

Course check...

The importance of having a **message**

Keeping it **simple**

Applying **design** fundamentals

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Friday, April 29, 2011

Apply design fundamentals



Friday, April 29, 2011

Looks matter.

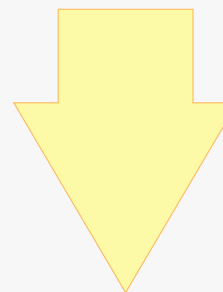


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Friday, April 29, 2011

Fundamental rules of chart



Reduce *chartjunk*

(remove chart elements
that are decorative or
ornamental)



Increase *data-ink* ratio

(make every pixel tell a story about
your data)

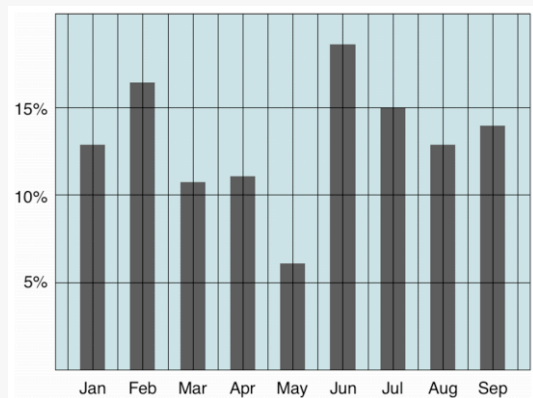
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Remove chart

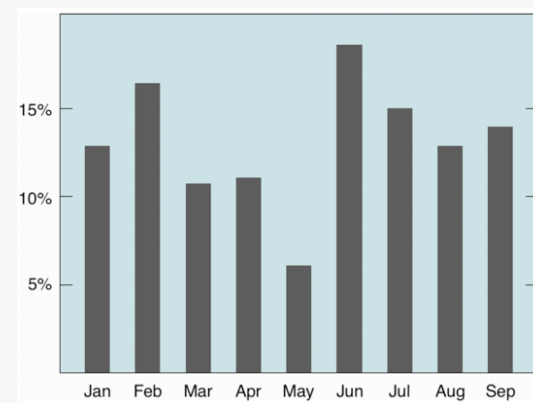


Images courtesy of Tim Bray; <http://www.tbray.org/ongoing/When/200x/2003/03/13/Data-Ink>
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Friday, April 29, 2011

Remove chart

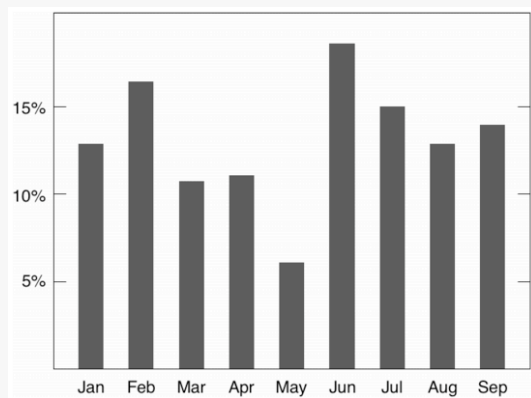


Images courtesy of Tim Bray; <http://www.tbray.org/ongoing/When/200x/2003/03/13/Data-Ink>
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Increase data ink

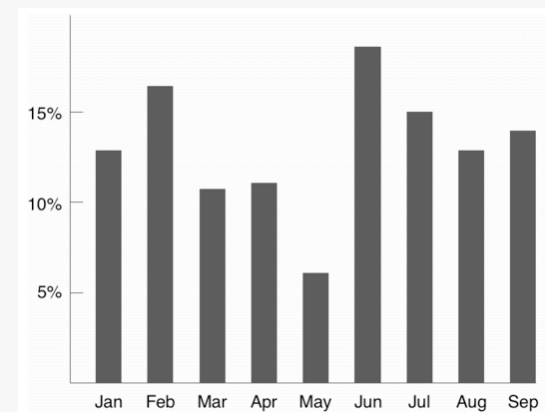


Images courtesy of Tim Bray: <http://www.tbray.org/ongoing/When/200x/2003/03/13/Data-Ink>
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Friday, April 29, 2011

Increase data ink

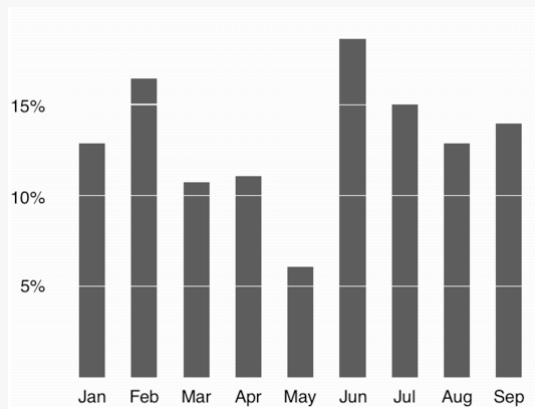


Images courtesy of Tim Bray: <http://www.tbray.org/ongoing/When/200x/2003/03/13/Data-Ink>
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Increase data ink

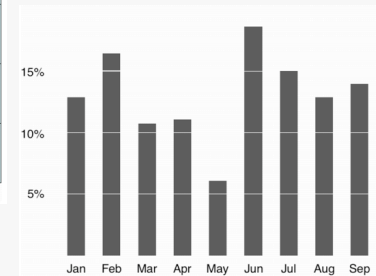
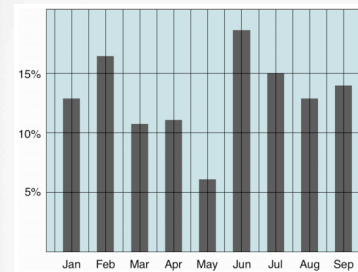


Images courtesy of Tim Bray; <http://www.tbray.org/ongoing/When/200x/2003/03/13/Data-Ink>
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Use your brain's strengths

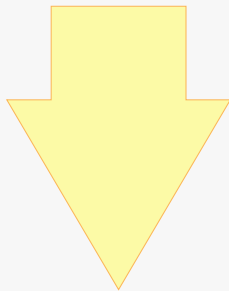


Images courtesy of Tim Bray; <http://www.tbray.org/ongoing/When/200x/2003/03/13/Data-Ink>
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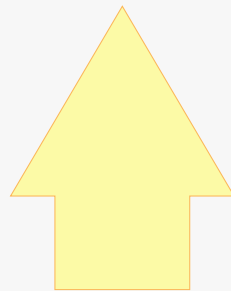
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Fundamental rule of chart design



Reduce *chartjunk*

(remove chart elements that are decorative or ornamental)



Increase *data-ink ratio*

(make every pixel tell a story about your data)

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Remove chart-junk

Increase data-ink

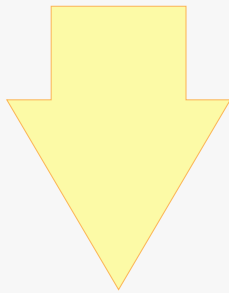
Increase data-ink

Images courtesy of Tim Bray: <http://www.tbray.org/ongoing/when/200x/2003/03/13/Data-ink>

Juice, Inc. ©2010

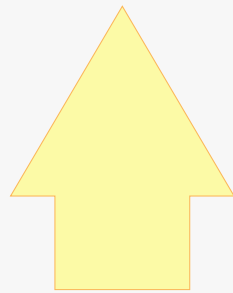
Friday, April 29, 2011

Fundamental rules of chart design



Reduce *chartjunk*

(remove chart elements that are decorative or ornamental)



Increase *data-ink ratio*

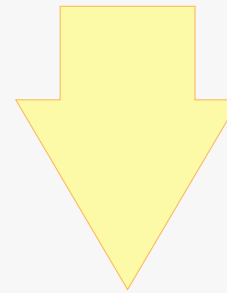
(make every pixel tell a story about your data)

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Fundamental rules of table design



Reduce *tablejunk*

(remove elements that are decorative or ornamental)



Increase *data-ink ratio*

(make every character meaningful)

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Friday, April 29, 2011

Reduce tablejunk

Team	1999	2000	2001	2002	2003	2004	2005	2006
Arizona Diamondbacks	\$61,184,250	\$72,346,275	\$72,606,825	\$77,893,950	\$80,657,600	\$80,521,950	\$58,348,000	\$56,943,475
Atlanta Braves	\$68,134,250	\$70,448,200	\$74,073,950	\$75,379,325	\$96,872,425	\$79,024,800	\$85,148,675	\$79,708,500
Baltimore Orioles	\$73,057,675	\$70,213,300	\$62,436,500	\$47,260,525	\$59,872,650	\$45,725,575	\$66,580,850	\$64,808,675
Boston Red Sox	\$55,142,125	\$64,950,275	\$85,692,900	\$90,305,050	\$89,473,775	\$104,340,450	\$108,314,225	\$111,204,200
Chicago White Sox	\$22,740,725	\$26,839,225	\$57,743,525	\$52,826,700	\$49,048,075	\$62,704,325	\$69,655,550	\$98,918,900
Chicago Cubs	\$51,899,225	\$50,449,450	\$61,553,675	\$67,581,100	\$72,092,250	\$78,535,925	\$77,866,900	\$84,679,625
Cincinnati Reds	\$28,588,575	\$43,395,550	\$43,488,350	\$37,542,000	\$50,874,800	\$38,453,450	\$49,715,225	\$53,115,200
Cleveland Indians	\$60,769,300	\$72,962,375	\$76,645,825	\$65,757,875	\$39,382,925	\$28,807,750	\$36,060,700	\$56,795,875
Colorado Rockies	\$53,716,200	\$54,563,575	\$65,803,700	\$52,639,850	\$55,818,050	\$57,670,000	\$41,197,425	\$34,277,500
Detroit Tigers	\$30,450,600	\$53,949,225	\$44,492,125	\$49,150,000	\$47,272,125	\$41,387,100	\$61,605,625	\$76,205,625
Florida Marlins	\$17,477,775	\$17,303,450	\$29,586,800	\$37,482,075	\$43,185,975	\$38,998,175	\$55,903,675	\$14,421,625
Houston Astros	\$49,643,275	\$47,489,925	\$55,909,875	\$58,748,525	\$67,778,700	\$74,666,300	\$73,825,975	\$88,991,825
Kansas City Royals	\$22,794,225	\$20,922,325	\$30,726,725	\$40,738,800	\$38,959,125	\$39,674,175	\$34,149,075	\$40,770,700
Los Angeles Dodgers	\$70,773,175	\$81,596,550	\$93,949,100	\$91,202,850	\$101,824,625	\$86,244,550	\$67,524,575	\$91,830,500
Anaheim/Los Angeles Angels	\$39,266,275	\$42,886,800	\$37,554,975	\$55,108,625	\$73,177,475	\$93,596,925	\$81,911,925	\$103,625,325
Milwaukee Brewers	\$38,329,400	\$28,519,800	\$39,897,525	\$43,351,575	\$35,023,275	\$27,518,500	\$40,234,825	\$56,790,000
Minnesota Twins	\$18,502,400	\$15,884,125	\$22,548,800	\$38,677,875	\$53,466,350	\$51,524,050	\$52,421,300	\$61,355,825
Montreal/Washington Nationals	\$14,977,325	\$30,006,750	\$28,978,750	\$34,527,225	\$49,950,950	\$35,997,925	\$40,484,575	\$52,722,925
New York Mets	\$57,824,475	\$79,509,775	\$83,191,450	\$90,993,850	\$100,748,800	\$96,758,950	\$97,009,400	\$97,020,275
New York Yankees	\$75,923,825	\$79,774,350	\$88,541,850	\$108,559,125	\$133,670,525	\$157,616,825	\$198,017,725	\$177,376,950
Oakland Athletics	\$22,340,700	\$29,603,075	\$31,306,250	\$36,740,500	\$48,423,875	\$55,393,675	\$53,720,450	\$62,322,050
Philadelphia Phillies	\$26,118,525	\$40,782,750	\$40,061,700	\$51,745,525	\$61,017,250	\$86,314,950	\$91,671,075	\$81,734,575
Pittsburgh Pirates	\$19,498,050	\$27,815,700	\$42,498,650	\$36,485,850	\$48,698,300	\$29,840,675	\$34,047,325	\$41,846,200
San Diego Padres	\$42,703,875	\$45,684,175	\$35,493,625	\$35,711,200	\$37,858,325	\$54,639,500	\$56,150,175	\$52,254,625
Seattle Mariners	\$48,041,825	\$56,649,050	\$67,546,875	\$80,282,675	\$80,726,400	\$67,907,000	\$67,096,350	\$84,927,400
San Francisco Giants	\$44,943,550	\$51,670,975	\$58,641,350	\$72,499,850	\$79,184,775	\$66,144,500	\$86,045,600	\$90,862,075
St. Louis Cardinals	\$42,313,275	\$56,901,725	\$66,612,800	\$71,248,325	\$67,057,175	\$75,633,525	\$89,730,625	\$85,039,625
Tampa Bay Rays	\$29,269,400	\$50,617,050	\$50,881,125	\$30,696,425	\$19,630,000	\$27,321,000	\$26,690,675	\$31,623,175
Texas Rangers	\$71,966,675	\$68,073,000	\$71,374,525	\$90,777,700	\$87,105,400	\$47,263,775	\$46,089,375	\$52,796,875
Toronto Blue Jays	\$42,797,425	\$44,459,925	\$67,677,225	\$66,262,350	\$47,490,550	\$48,093,275	\$43,621,625	\$66,587,975
Average	\$43,338,913	\$49,875,624	\$56,243,878	\$59,605,910	\$63,877,748	\$62,107,276	\$66,361,310	\$72,051,937

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Friday, April 29, 2011



Reduce tablejunk

Team	1999	2000	2001	2002	2003	2004	2005	2006
Arizona Diamondbacks	\$61,184,250	\$72,346,275	\$72,606,825	\$77,893,950	\$80,657,600	\$80,521,950	\$58,348,000	\$56,943,475
Atlanta Braves	\$68,134,250	\$70,448,200	\$74,073,950	\$75,379,325	\$96,872,425	\$79,024,800	\$85,148,675	\$79,708,500
Baltimore Orioles	\$73,057,675	\$70,213,300	\$62,436,500	\$47,260,525	\$59,872,650	\$45,725,575	\$66,580,850	\$64,808,675
Boston Red Sox	\$55,142,125	\$64,950,275	\$85,692,900	\$90,305,050	\$89,473,775	\$104,340,450	\$108,314,225	\$111,204,200
Chicago White Sox	\$22,740,725	\$26,839,225	\$57,743,525	\$52,826,700	\$49,048,075	\$62,704,325	\$69,655,550	\$98,918,900
Chicago Cubs	\$51,899,225	\$50,449,450	\$61,553,675	\$67,581,100	\$72,092,250	\$78,535,925	\$77,866,900	\$84,679,625
Cincinnati Reds	\$28,588,575	\$43,395,550	\$43,488,350	\$37,542,000	\$50,874,800	\$38,453,450	\$49,715,225	\$53,115,200
Cleveland Indians	\$60,769,300	\$72,962,375	\$76,645,825	\$65,757,875	\$39,382,925	\$28,807,750	\$36,060,700	\$56,795,875
Colorado Rockies	\$53,716,200	\$54,563,575	\$65,803,700	\$52,639,850	\$55,818,050	\$57,670,000	\$41,197,425	\$34,277,500
Detroit Tigers	\$30,450,600	\$53,949,225	\$44,492,125	\$49,150,000	\$47,272,125	\$41,387,100	\$61,605,625	\$76,205,625
Florida Marlins	\$17,477,775	\$17,303,450	\$29,586,800	\$37,482,075	\$43,185,975	\$38,998,175	\$55,903,675	\$14,421,625
Houston Astros	\$49,643,275	\$47,489,925	\$55,909,875	\$58,748,525	\$67,778,700	\$74,666,300	\$73,825,975	\$88,991,825
Kansas City Royals	\$22,794,225	\$20,922,325	\$30,726,725	\$40,738,800	\$38,959,125	\$39,674,175	\$34,149,075	\$40,770,700
Los Angeles Dodgers	\$70,773,175	\$81,596,550	\$93,949,100	\$91,202,850	\$101,824,625	\$86,244,550	\$67,524,575	\$91,830,500
Anaheim/Los Angeles Angels	\$39,266,275	\$42,886,800	\$37,554,975	\$55,108,625	\$73,177,475	\$93,596,925	\$81,911,925	\$103,625,325
Milwaukee Brewers	\$38,329,400	\$28,519,800	\$39,897,525	\$43,351,575	\$35,023,275	\$27,518,500	\$40,234,825	\$56,790,000
Minnesota Twins	\$18,502,400	\$15,884,125	\$22,548,800	\$38,677,875	\$53,466,350	\$51,524,050	\$52,421,300	\$61,355,825
Montreal/Washington Nationals	\$14,977,325	\$30,006,750	\$28,978,750	\$34,527,225	\$49,950,950	\$35,997,925	\$40,484,575	\$52,722,925
New York Mets	\$57,824,475	\$79,509,775	\$83,191,450	\$90,993,850	\$100,748,800	\$96,758,950	\$97,009,400	\$97,020,275
New York Yankees	\$75,923,825	\$79,774,350	\$88,541,850	\$108,559,125	\$133,670,525	\$157,616,825	\$198,017,725	\$177,376,950
Oakland Athletics	\$22,340,700	\$29,603,075	\$31,306,250	\$36,740,500	\$48,423,875	\$55,393,675	\$53,720,450	\$62,322,050
Philadelphia Phillies	\$26,118,525	\$40,782,750	\$40,061,700	\$51,745,525	\$61,017,250	\$86,314,950	\$91,671,075	\$81,734,575
Pittsburgh Pirates	\$19,498,050	\$27,815,700	\$42,498,650	\$36,485,850	\$48,698,300	\$29,840,675	\$34,047,325	\$41,846,200
San Diego Padres	\$42,703,875	\$45,684,175	\$35,493,625	\$35,711,200	\$37,858,325	\$54,639,500	\$56,150,175	\$52,254,625
Seattle Mariners	\$48,041,825	\$56,649,050	\$67,546,875	\$80,282,675	\$80,726,400	\$67,907,000	\$67,096,350	\$84,927,400
San Francisco Giants	\$44,943,550	\$51,670,975	\$58,641,350	\$72,499,850	\$79,184,775	\$66,144,500	\$86,045,600	\$90,862,075
St. Louis Cardinals	\$42,313,275	\$56,901,725	\$66,612,800	\$71,248,325	\$67,057,175	\$75,633,525	\$89,730,625	\$85,039,625
Tampa Bay Rays	\$29,269,400	\$50,617,050	\$50,881,125	\$30,696,425	\$19,630,000	\$27,321,000	\$26,690,675	\$31,623,175
Texas Rangers	\$71,966,675	\$68,073,000	\$71,374,525	\$90,777,700	\$87,105,400	\$47,263,775	\$46,089,375	\$52,796,875
Toronto Blue Jays	\$42,797,425	\$44,459,925	\$67,677,225	\$66,262,350	\$47,490,550	\$48,093,275	\$43,621,625	\$66,587,975
Average	\$43,338,913	\$49,875,624	\$56,243,878	\$59,605,910	\$63,877,748	\$62,107,276	\$66,361,310	\$72,051,937

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Friday, April 29, 2011



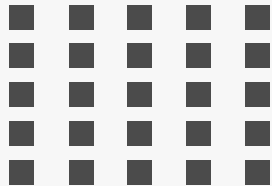
Principle of Continuity

Objects that are aligned are perceived as a group



Principle of Proximity

Things that are spatially close belong to a group

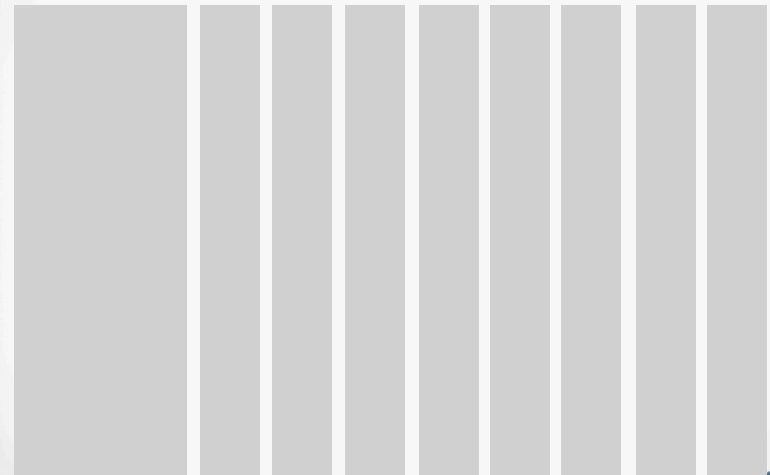


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Friday, April 29, 2011

Reduce tablejunk



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Friday, April 29, 2011

Reduce tablejunk

Team	1999	2000	2001	2002	2003	2004	2005	2006
Arizona Diamondbacks	61,184,250	72,346,275	72,505,825	77,893,950	80,657,500	60,521,550	58,348,000	56,943,475
Atlanta Braves	68,134,250	70,448,200	74,073,950	75,379,325	96,872,425	79,024,800	85,148,575	79,708,500
Baltimore Orioles	73,057,675	70,213,300	62,436,500	47,260,525	59,872,650	45,725,575	66,580,850	64,808,675
Boston Red Sox	55,142,125	64,950,275	85,592,900	90,305,050	89,473,775	104,340,450	108,314,225	111,204,200
Chicago White Sox	22,740,725	26,839,225	57,743,525	52,826,700	49,048,075	62,704,325	69,655,550	68,918,900
Chicago Cubs	51,889,225	50,449,450	61,553,675	67,581,100	72,092,250	78,535,925	77,866,900	84,679,625
Cincinnati Reds	28,598,575	43,395,350	43,488,350	37,542,900	50,874,800	38,453,450	49,715,225	53,115,200
Cleveland Indians	60,759,300	72,962,375	76,545,825	65,757,875	39,382,925	28,807,750	36,060,700	66,795,875
Colorado Rockies	53,716,200	54,563,575	65,803,700	52,639,850	55,818,050	57,670,000	41,197,425	34,277,500
Detroit Tigers	30,450,600	53,949,225	44,492,125	49,150,000	47,272,125	41,387,100	61,605,525	76,205,625
Florida Marlins	17,477,775	17,303,450	29,586,800	37,482,075	43,185,975	38,998,175	55,903,675	14,421,625
Houston Astros	49,643,275	47,489,925	55,909,875	58,748,525	67,778,700	74,666,300	73,825,975	88,991,825
Kansas City Royals	22,794,225	20,922,325	30,726,725	40,738,800	38,959,125	39,674,175	34,149,075	40,770,700
Los Angeles Dodgers	70,773,175	81,596,550	93,949,100	91,202,850	101,824,625	86,244,550	67,524,575	91,830,500
Anaheim/Los Angeles Angels	39,265,275	42,896,800	37,554,975	55,108,625	73,177,475	93,596,925	81,911,925	103,625,325
Milwaukee Brewers	38,329,400	28,519,800	39,897,525	43,351,575	35,023,275	27,518,500	40,234,825	56,790,000
Minnesota Twins	18,502,400	15,884,125	22,548,800	38,677,875	53,466,350	51,524,050	52,421,300	61,355,825
Montreal/Washington Nationals	14,977,325	30,006,750	28,978,750	34,527,225	49,950,950	35,997,925	40,484,575	52,722,925
New York Mets	57,824,475	79,509,775	83,191,450	90,993,850	100,748,800	96,758,950	97,009,400	97,020,275
New York Yankees	75,923,825	79,774,350	88,541,850	108,559,125	133,670,525	157,616,825	198,017,725	177,376,950
Oakland Athletics	22,340,700	29,603,075	31,306,250	36,740,500	48,423,875	55,393,675	53,720,450	62,322,050
Philadelphia Phillies	26,118,525	40,782,750	40,061,700	51,745,525	61,017,250	86,314,050	91,671,075	81,734,575
Pittsburgh Pirates	18,498,050	27,815,700	42,498,650	36,485,850	48,698,300	29,840,675	34,047,325	41,846,200
San Diego Padres	42,703,875	45,684,175	35,493,625	35,711,200	37,858,325	54,639,500	56,150,175	62,254,625
Seattle Mariners	48,041,825	56,649,050	67,546,875	80,282,675	80,726,400	72,807,000	67,096,350	84,927,400
San Francisco Giants	44,943,550	51,670,975	58,641,350	72,499,850	79,184,775	66,144,500	86,045,600	90,862,075
St. Louis Cardinals	42,313,275	56,901,725	68,612,800	71,248,325	67,057,175	75,633,525	89,730,625	85,039,625
Tampa Bay Rays	29,269,400	50,617,050	50,881,125	30,696,425	19,630,000	27,321,000	26,690,675	31,623,175
Texas Rangers	71,956,675	68,073,000	71,374,525	90,777,700	87,105,400	47,263,775	46,089,375	52,796,875
Toronto Blue Jays	42,797,425	44,459,925	67,677,225	66,262,350	47,480,550	48,093,275	43,621,625	66,587,975
Average Salary	43,338,913	49,875,624	56,243,878	59,605,910	63,877,748	62,107,276	66,361,310	72,051,937

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Increase data-ink ratio

Team	1999	2000	2001	2002	2003	2004	2005	2006
Arizona Diamondbacks	61,184,250	72,346,275	72,505,825	77,893,950	80,657,500	60,521,550	58,348,000	56,943,475
Atlanta Braves	68,134,250	70,448,200	74,073,950	75,379,325	96,872,425	79,024,800	85,148,575	79,708,500
Baltimore Orioles	73,057,675	70,213,300	62,436,500	47,260,525	59,872,650	45,725,575	66,580,850	64,808,675
Boston Red Sox	55,142,125	64,950,275	85,592,900	90,305,050	89,473,775	104,340,450	108,314,225	111,204,200
Chicago White Sox	22,740,725	26,839,225	57,743,525	52,826,700	49,048,075	62,704,325	69,655,550	68,918,900
Chicago Cubs	51,889,225	50,449,450	61,553,675	67,581,100	72,092,250	78,535,925	77,866,900	84,679,625
Cincinnati Reds	28,598,575	43,395,350	43,488,350	37,542,900	50,874,800	38,453,450	49,715,225	53,115,200
Cleveland Indians	60,759,300	72,962,375	76,545,825	65,757,875	39,382,925	28,807,750	36,060,700	66,795,875
Colorado Rockies	53,716,200	54,563,575	65,803,700	52,639,850	55,818,050	57,670,000	41,197,425	34,277,500
Detroit Tigers	30,450,600	53,949,225	44,492,125	49,150,000	47,272,125	41,387,100	61,605,525	76,205,625
Florida Marlins	17,477,775	17,303,450	29,586,800	37,482,075	43,185,975	38,998,175	55,903,675	14,421,625
Houston Astros	49,643,275	47,489,925	55,909,875	58,748,525	67,778,700	74,666,300	73,825,975	88,991,825
Kansas City Royals	22,794,225	20,922,325	30,726,725	40,738,800	38,959,125	39,674,175	34,149,075	40,770,700
Los Angeles Dodgers	70,773,175	81,596,550	93,949,100	91,202,850	101,824,625	86,244,550	67,524,575	91,830,500
Anaheim/Los Angeles Angels	39,265,275	42,896,800	37,554,975	55,108,625	73,177,475	93,596,925	81,911,925	103,625,325
Milwaukee Brewers	38,329,400	28,519,800	39,897,525	43,351,575	35,023,275	27,518,500	40,234,825	56,790,000
Minnesota Twins	18,502,400	15,884,125	22,548,800	38,677,875	53,466,350	51,524,050	52,421,300	61,355,825
Montreal/Washington Nationals	14,977,325	30,006,750	28,978,750	34,527,225	49,950,950	35,997,925	40,484,575	52,722,925
New York Mets	57,824,475	79,509,775	83,191,450	90,993,850	100,748,800	96,758,950	97,009,400	97,020,275
New York Yankees	75,923,825	79,774,350	88,541,850	108,559,125	133,670,525	157,616,825	198,017,725	177,376,950
Oakland Athletics	22,340,700	29,603,075	31,306,250	36,740,500	48,423,875	55,393,675	53,720,450	62,322,050
Philadelphia Phillies	26,118,525	40,782,750	40,061,700	51,745,525	61,017,250	86,314,050	91,671,075	81,734,575
Pittsburgh Pirates	18,498,050	27,815,700	42,498,650	36,485,850	48,698,300	29,840,675	34,047,325	41,846,200
San Diego Padres	42,703,875	45,684,175	35,493,625	35,711,200	37,858,325	54,639,500	56,150,175	62,254,625
Seattle Mariners	48,041,825	56,649,050	67,546,875	80,282,675	80,726,400	72,807,000	67,096,350	84,927,400
San Francisco Giants	44,943,550	51,670,975	58,641,350	72,499,850	79,184,775	66,144,500	86,045,600	90,862,075
St. Louis Cardinals	42,313,275	56,901,725	68,612,800	71,248,325	67,057,175	75,633,525	89,730,625	85,039,625
Tampa Bay Rays	29,269,400	50,617,050	50,881,125	30,696,425	19,630,000	27,321,000	26,690,675	31,623,175
Texas Rangers	71,956,675	68,073,000	71,374,525	90,777,700	87,105,400	47,263,775	46,089,375	52,796,875
Toronto Blue Jays	42,797,425	44,459,925	67,677,225	66,262,350	47,480,550	48,093,275	43,621,625	66,587,975
Average Salary	43,338,913	49,875,624	56,243,878	59,605,910	63,877,748	62,107,276	66,361,310	72,051,937

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Friday, April 29, 2011

Increase data-ink ratio

Team	Average Salary (\$ millions)		2001	2002	2003	2004	2005	2006
	1999	2000						
Arizona Diamondbacks	51.2	72.3	72.5	77.9	80.7	60.5	58.3	56.9
Atlanta Braves	68.1	70.4	74.1	75.4	96.9	79.0	85.1	79.7
Baltimore Orioles	73.1	70.2	62.4	47.3	59.9	45.7	66.6	64.8
Boston Red Sox	55.1	65.0	85.6	90.3	89.5	104.3	108.3	111.2
Chicago White Sox	22.7	26.8	57.7	52.8	49.0	62.7	69.7	98.9
Chicago Cubs	51.9	50.4	61.6	67.6	72.1	78.5	77.9	84.7
Cincinnati Reds	28.6	43.4	43.5	37.5	50.9	38.5	49.7	53.1
Cleveland Indians	60.8	73.0	76.6	65.8	39.4	28.8	36.1	56.8
Colorado Rockies	53.7	54.6	65.8	52.6	55.8	57.7	41.2	34.3
Detroit Tigers	30.5	53.9	44.5	49.2	47.3	41.4	61.6	76.2
Florida Marlins	17.5	17.3	29.6	37.5	43.2	39.0	55.9	14.4
Houston Astros	49.6	47.5	55.9	58.7	67.8	74.7	73.8	89.0
Kansas City Royals	22.8	20.9	30.7	40.7	39.0	39.7	34.1	40.8
Los Angeles Dodgers	70.8	81.6	93.9	91.2	101.8	86.2	67.5	91.8
Anaheim/Los Angeles Angels	39.3	42.9	37.6	55.1	73.2	93.6	81.9	103.6
Milwaukee Brewers	38.3	28.5	39.9	43.4	35.0	27.5	40.2	56.8
Minnesota Twins	18.5	15.9	22.5	38.7	53.5	51.5	52.4	61.4
Montreal/Washington Nationals	15.0	30.0	29.0	34.5	50.0	36.0	40.5	52.7
New York Mets	57.8	79.5	83.2	91.0	100.7	96.8	97.0	97.0
New York Yankees	75.9	79.8	88.5	108.6	133.7	157.6	198.0	177.4
Oakland Athletics	22.3	29.6	31.3	36.7	48.4	55.4	53.7	62.3
Philadelphia Phillies	26.1	40.8	40.1	51.7	61.0	86.3	91.7	81.7
Pittsburgh Pirates	18.5	27.8	42.5	36.5	48.7	29.8	34.0	41.8
San Diego Padres	42.7	45.7	35.5	35.7	37.9	54.6	56.2	62.3
Seattle Mariners	48.0	56.6	67.5	80.3	80.7	72.8	67.1	84.9
San Francisco Giants	44.9	51.7	58.6	72.5	79.2	66.1	86.0	90.9
St. Louis Cardinals	42.3	56.9	66.6	71.2	67.1	75.6	89.7	85.0
Tampa Bay Rays	29.3	50.6	50.9	30.7	19.6	27.3	26.7	31.6
Texas Rangers	72.0	68.1	71.4	90.8	87.1	47.3	46.1	52.8
Toronto Blue Jays	42.8	44.5	67.7	65.3	47.5	48.1	43.6	66.5
Average Salary	43.3	49.9	56.2	59.6	63.9	62.1	66.4	72.1

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Friday, April 29, 2011

Tables

Remove gridlines

Use lines or whitespace to separate areas that are conceptually different

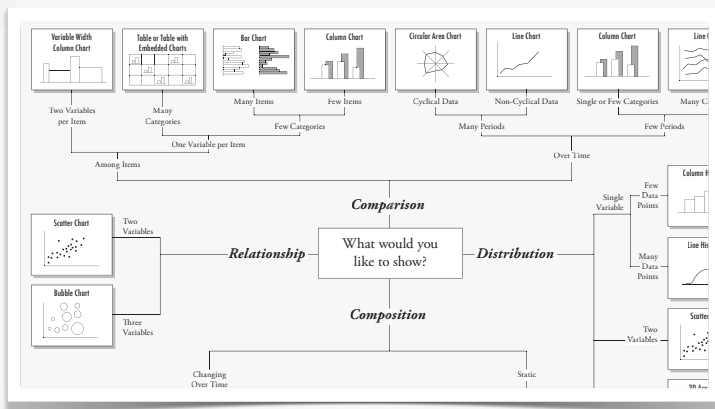
Display the smallest amount of numbers that you can to support the needs of the table

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Friday, April 29, 2011

Choosing the right chart



Andrew Abela

http://extremepresentation.typepad.com/blog/2006/09/choosing_a_good.html

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Chart Chooser

Welcome to the Chart Chooser

Use the filters to find the right chart type for your needs. Then download as Excel or PowerPoint templates and insert your data.

- Comparison
- Distribution
- Composition
- Trend
- Relationship
- Table

<http://www.chartchooser.com/>

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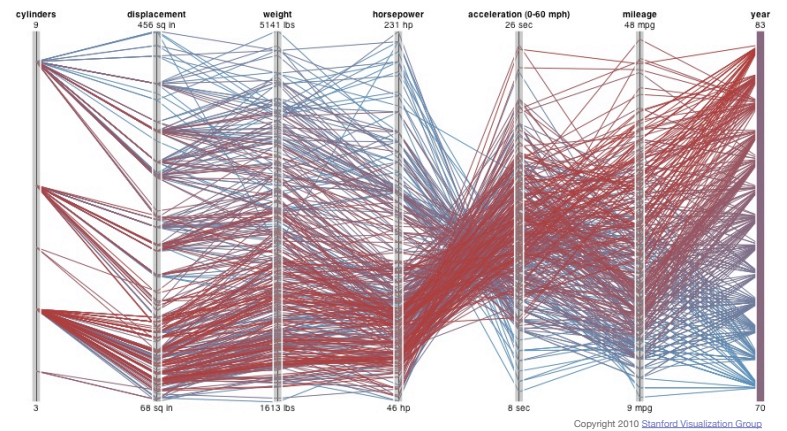


Friday, April 29, 2011

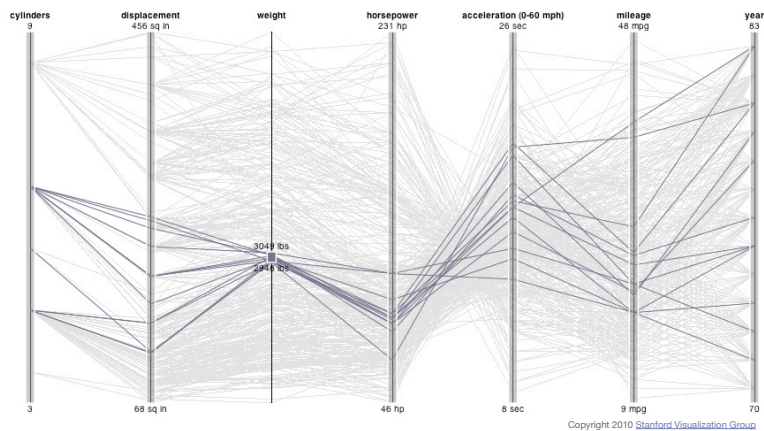
Contrast

Use contrast to draw attention

Contrast



Contrast



Emphasis

You can add *italic* letters.

You can **bold** your important point.

You can **use color** to emphasize text.

You can **combine** effects.

Less effective

You can **use color** to emphasize text.

You can ***bold-italics*** your important text.

You can **UPPERCASE** your important text.

You can **underline** your important text.

Capital letters

MAY I CRAVE YOUR INDULGENCE TO OPEN THIS BUSINESS DISCUSSION BY A FORMAL LETTER OF THIS SORT. IT IS PERTINENT THAT BUSINESS OF THIS MAGNITUDE SHOULD HAVE COMMENCED PROPERLY WITH A FORMAL MEETING OF YOU AND US TO ENABLE US KNOW OURSELVES, HAVE A FORE KNOWLEDGE OF THE NATURE OF THE BUSINESS, DISCUSS AND ACQUAINT OURSELVES WITH THE RESPONSIBILITIES AND FUNCTIONS OF PARTIES CONCERNED, AND APPROPRIATE SHARES ACCORDINGLY. HOWEVER, FOR TIME FACTOR, CONFIDENTIALITY AND PERSONALITY OF PEOPLE INVOLVED HERE IN NIGERIA, WE CHOSE THIS APPROACH FOR THE REMITTANCE OF FIFTEEN MILLION, FIVE HUNDRED THOUSAND U.S DOLLARS (US \$15.5M), PLEASE BEAR WITH US FOR MAKING THE INITIAL CONTACT THROUGH E-MAIL. BUT MY PARTNERS ARE INSISTING FOR A MEETING IN ORDER NOT TO FALL INTO A WRONG HAND AGAIN.

How we read

Aoccdrnig to rscheearch at Cmabrigde uinervtisy, it deosn't mttar waht oredr the ltteers in a wrod are, the olny iprmoetnt tihng is taht the frist and lsat ltteres are at the rghit pclae. The rset can be a tatol mse and you can sitil raed it wouthit a porbelm. Tihs is bcuseae we do not raed ervey lteter by it slef but the wrod as a wlohe

Cambridge □ □ □ □ □ □ □ □
Cmabrigde □ □ □ □ □ □ □ □

FOONTS *Wine*

Friday, April 29, 2011

Reds

Hearty, earthy, jammy,
rustic

Whites

Tart, sophisticated, citrusy,
light



Friday, April 29, 2011

Serif
Hearty, rustic, somber,
dignified

Sans-serif
Light, modern, smooth,
simple

Friday, April 29, 2011



Reds
Merlot, Shiraz, Cabernet
Sauvignon, Pinot Noir

Whites
Chardonnay, Sauvignon
Blanc, Riesling

Friday, April 29, 2011



Serif
Georgia
Palatino
Times New Roman

Sans-serif
Arial / Helvetica
Trebuchet
Verdana / Tahoma

Friday, April 29, 2011



Fonts - Simple rules

History of Medicine

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Friday, April 29, 2011

History of Medicine

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Body Text

Clean readable text,
50-80% of your text
will look like this.

- 10-16pt
- Arial or Georgia

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History of Medicine

Header

Use to separate and
name sections

- 150%-200% of body

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History of Medicine

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Notes

Additional things a user should be aware of

- 85% of body
- Lower contrast

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History of Medicine

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Emphasis

Draw the eye to key points

- Same size as body
- High-impact color/bold/italic

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History of Medicine

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Color schemes for data

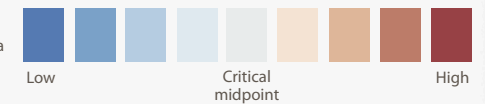
Sequential

Colors can be ordered from low to high



Diverging

Two sequential schemes extended out from a critical midpoint value



Categorical

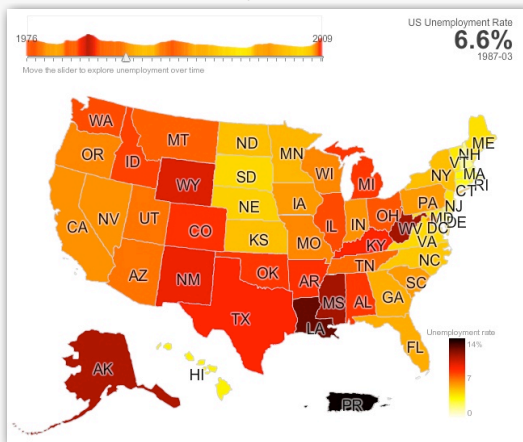
Lots of contrast between each adjacent color



<http://colorbrewer2.org/>

Sequential

Colors can be ordered from low to high



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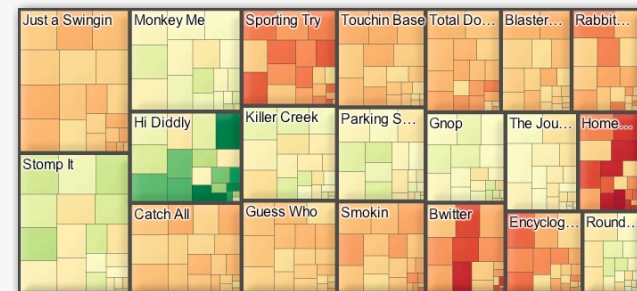
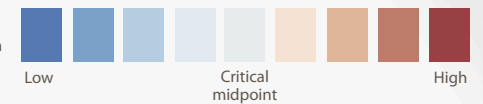
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Diverging

Two sequential schemes extended out from a critical midpoint value



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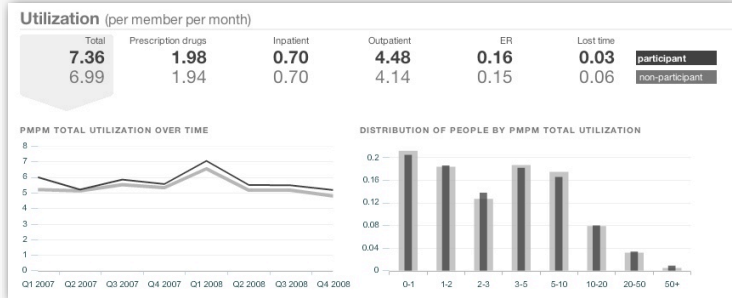
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Categorical

Lots of contrast between each adjacent color



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Have a message

Provide context

Keep it simple

Apply design fundamentals

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