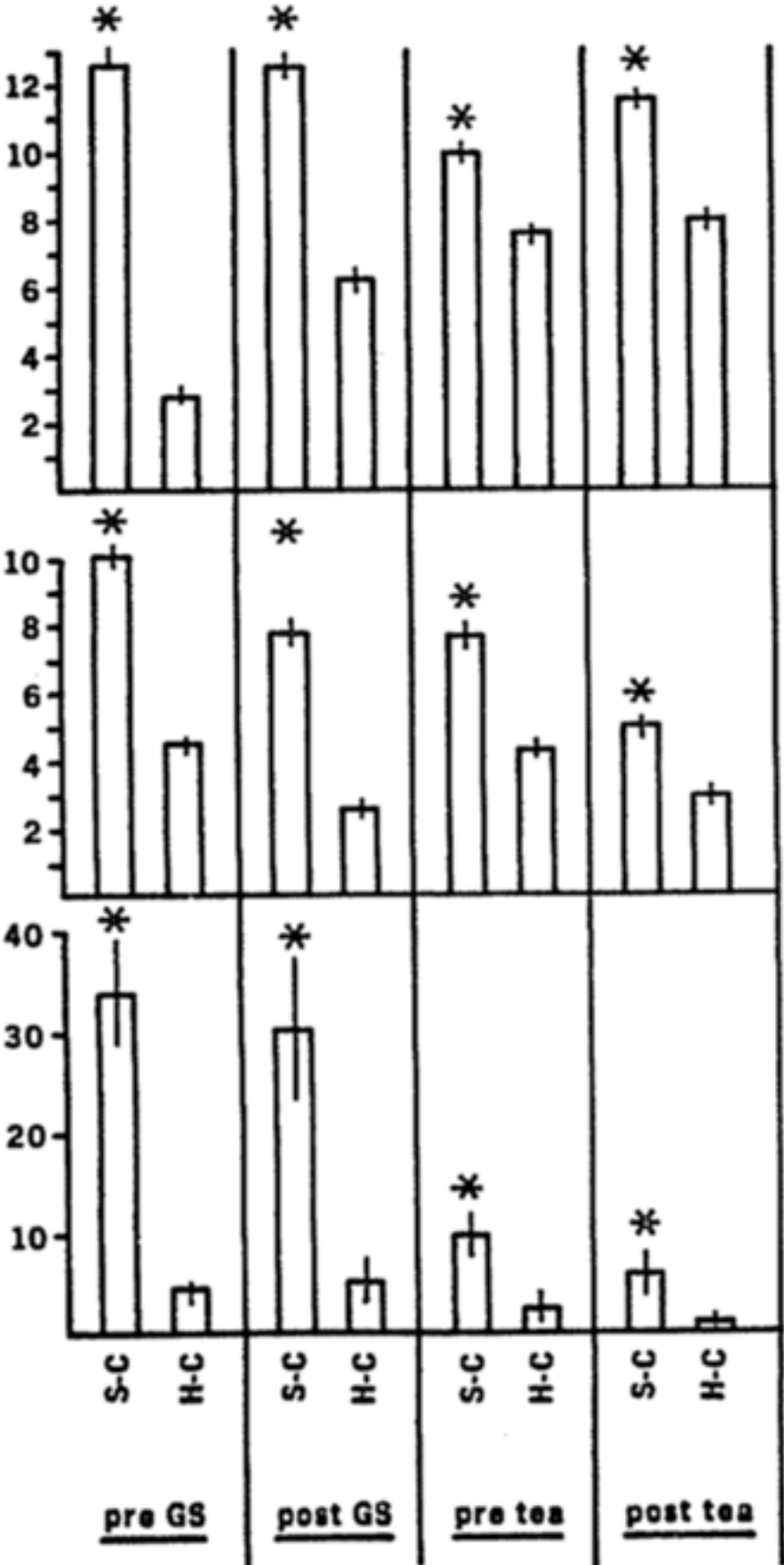
# Erase non-data ink



# Erase redundant data-ink



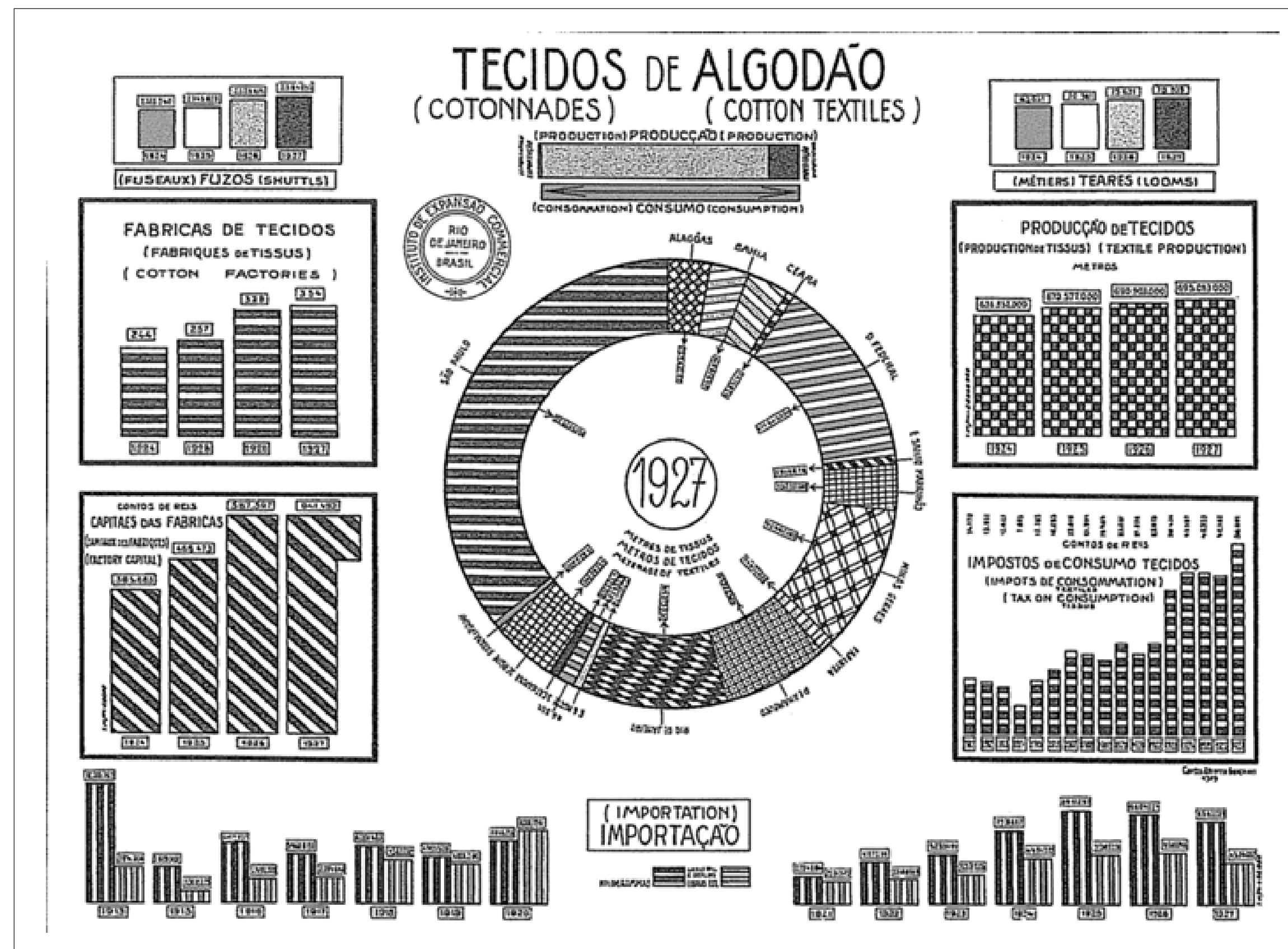
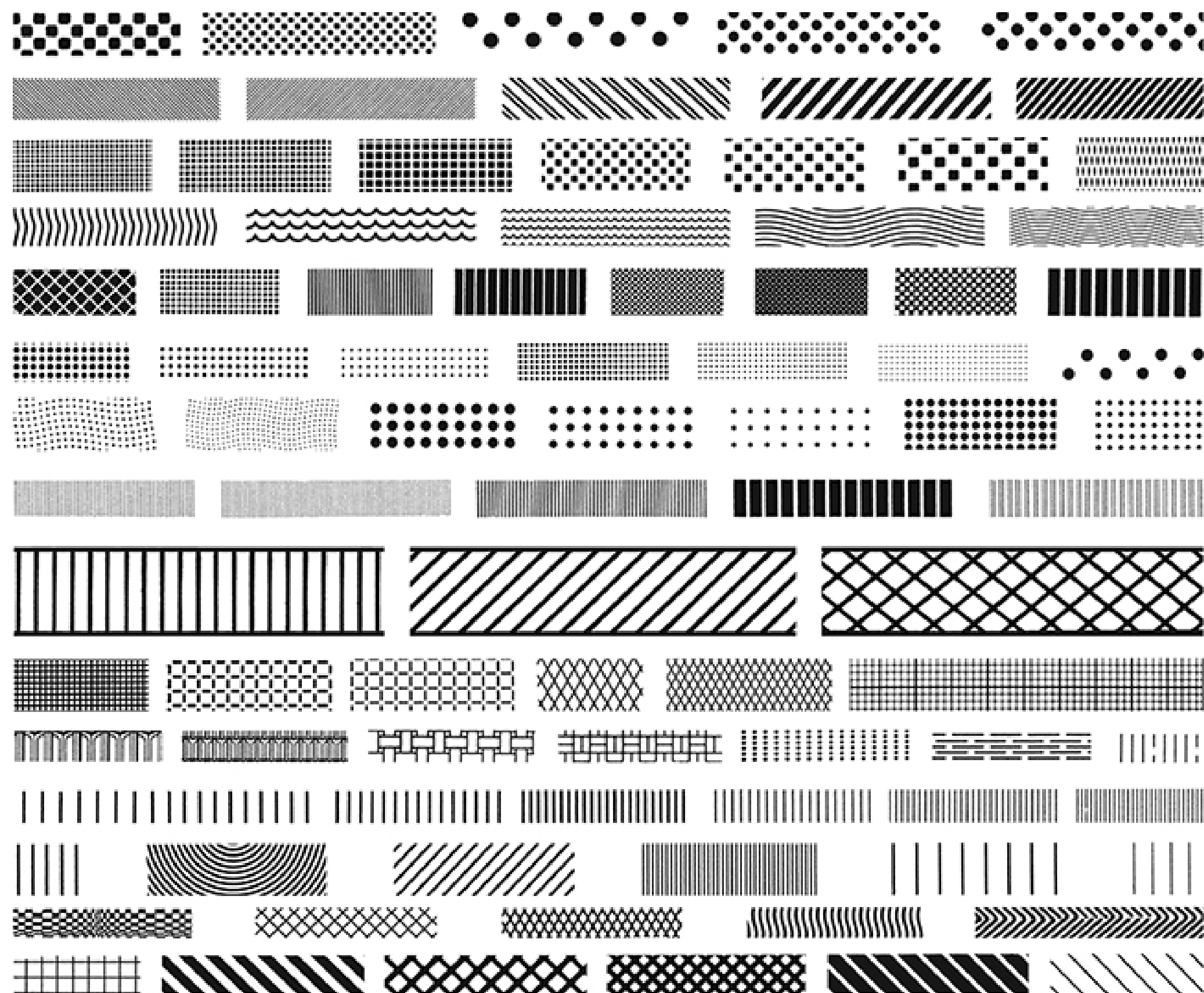
# Revise and edit



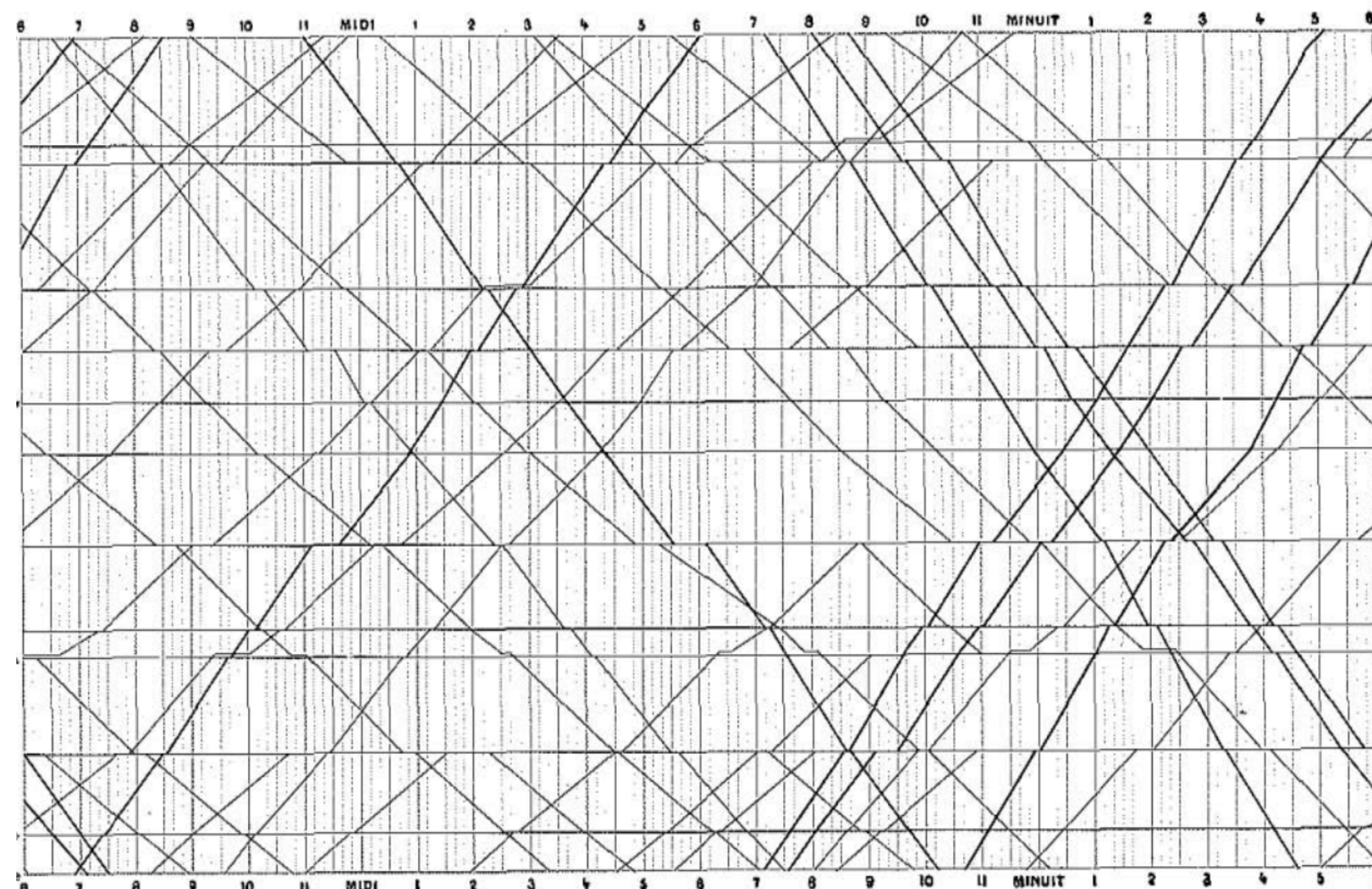
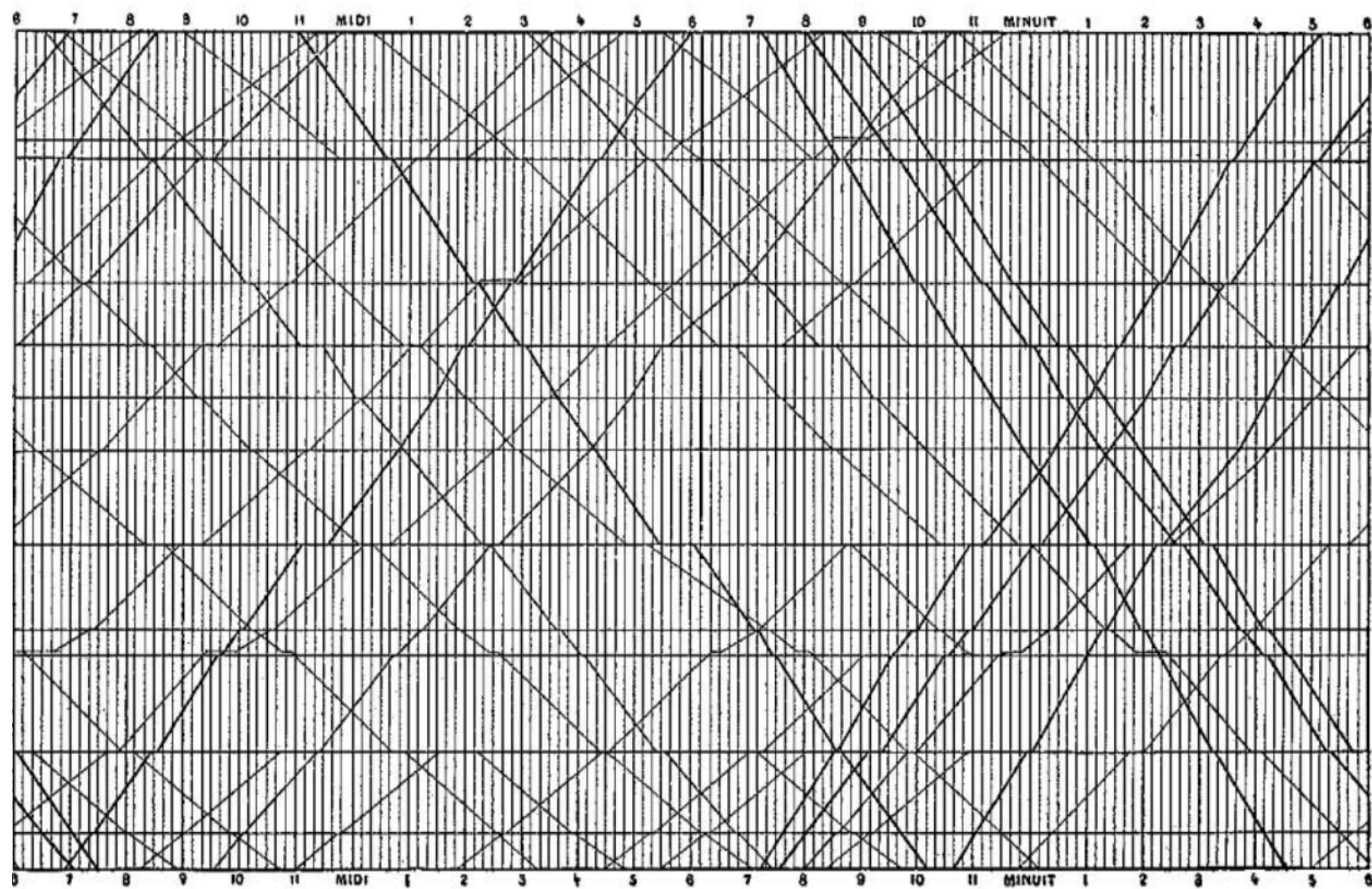
The interior decoration of graphics generates a lot of ink that does not tell the viewer anything new.



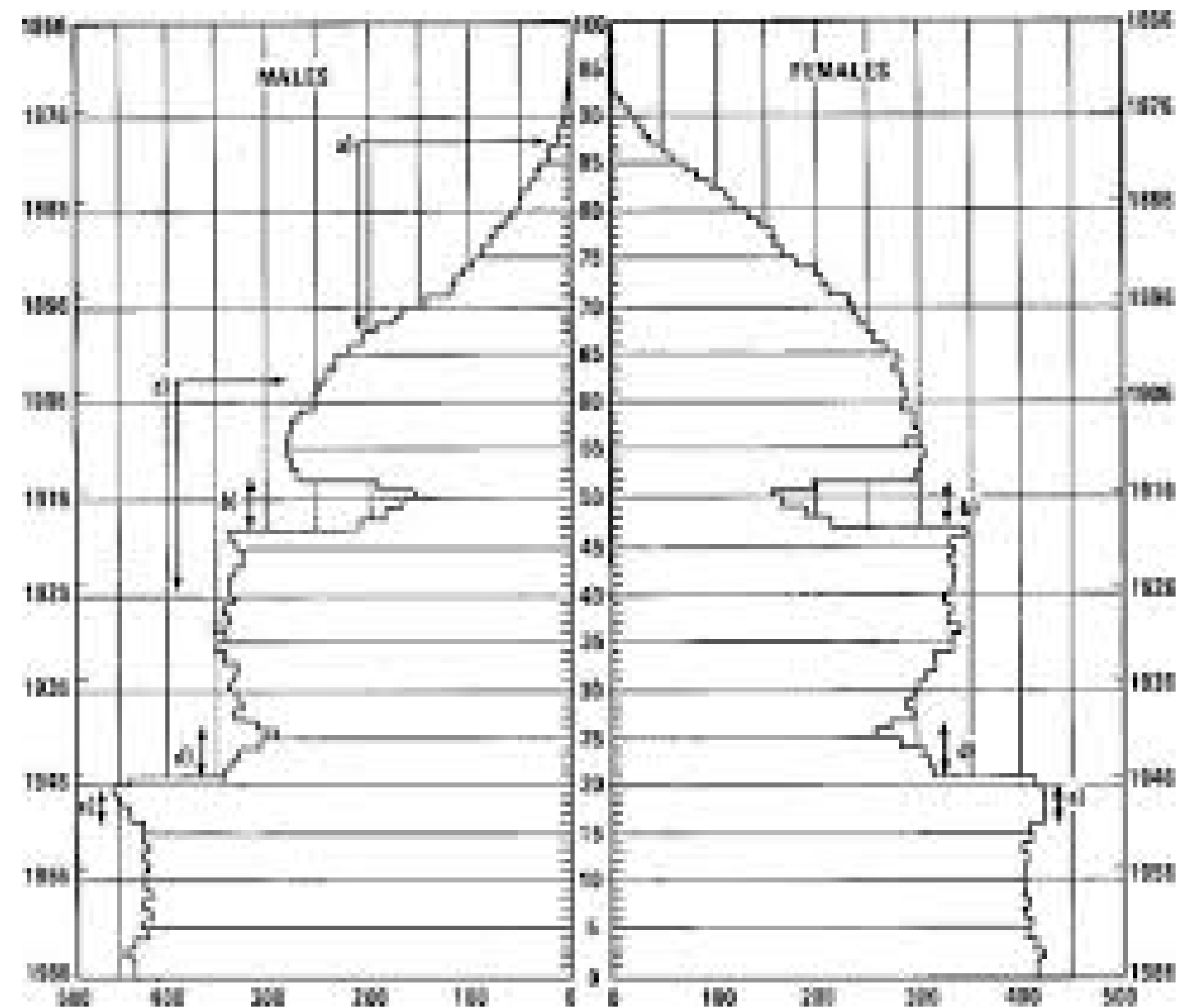
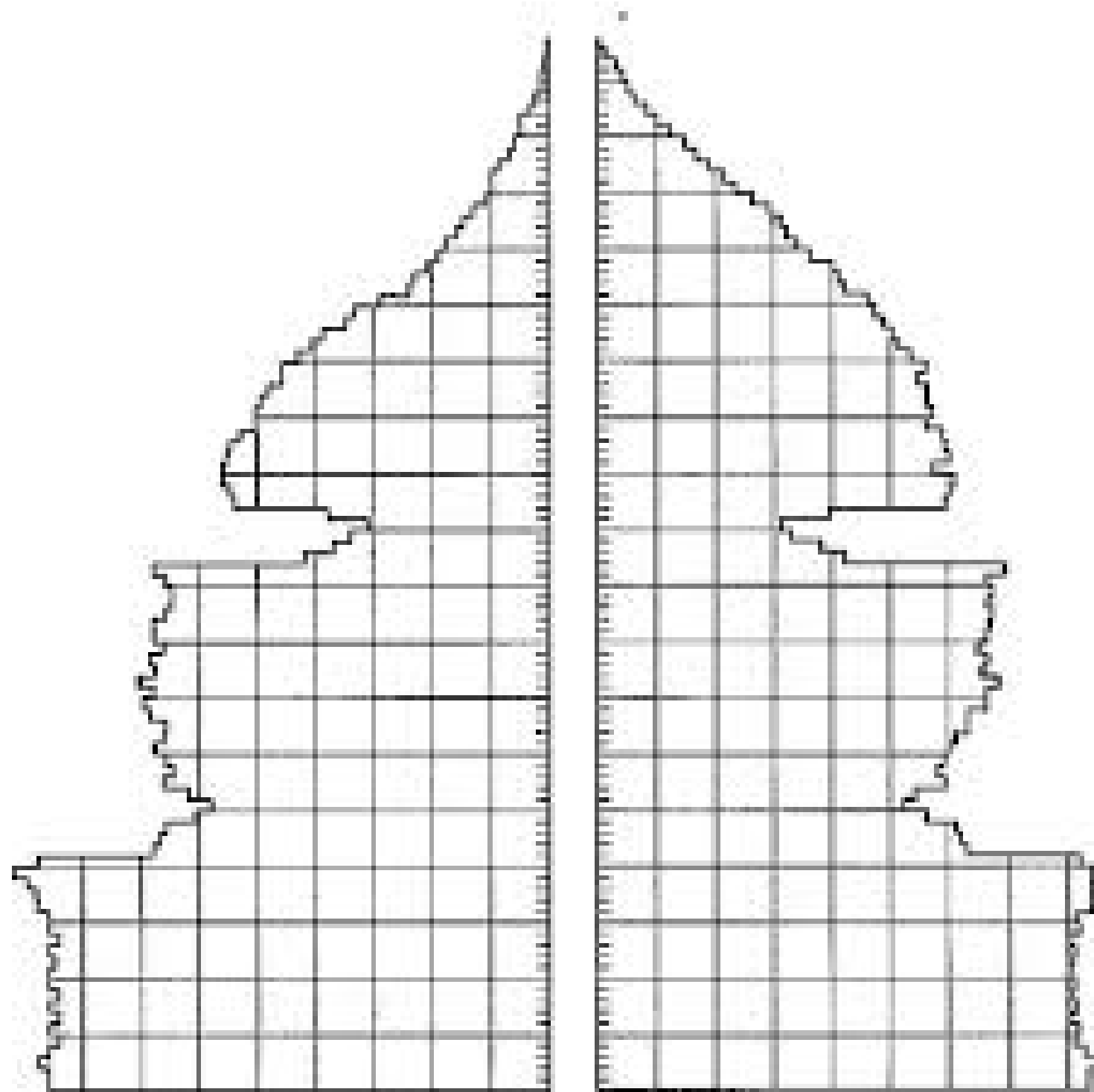
# Unintentional Optical Art



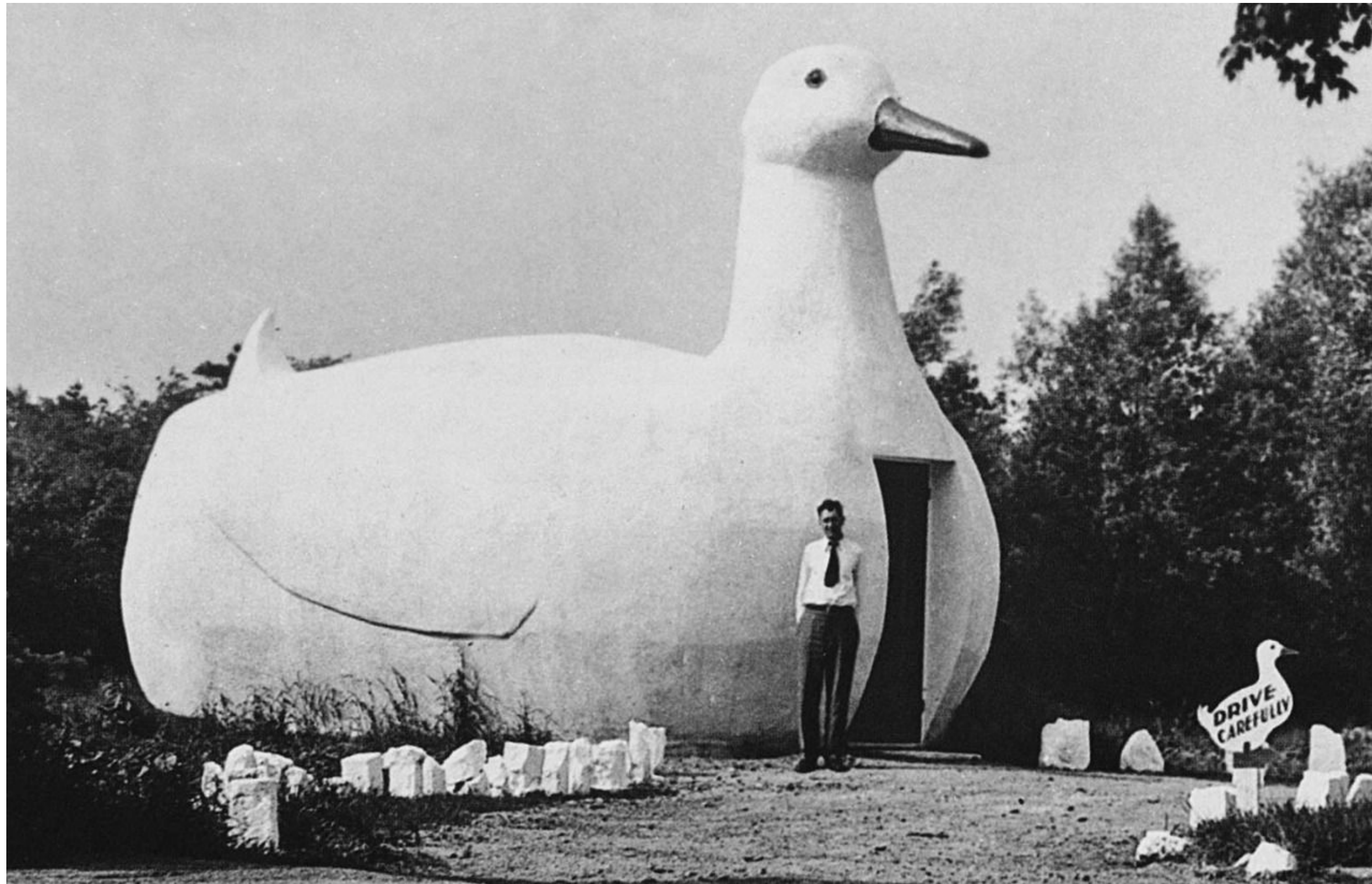
# The Dreaded Grid



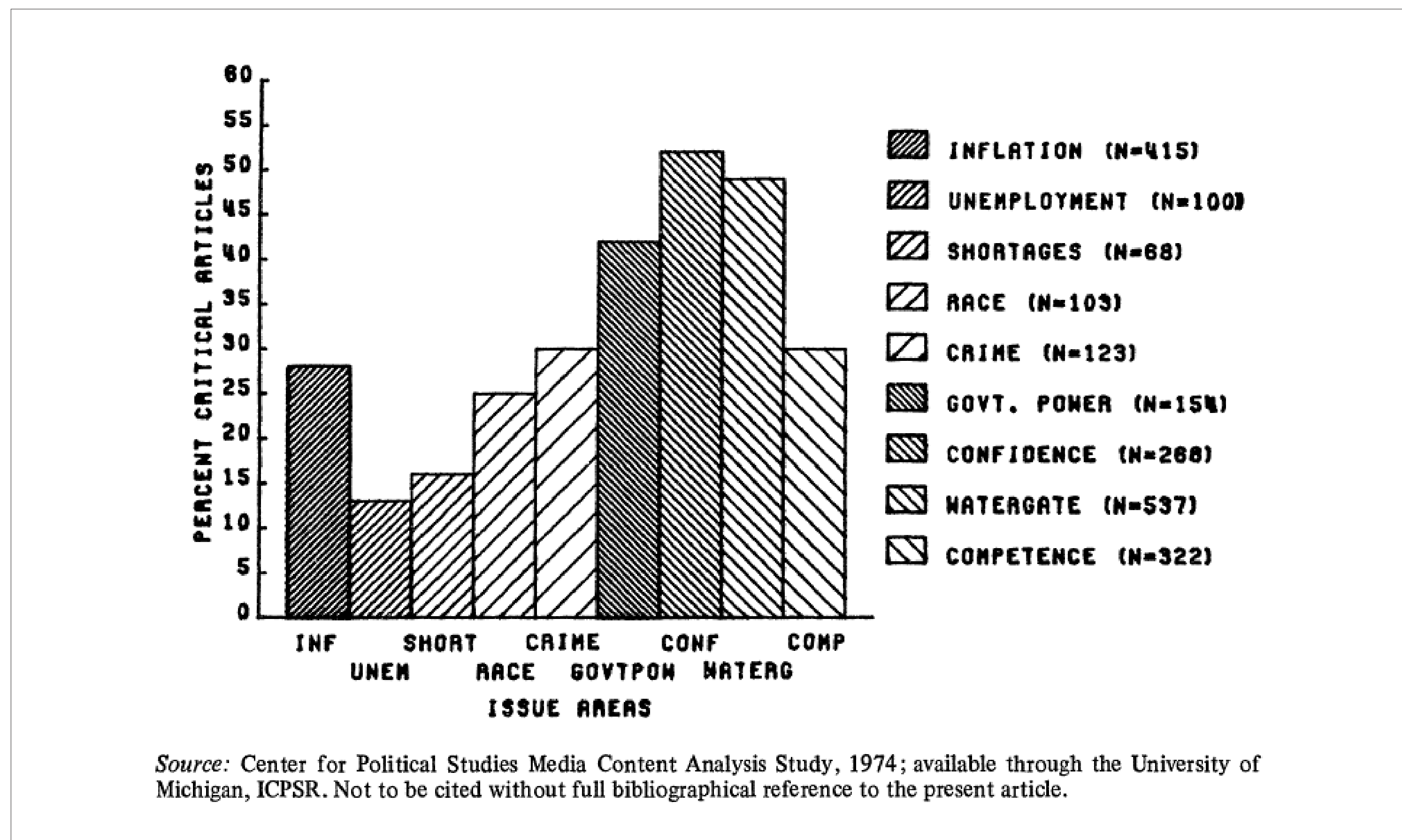
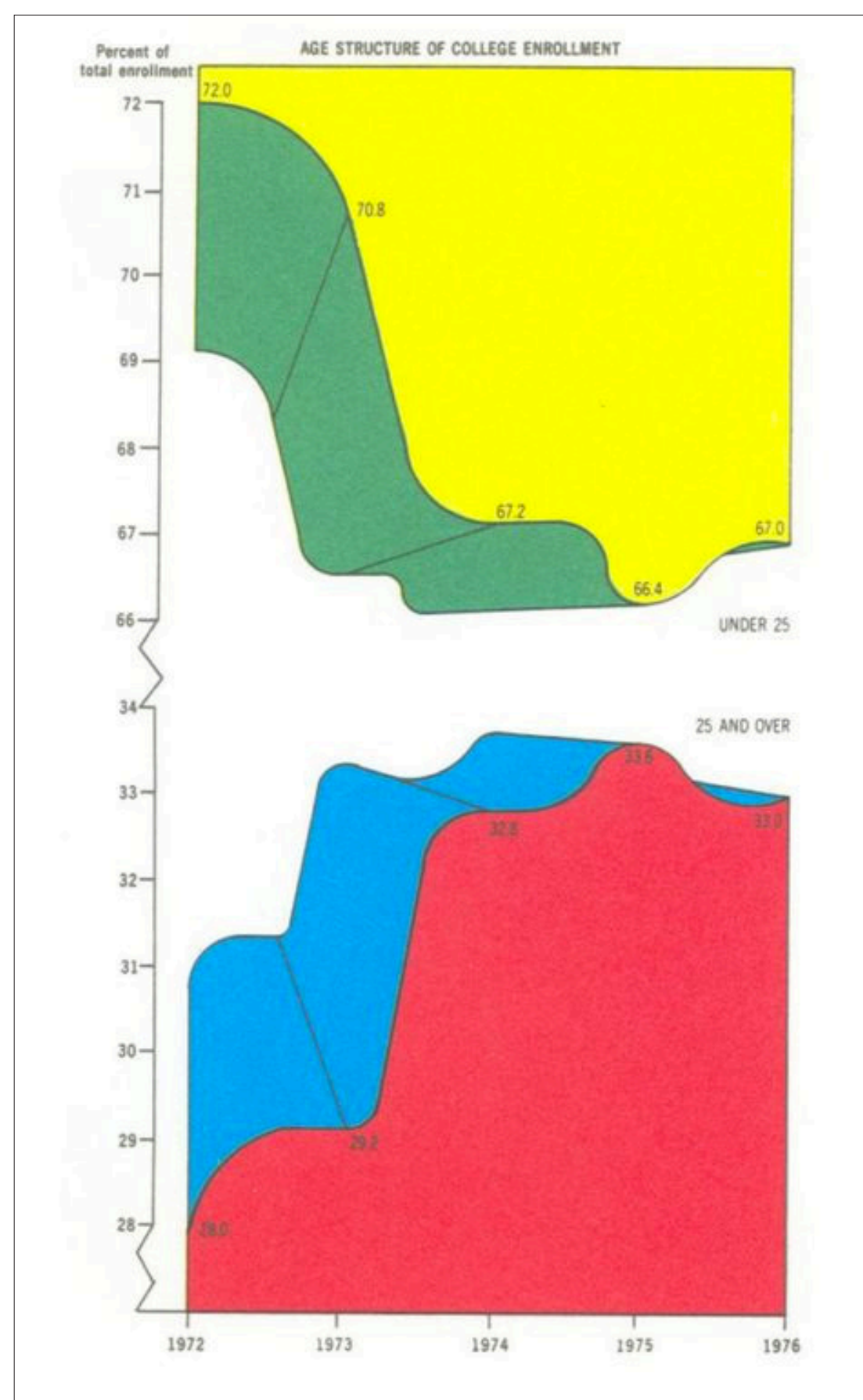
# The Dreaded Grid



# The Self-Promoting Graphical Duck

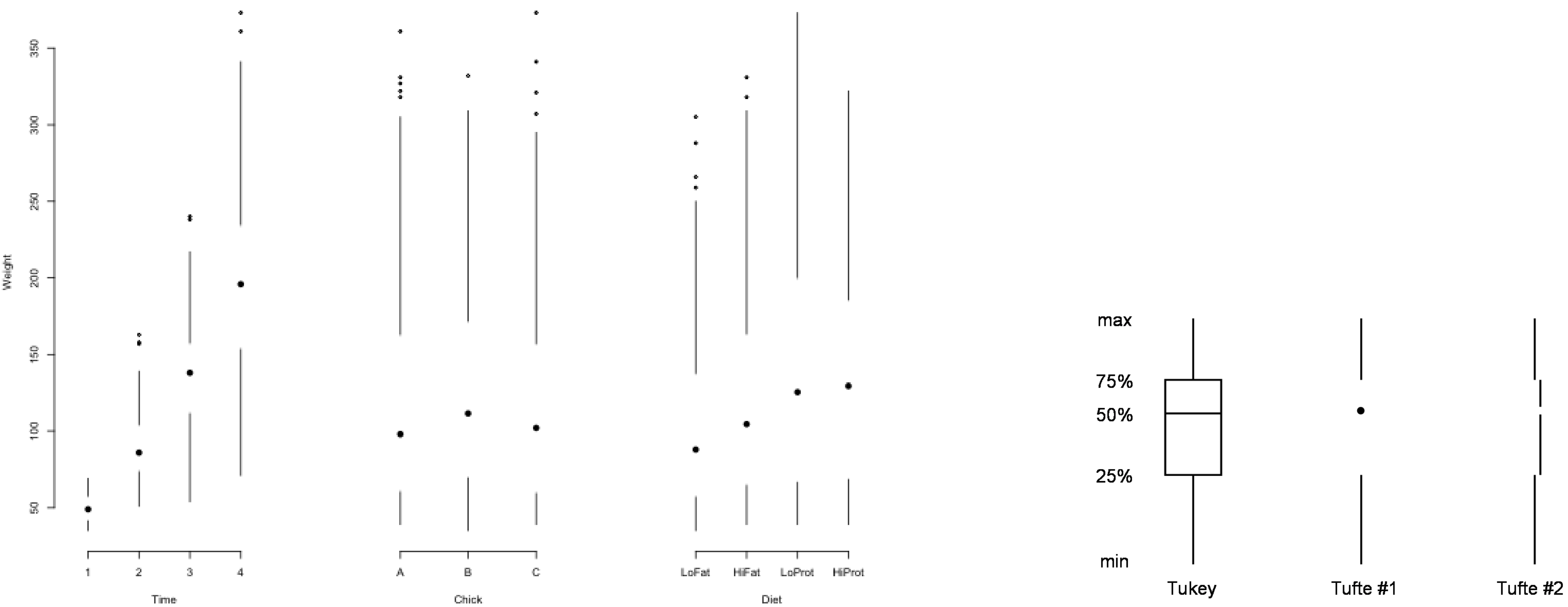


# We-Used-A-Computer-To-Build-A-Duck Syndrome

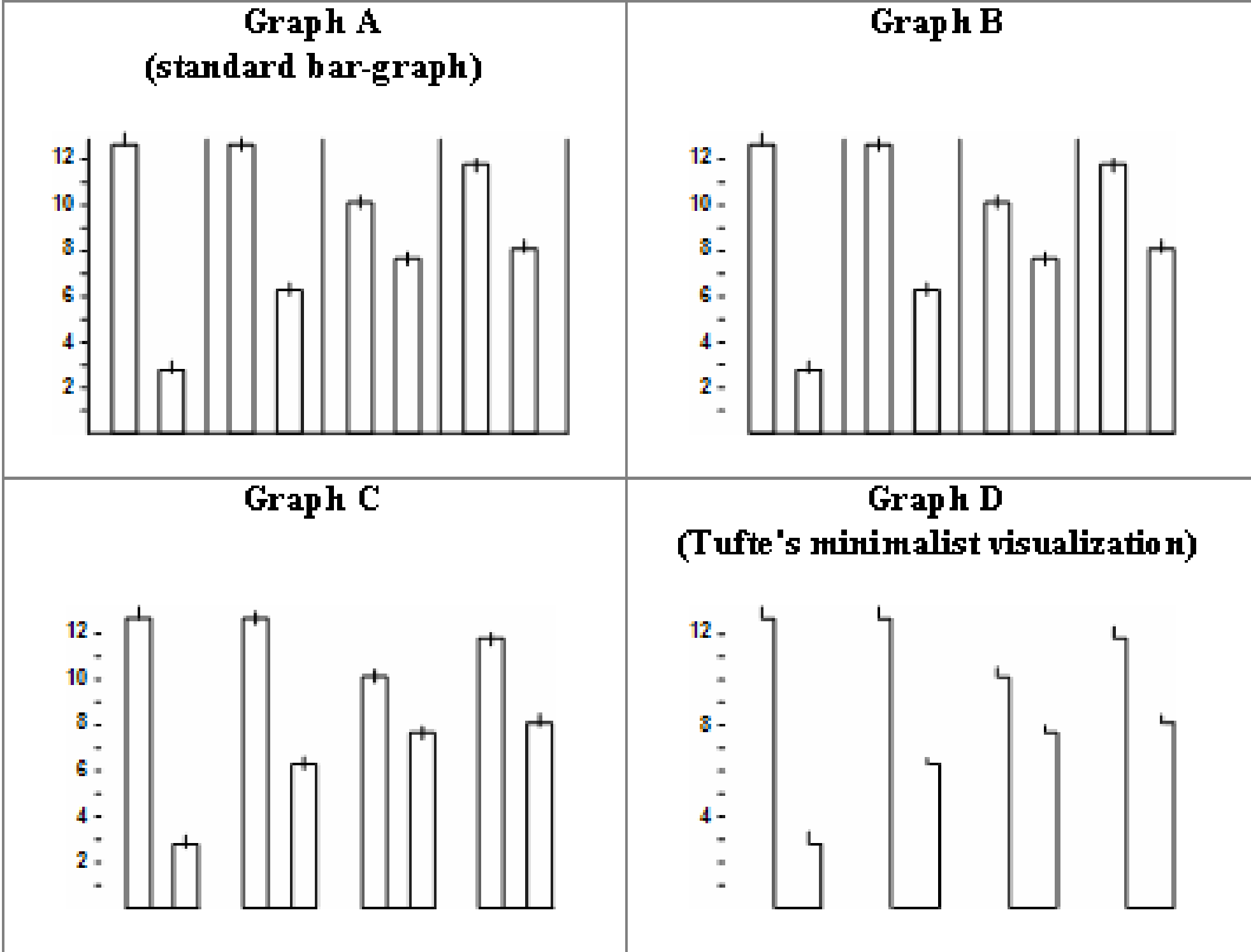
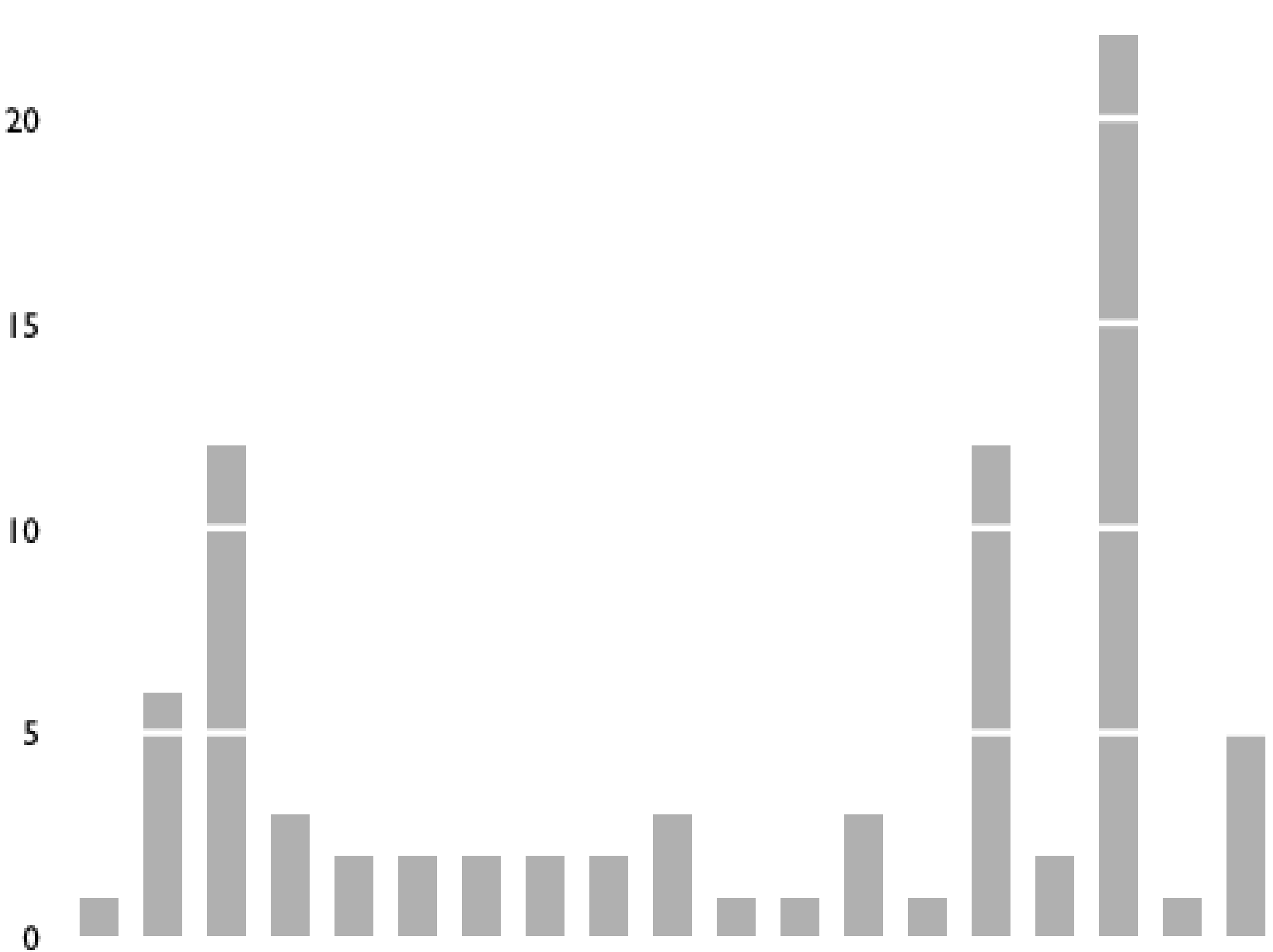


Some of the new designs may appear odd, but this is probably because we have not seen them before... With use, the new designs will come to look just as reasonable as the old.

# Redesign of the Box Plot

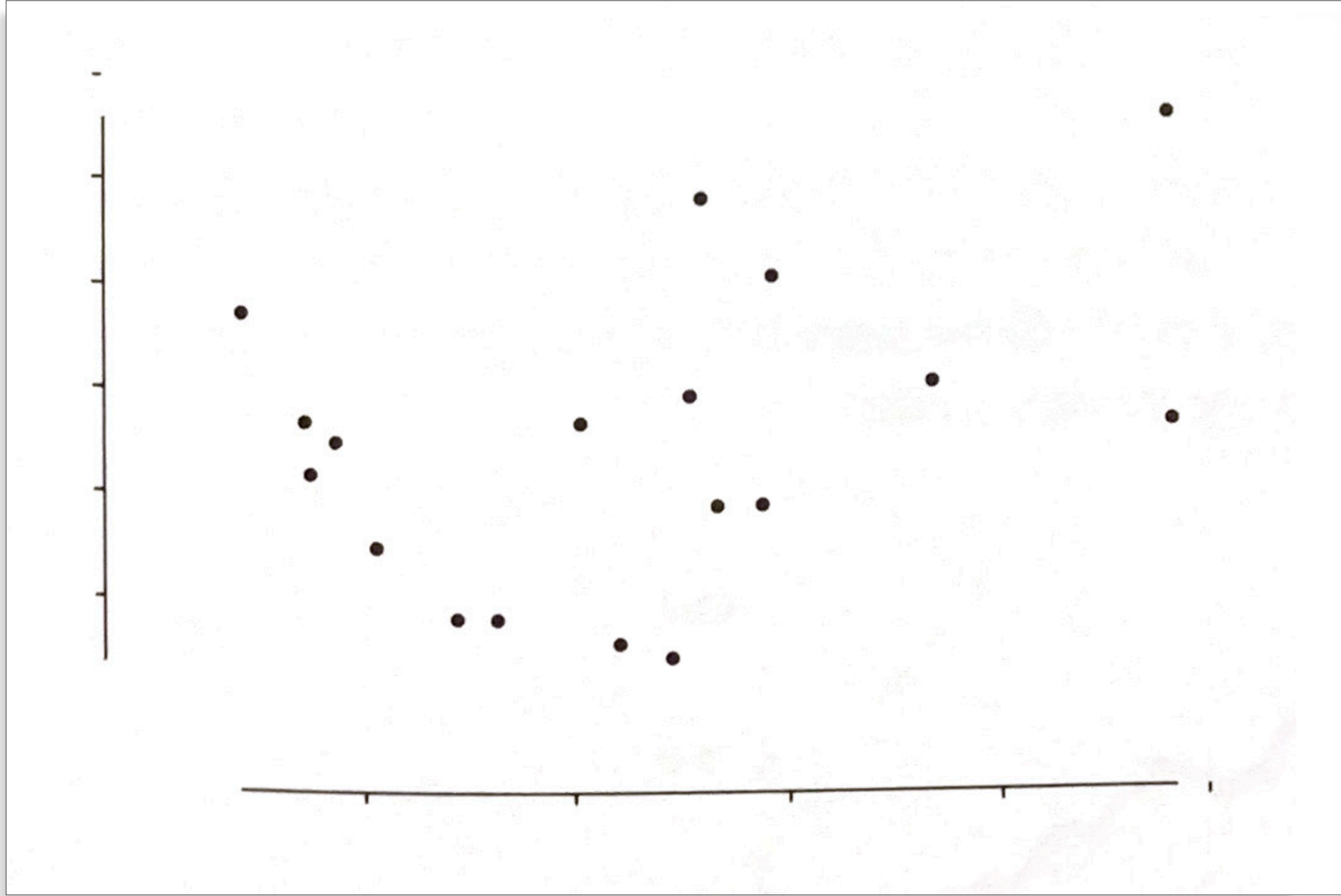
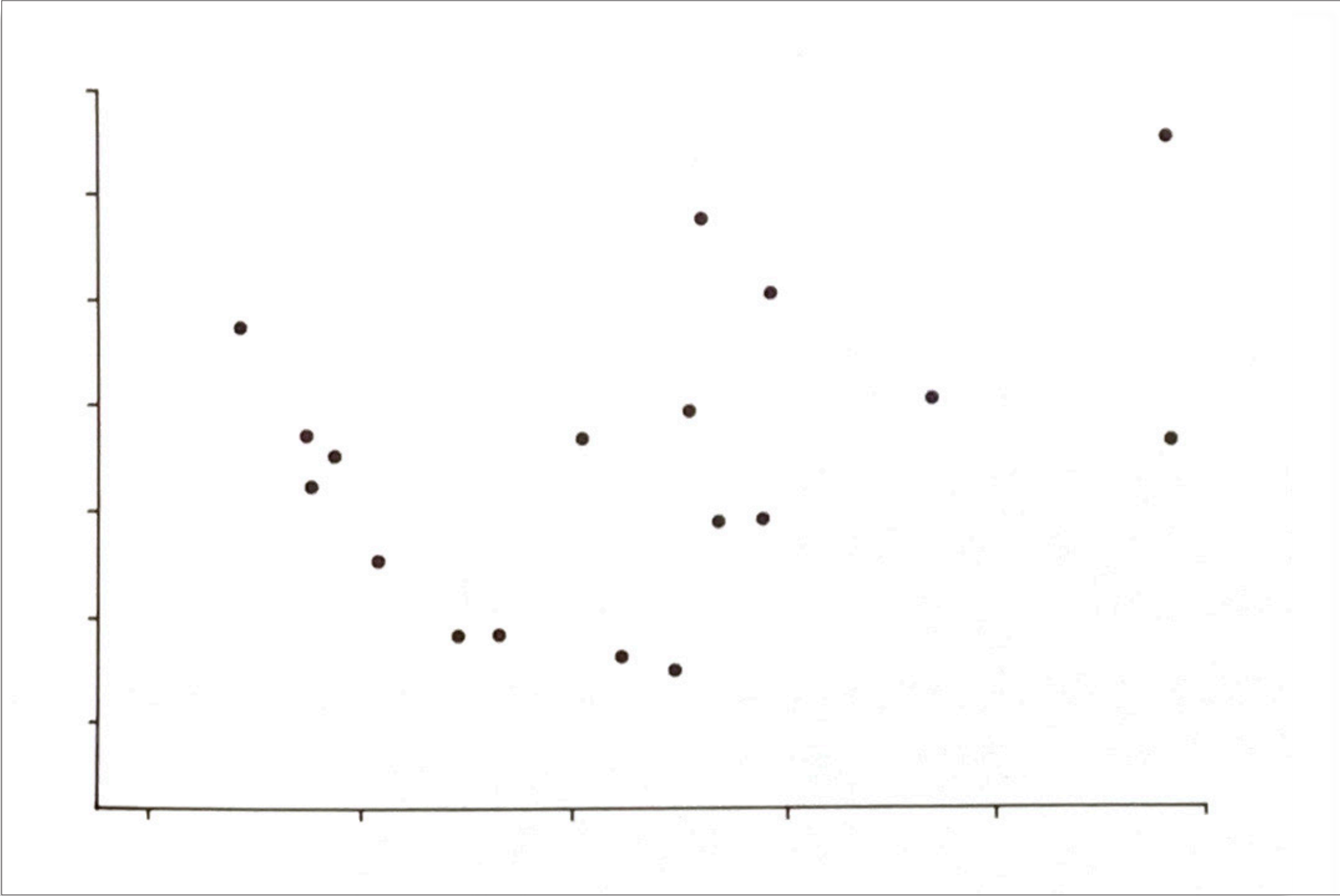


# Redesign of the Bar Chart/Histogram





# Redesign of the Scatterplot



# Thank You

TUFTE, JUDGING YOUR GRAPHICS →

