

Data Viz *

Composition Rules

To make great charts, maps, and graphs, you need to channel your inner analyst and artist. Here are five art rules that elevate any data viz:



Direct attention to your most important messages or data points by placing them in the center of the composition, coloring them to contrast with the background, or using larger type.

Create a hierarchy by designing elements (text, images, and charts) according to their significance. Make the less significant ones smaller and lighter.

2.

Impose a hierarchy.

3.

Balance and repeat elements.

Use a limited number of colors, chart types, and fonts and repeat them in the composition. Arrange elements for a balanced look on the page or screen.



Use leading lines or alignment to visually connect related elements and to lead the viewer through the design in a particular order.

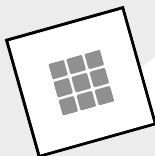
4.

Make visual connections.

5.

Use white space!

Use white space to draw attention to your focal points and to give the eye some breathing room.



More Info

Visit nonprofitviz.com for more on these rules and other data viz tips.