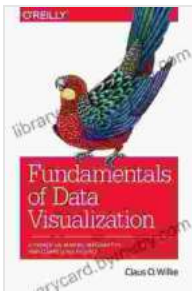# Primer On Making Informative And Compelling Figures

Figures are a powerful tool for communicating information. They can help you to visualize data, make comparisons, and spot trends. However, not all figures are created equal. Some figures are clear and easy to understand, while others are confusing and difficult to interpret. If you want to create figures that are both informative and compelling, it is important to follow a few key principles.

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

by Claus O. Wilke

★★★★☆ 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

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1. Start with a clear goal

Before you start creating a figure, it is important to have a clear goal in mind. What do you want the figure to communicate? Once you know your goal, you can start to choose the right type of figure and the right data to include.

2. Use a simple and consistent design

The design of your figure should be simple and consistent. Avoid using too many colors or fonts, and make sure that the labels and axes are clear and easy to read. You should also use a consistent style throughout your figure, so that it looks polished and professional.

3. Choose the right type of figure

There are many different types of figures that you can use to communicate information. The best type of figure for you will depend on your data and your goal. Here are a few of the most common types of figures:

- **Bar charts** are used to compare different values. They are simple to create and easy to understand.

- **Line charts** are used to show trends over time. They can be used to track changes in data over time, or to compare different trends.

- **Pie charts** are used to show the relative proportions of different parts of a whole. They are often used to show the distribution of data.

- **Scatterplots** are used to show the relationship between two different variables. They can be used to identify trends and correlations.

4. Use data that is relevant and accurate

The data that you use in your figure should be relevant to your goal and accurate. Avoid using data that is outdated or that has not been verified. You should also make sure that the data is presented in a way that is easy to understand.

5. Label your figure clearly

It is important to label your figure clearly so that readers can understand what it is about. The label should include the title of the figure, the source of the data, and any other relevant information.
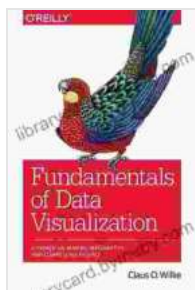
6. Get feedback from others

Once you have created a figure, it is a good idea to get feedback from others. This can help you to identify any errors or areas that could be improved. You can ask colleagues, friends, or even family members to review your figure and give you their feedback.

Creating informative and compelling figures is a skill that can be learned. By following the principles outlined in this primer, you can create figures that will help you to communicate your message effectively.

If you want to learn more about creating figures, there are many resources available online and in libraries. You can also find courses and workshops that can teach you the basics of data visualization.

With a little practice, you can create figures that are both informative and compelling. So what are you waiting for? Get started today!

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