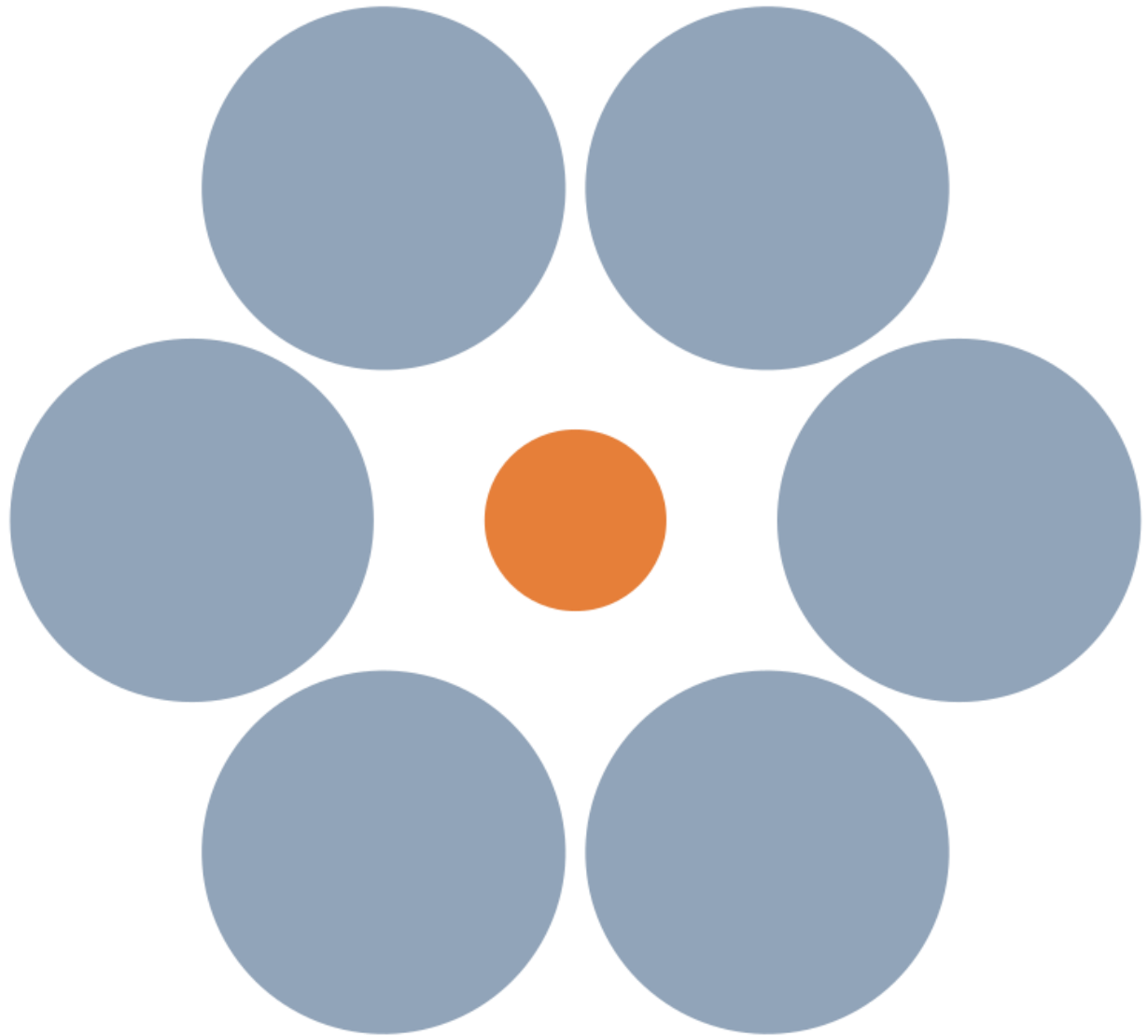


charting lessons from optical illusions

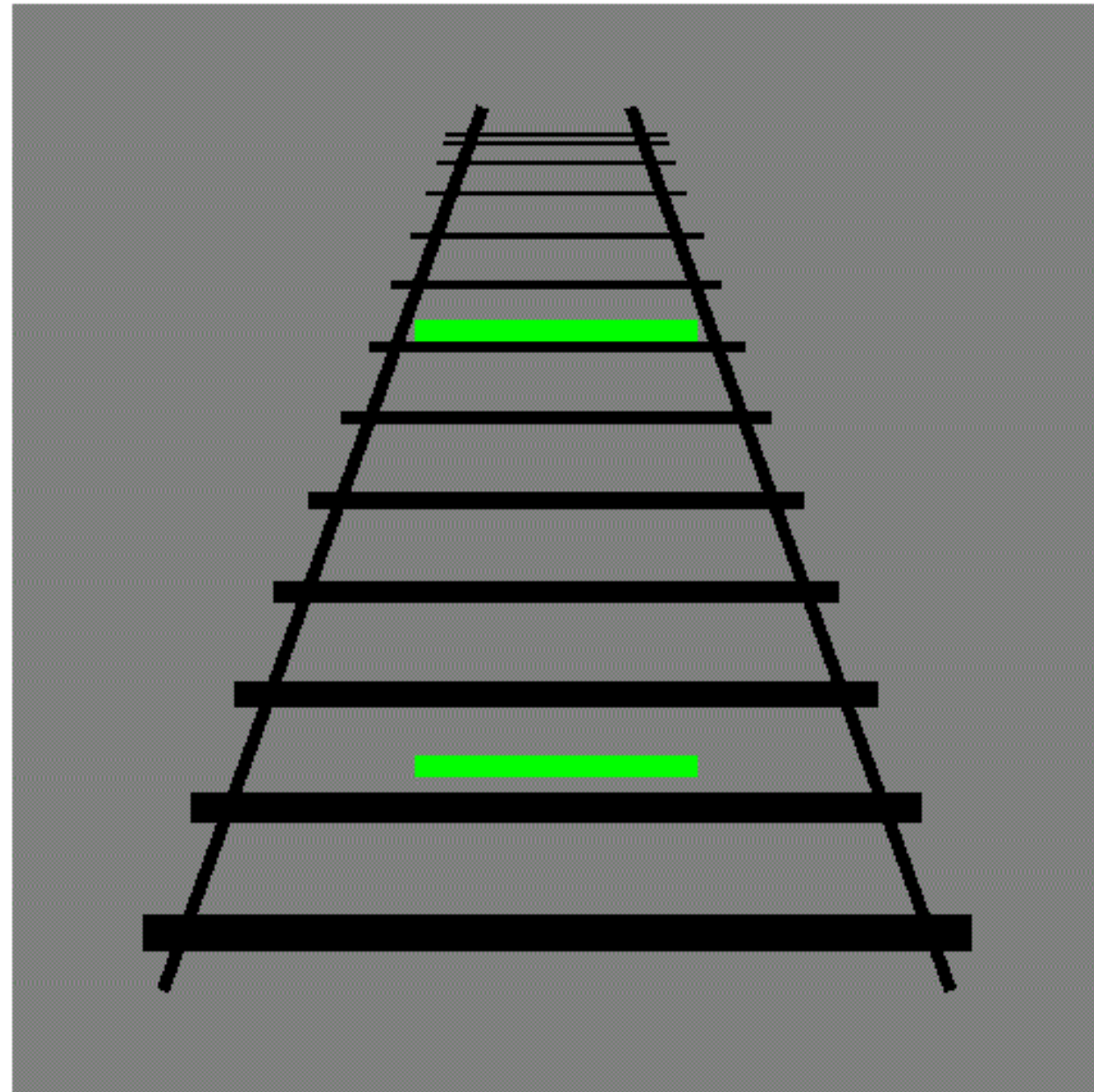
by abhimanyu gupta

inspired from <https://chandoo.org/wp/charting-lessons-from-optical-illusions/>

we can't measure two-dimensional spaces...



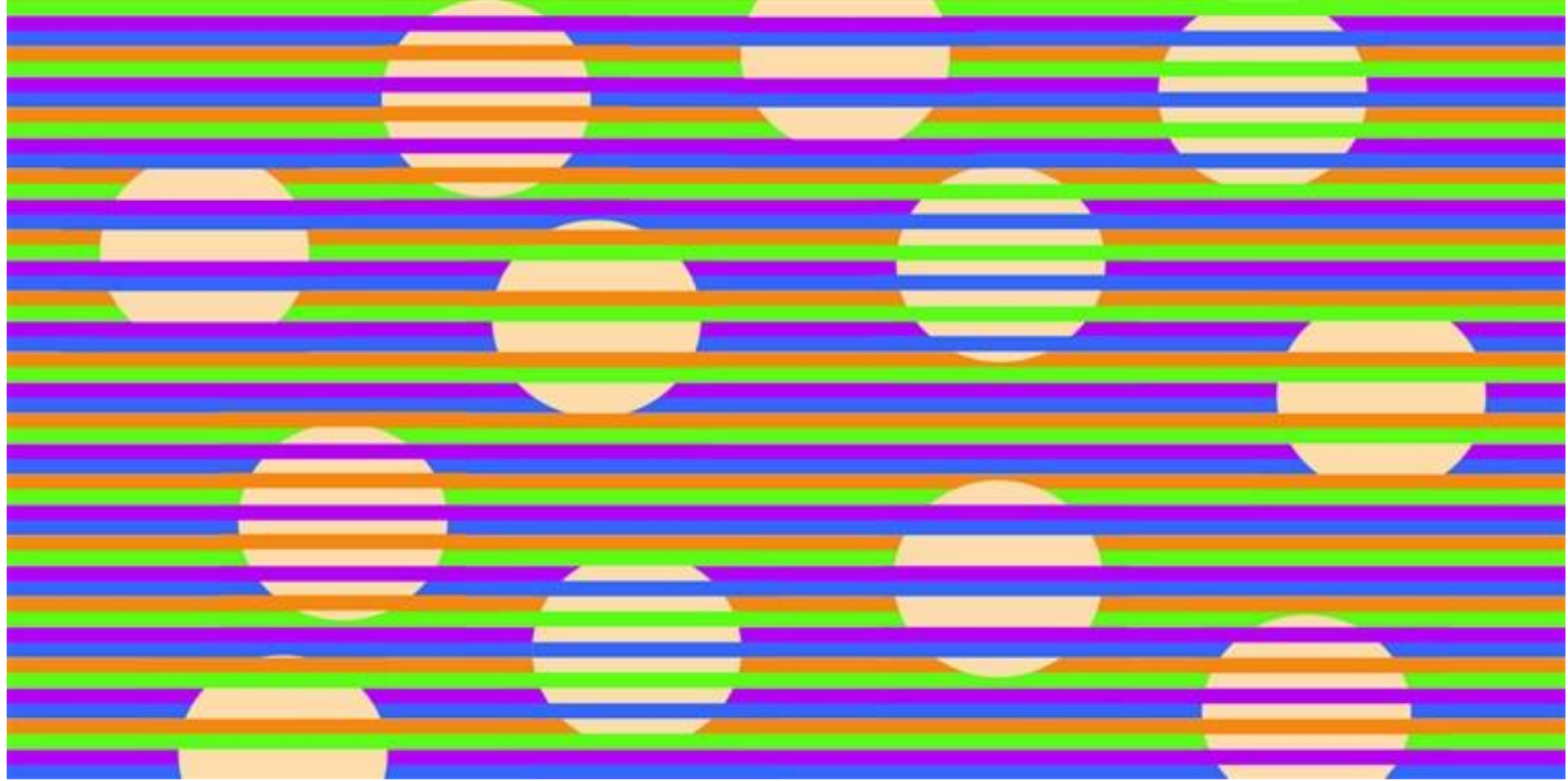
we can't even measure one-dimensional
spaces!



lesson 1

- use data labels.
- neighbors of a data element determine how they are perceived.

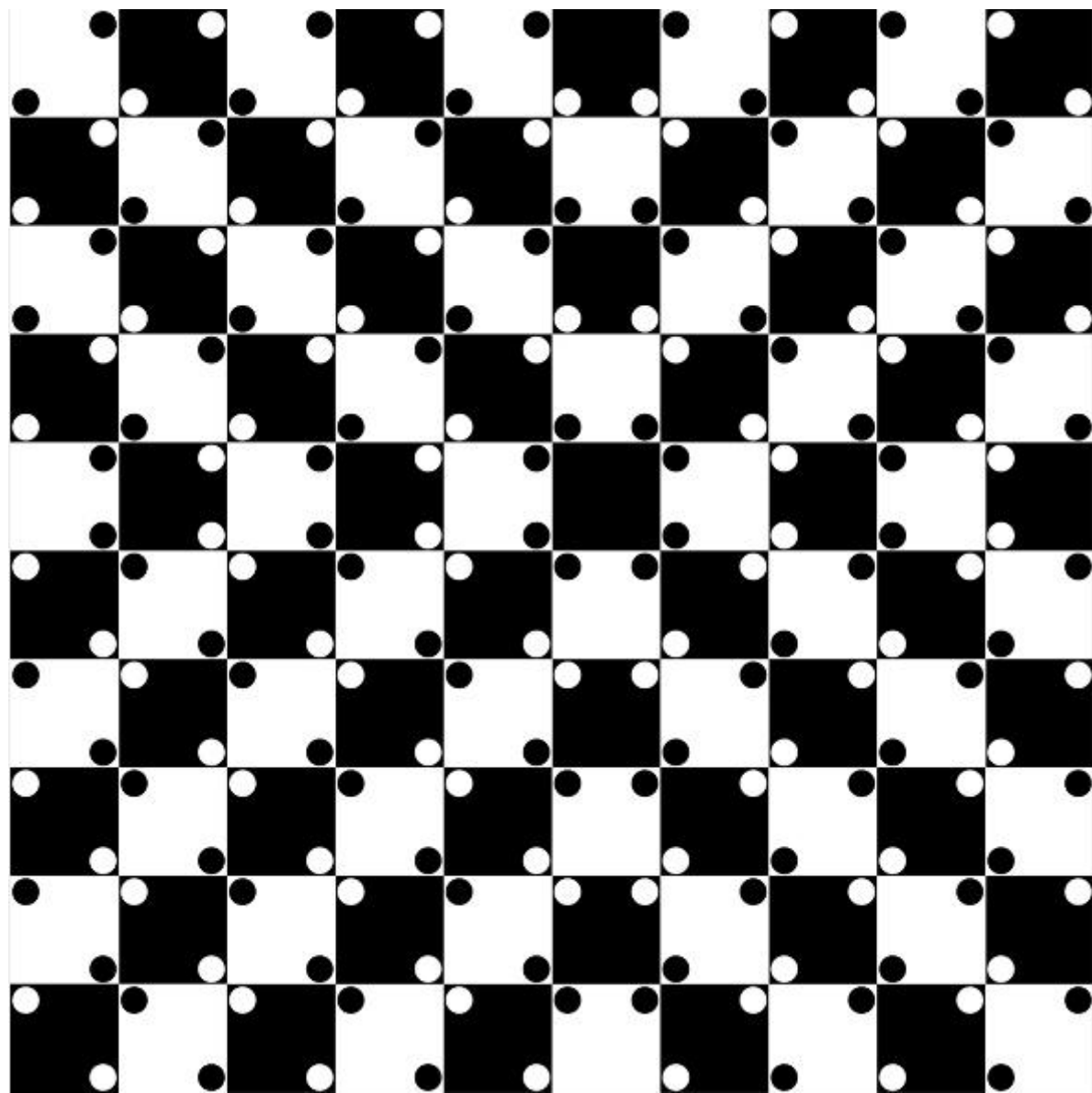
colors are what we think they are...



lesson 2

- use fewer colors when possible.
- when you need to use multiple colors, make them distinct.
- if you use shades of same color, make sure they are not poorly juxtaposed.

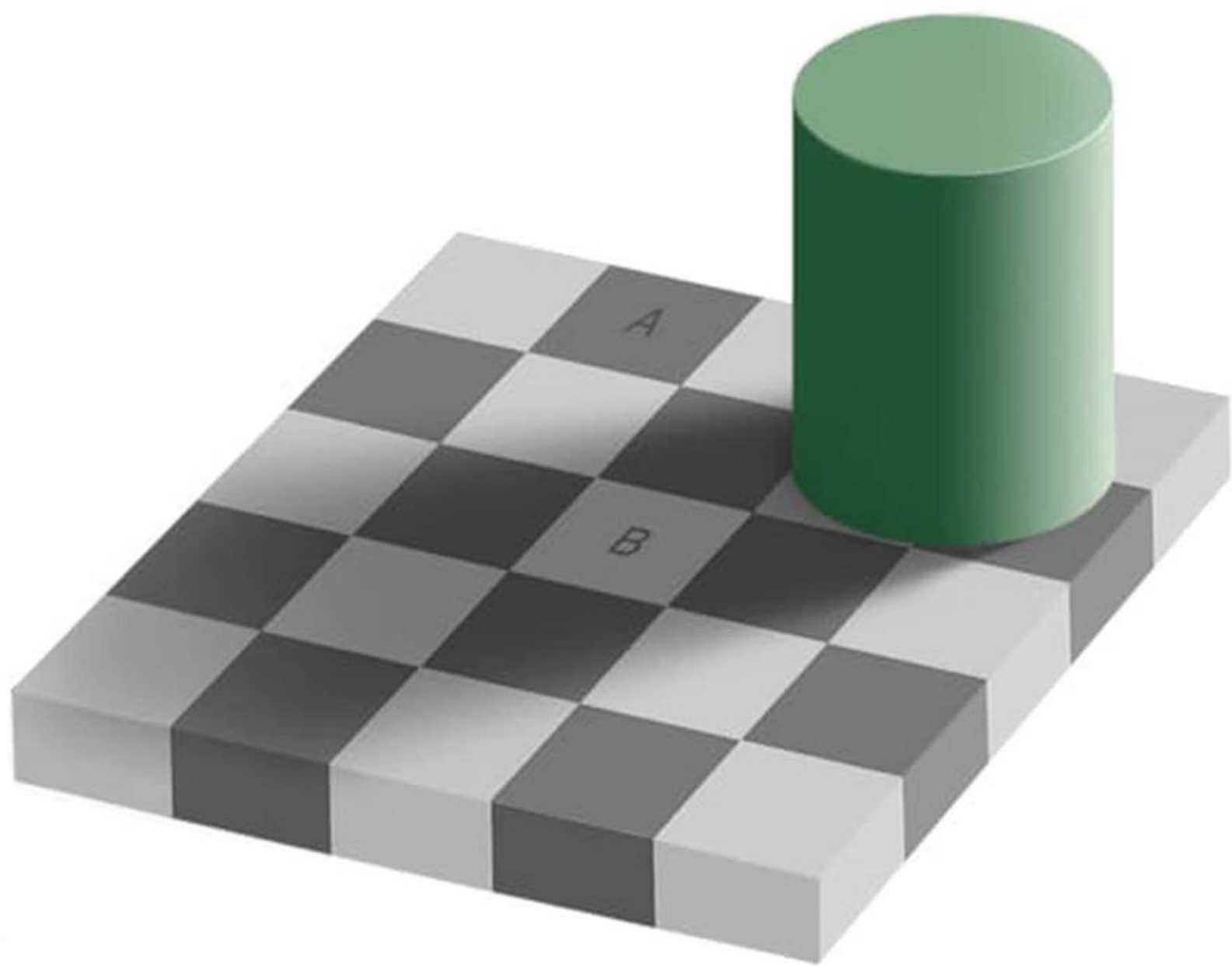
too much data create unnecessary patterns...



lesson 3

- if you are plotting too much data, make sure the chart is readable.
- don't place chart elements very close to each other.

gray color messes with our gray matter...



lesson 4

- do not leave your chart's underwear on (in other words, remove that default gray background from your charts).
- avoid using close variations of gray when you plot multiple series of data.
- don't use shades in charts.

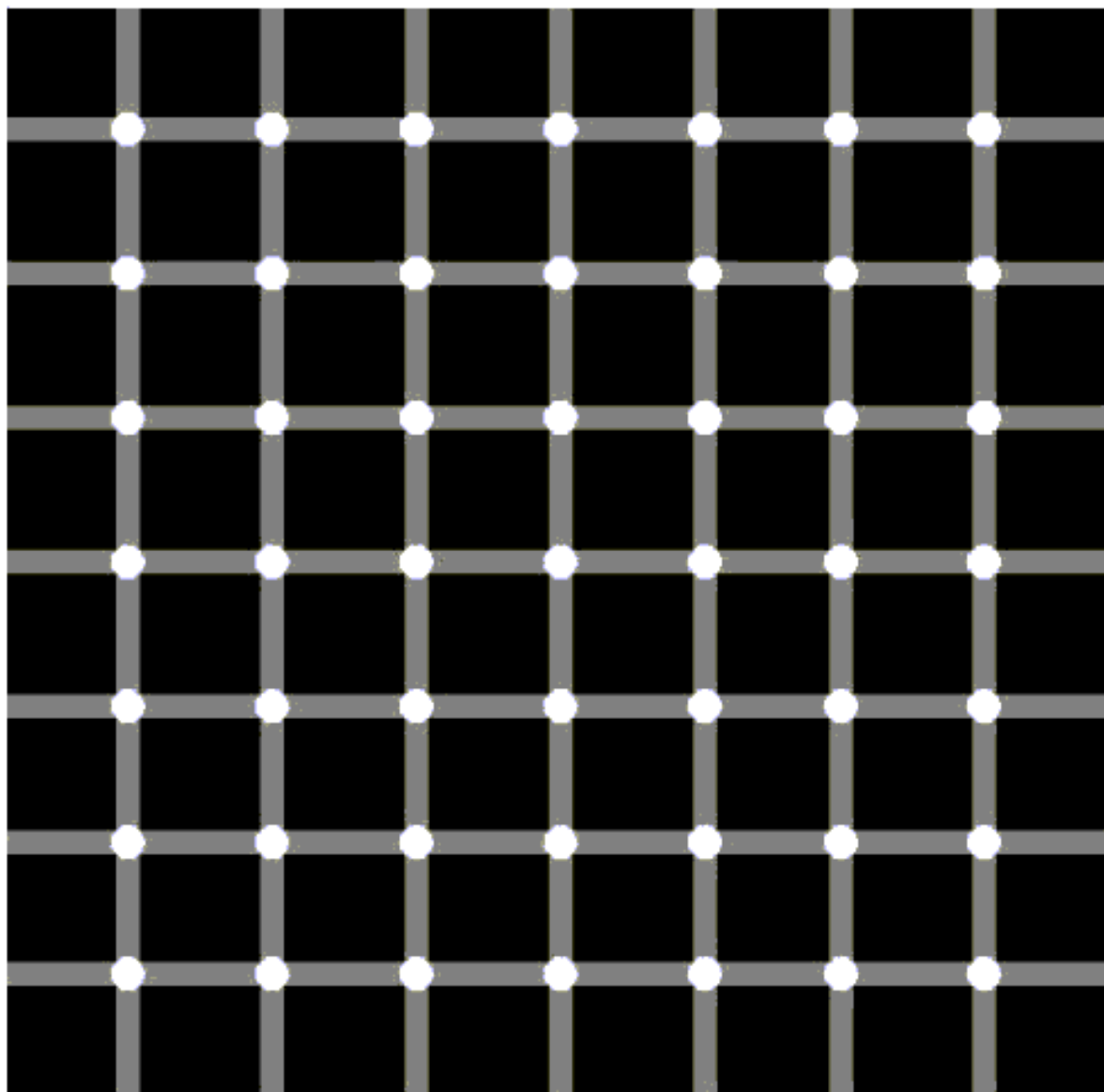
audience will see what they want...

2004

lesson 5

- don't leave the messages for interpretation.

extreme color contrasts are evil...



lesson 6

- using extreme color contrasts creates distractions.

last, but not the least (my favorite)...



lesson 7

thank you!