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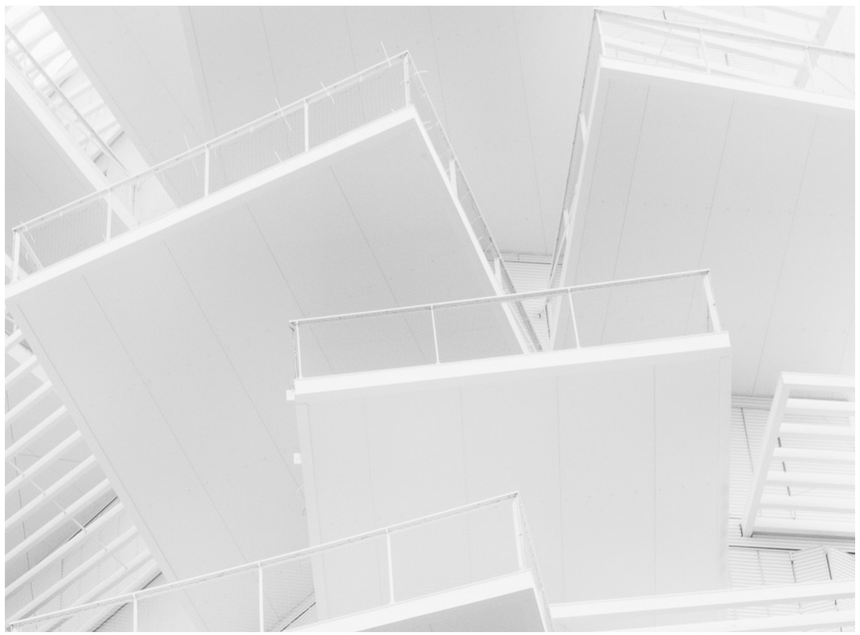
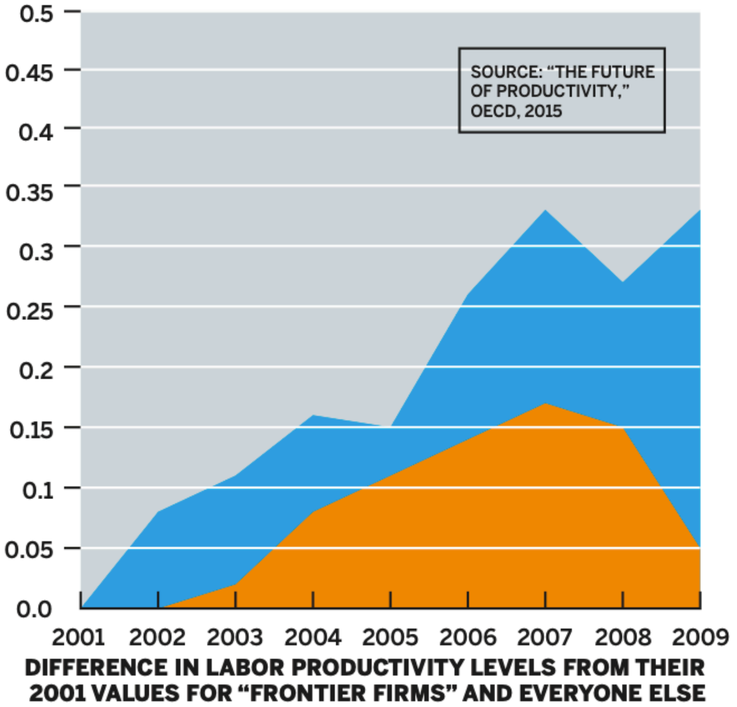
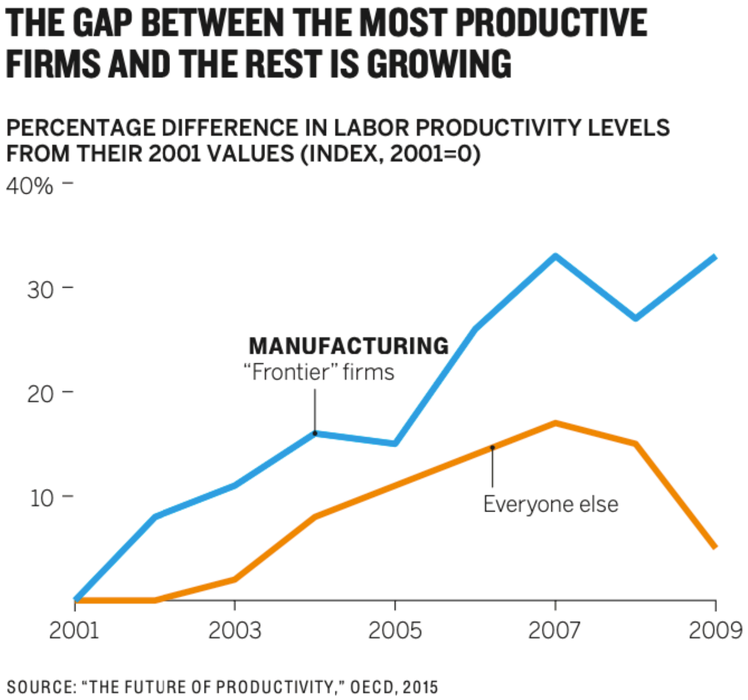
Structure and Hierarchy







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Source: Berinato, S. (2016): Good Charts - The HBR Guide to Making Smarter, More Persuasive Data Visualizations, Harvard Business Review Press, Boston, MA, p. 111.

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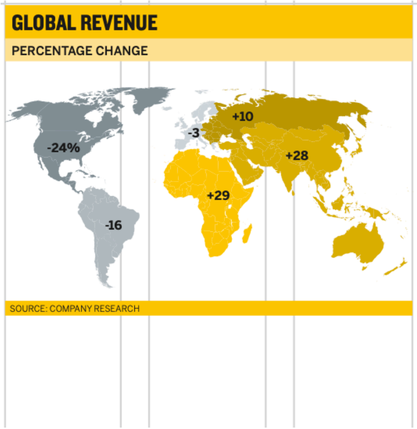
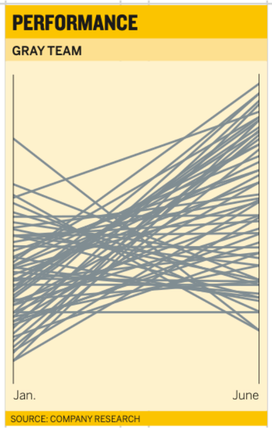
TITLE (12%)

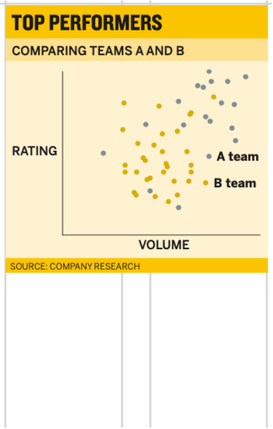
SUBTITLE (8%)

FIELD (75%)

SOURCE LINE (5%)







Source: Berinato, S. (2016): Good Charts - The HBR Guide to Making Smarter, More Persuasive Data Visualizations, Harvard Business Review Press, Boston, MA, pp. 113/114.

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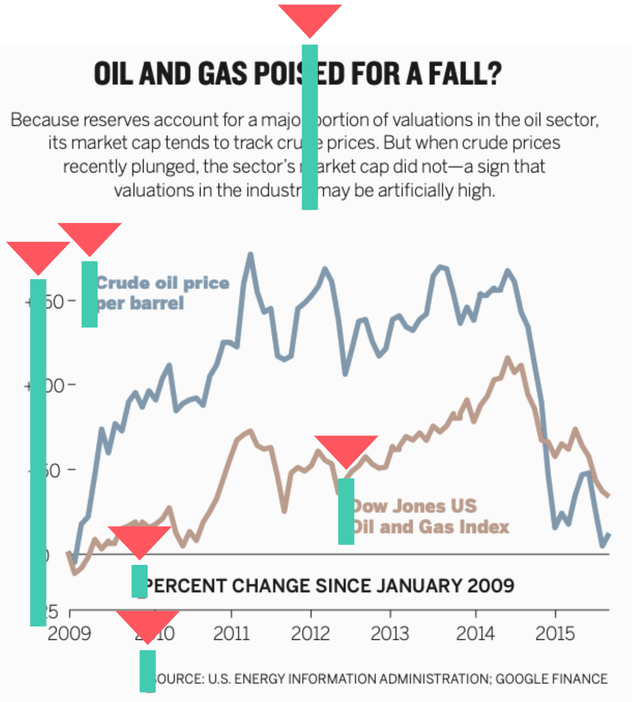

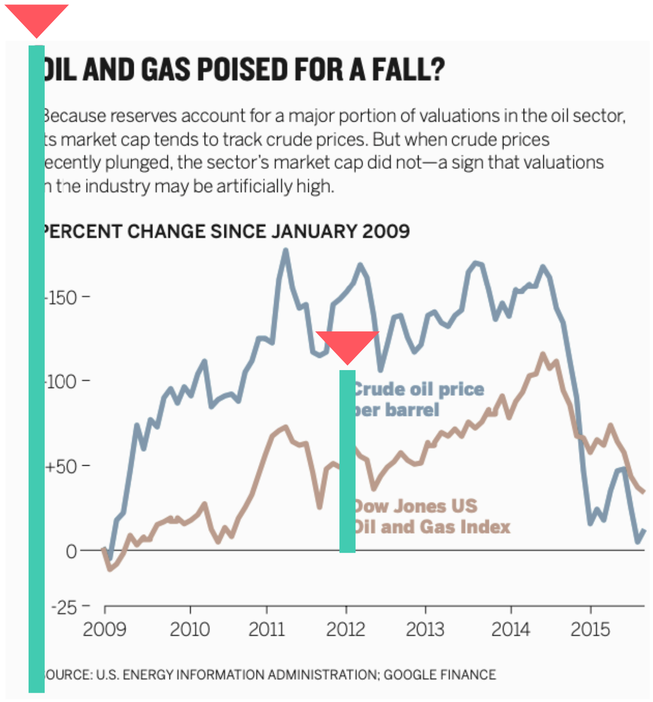

Source: Berinato, S. (2016): Good Charts - The HBR Guide to Making Smarter, More Persuasive Data Visualizations, Harvard Business Review Press, Boston, MA, p. 115.

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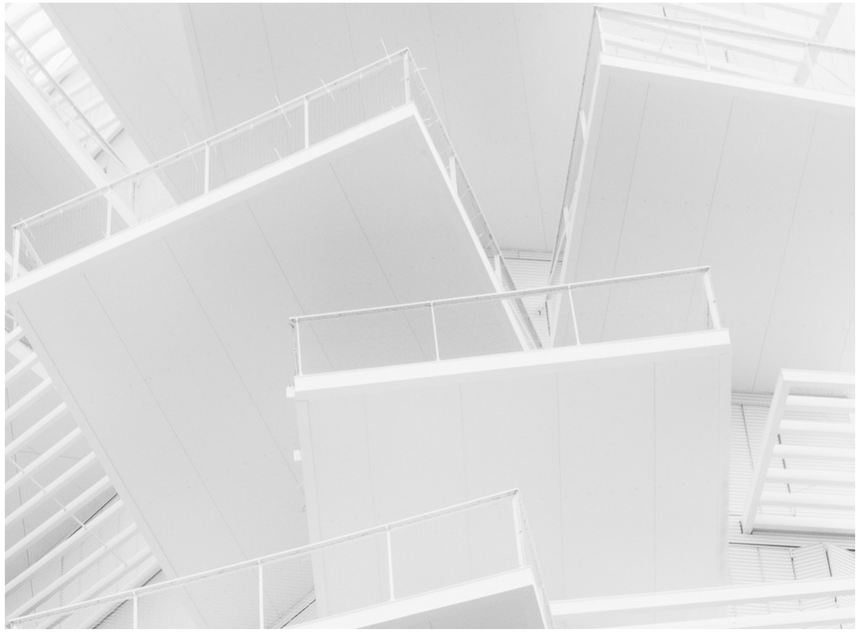

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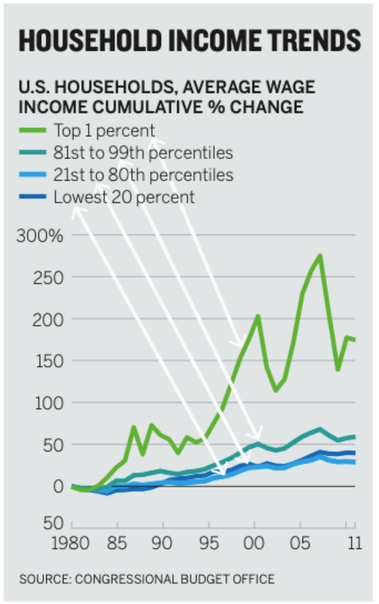

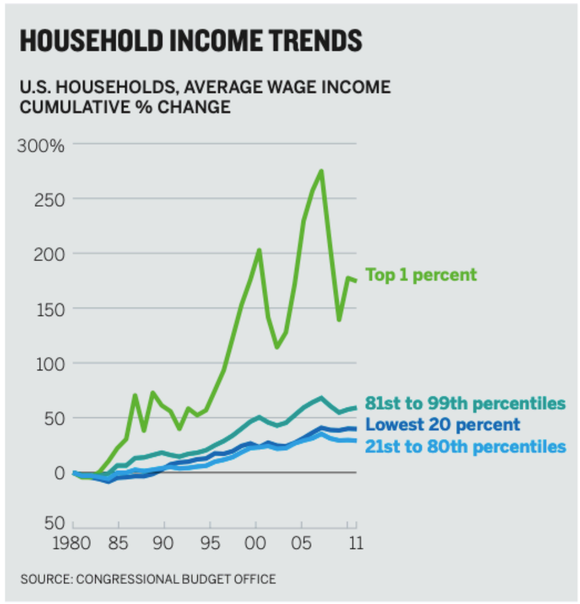

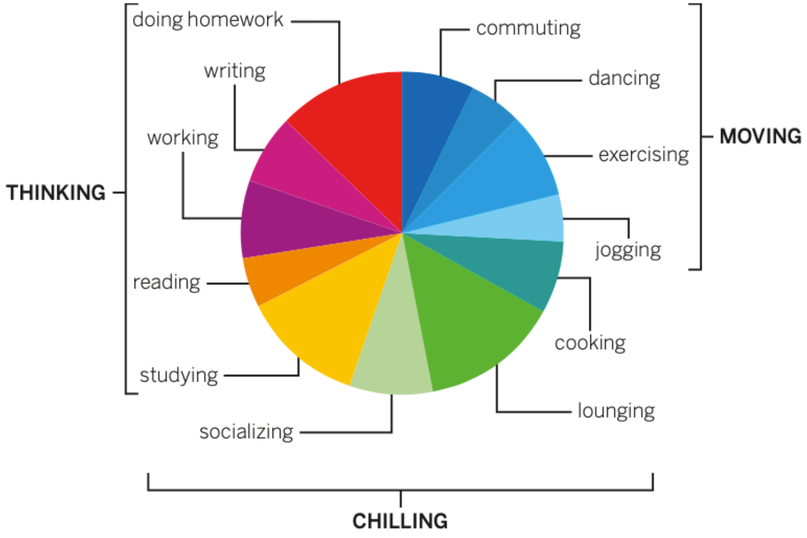

Source: Berinato, S. (2016): Good Charts - The HBR Guide to Making Smarter, More Persuasive Data Visualizations, Harvard Business Review Press, Boston, MA, p. 116.

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GOOD VISUALIZATIONS:

- RELY ON A CONSISTENT STRUCTURE
- USE CONSISTENT PLACEMENT AND WEIGHTING
- KEEP ELEMENTS ALIGNED
- LIMIT EYE TRAVEL

Source: Berinato, S. (2016): Good Charts - The HBR Guide to Making Smarter, More Persuasive Data Visualizations, Harvard Business Review Press, Boston, MA, pp. 111-116.

COGNITIVE LOAD

EVERY ELEMENT WE PUT IN OUR GRAPHS [...]
ADDS COGNITIVE BURDEN [...].
WE SHOULD TAKE A DISCERNING LOOK AT THE ELEMENTS
WE ALLOW INTO OUR VISUAL COMMUNICATIONS AND
STRIP AWAY THOSE THINGS THAT AREN'T ADDING
ENOUGH INFORMATIVE VALUE TO MAKE UP FOR THEIR PRESENCE.

Nussbaumer Knaflic (2019), p. 107

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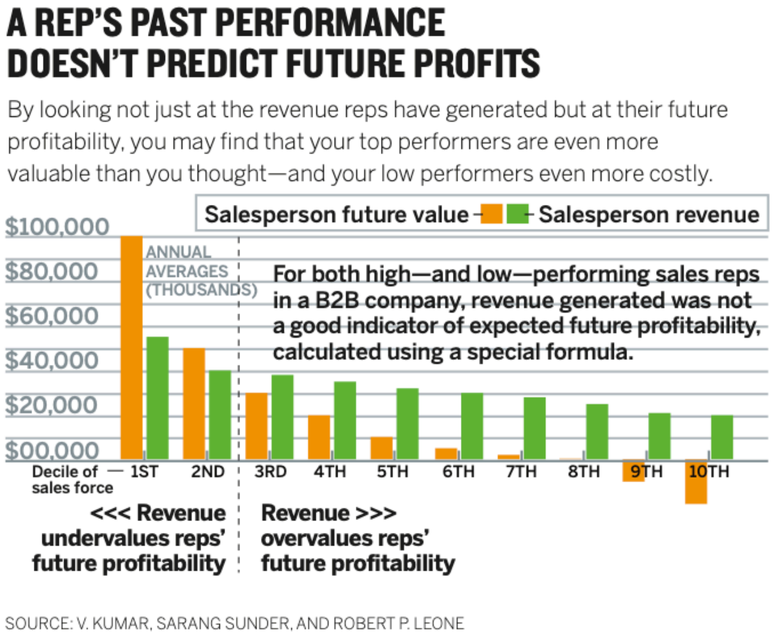

Source: Berinato, S. (2016): Good Charts - The HBR Guide to Making Smarter, More Persuasive Data Visualizations, Harvard Business Review Press, Boston, MA, p. 122.

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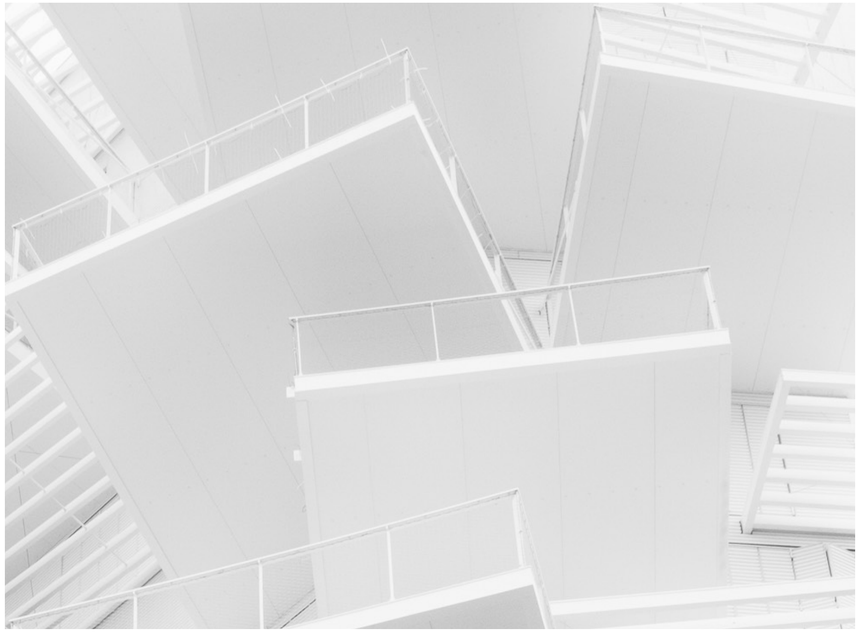

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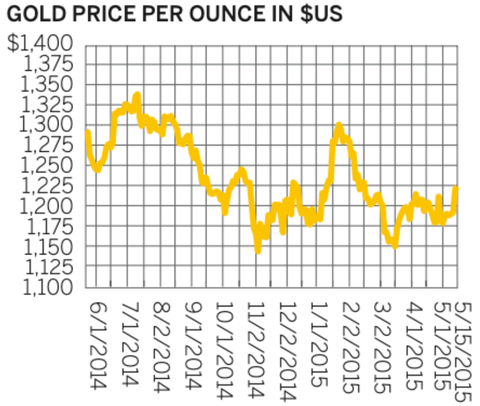
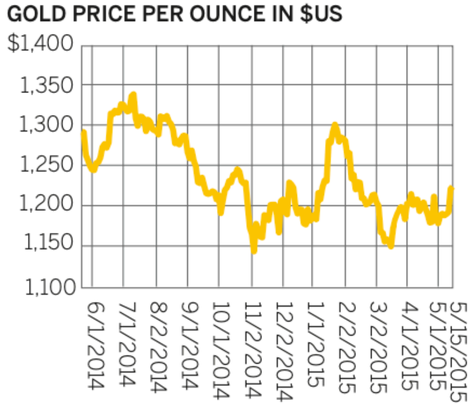
CHART AIRNESS THROUGH BACKGROUND STRUCTURE SIMPLIFICATION

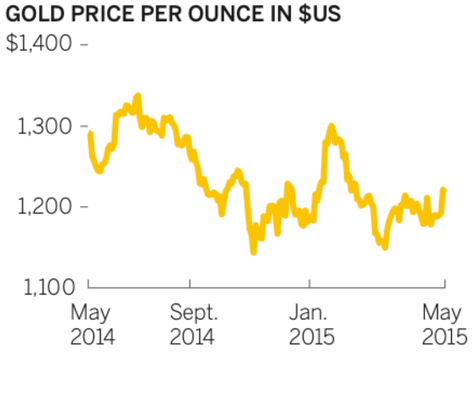


Context: Prototype
Use: Research, individual, informal
Media: Personal screen, paper

SOURCE: BULLIONVAULT.COM



Context: "Let's talk about gold prices"
Use: Analysis, informal or formal, one-on-one, small group
Media: Paper, personal screen, public screen



Context: "Gold prices are dropping this year"
Use: Presentation, formal, small or large group
Media: Paper, small screen or large screen

Source: Berinato, S. (2016): Good Charts - The HBR Guide to Making Smarter, More Persuasive Data Visualizations, Harvard Business Review Press, Boston, MA, p. 126.

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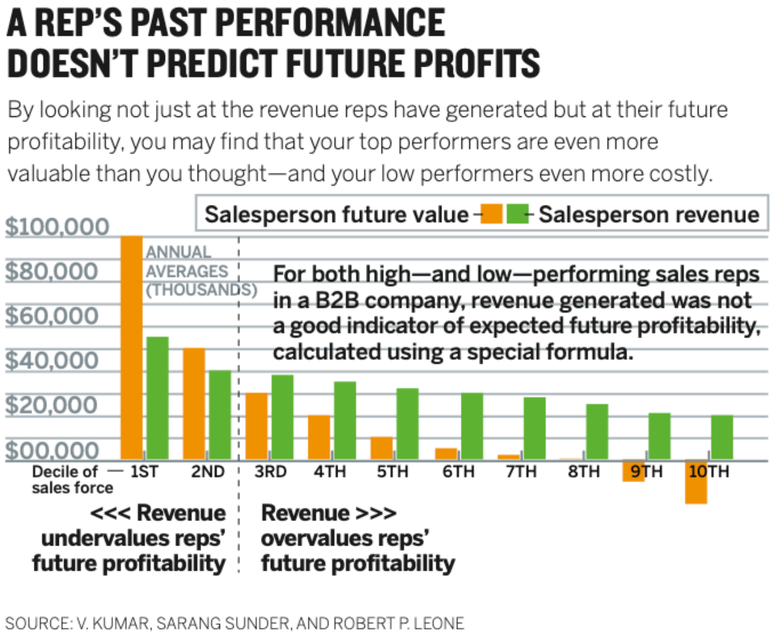

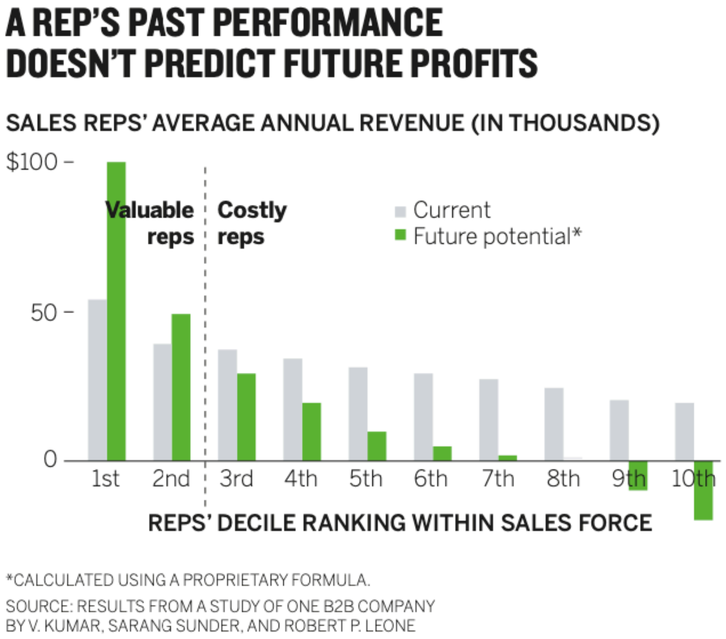

Source: Berinato, S. (2016): Good Charts - The HBR Guide to Making Smarter, More Persuasive Data Visualizations, Harvard Business Review Press, Boston, MA, p. 122.

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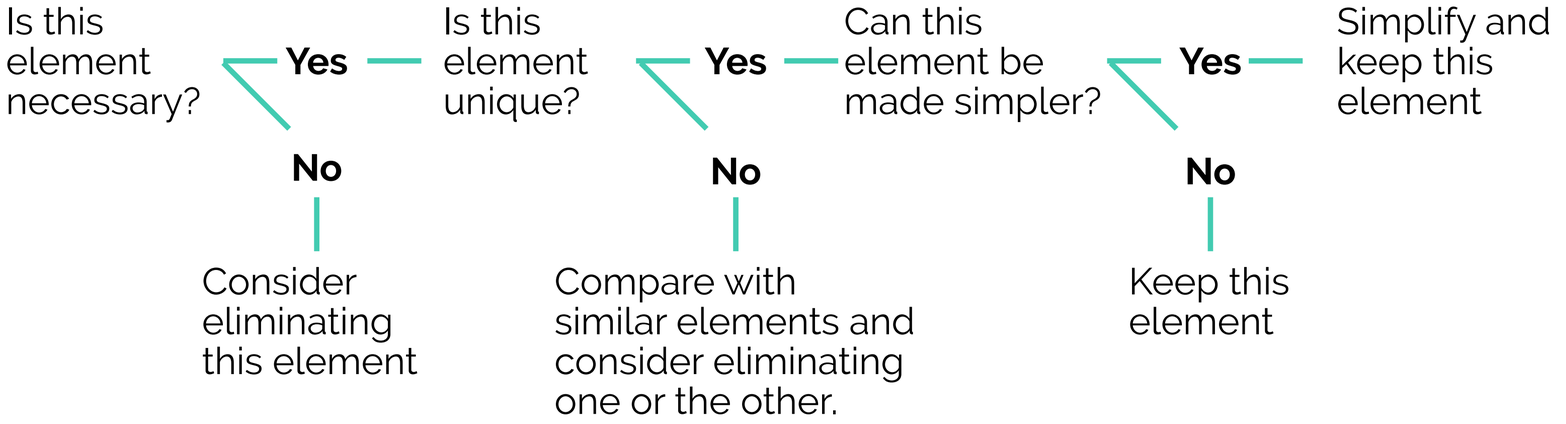
WHICH ELEMENTS SHOULD YOU KEEP?



Source: Berinato, S. (2016): Good Charts - The HBR Guide to Making Smarter, More Persuasive Data Visualizations, Harvard Business Review Press, Boston, MA, p. 123.

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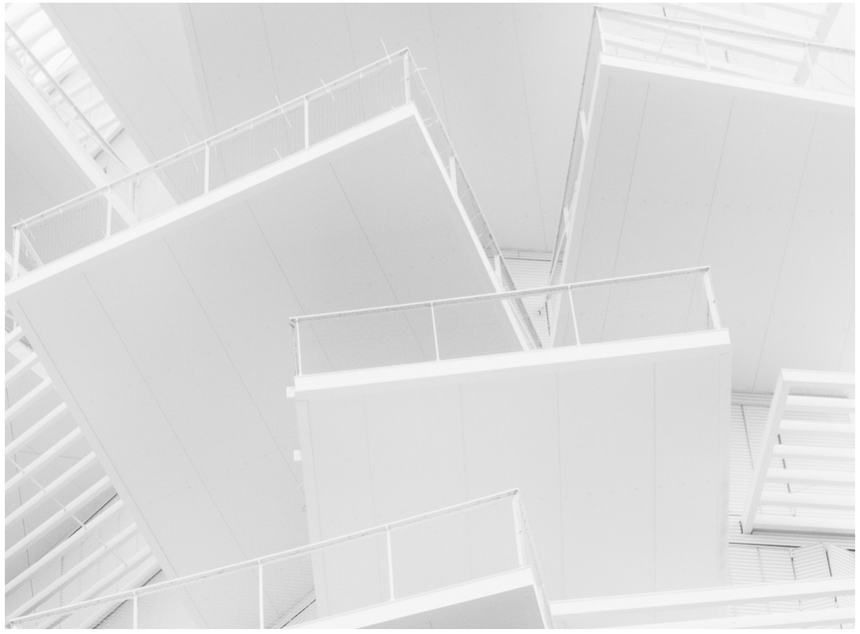

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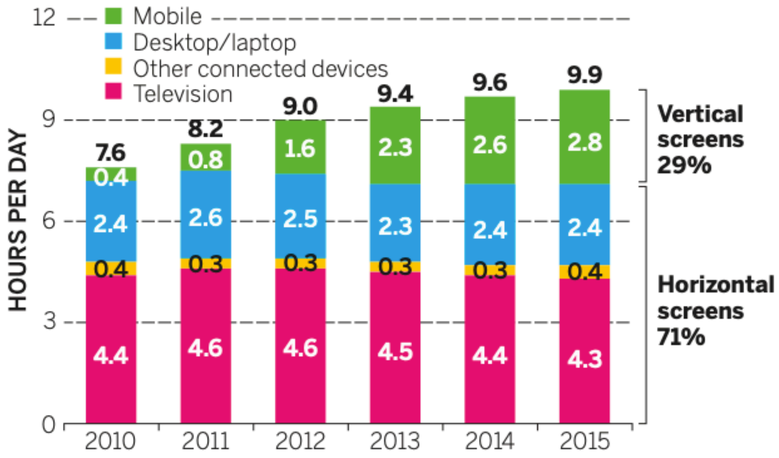
TIME SPENT ON SCREENS BY ORIENTATION, U.S.



SOURCE: MARY MEEKER'S INTERNET TRENDS REPORT

TIME SPENT ON SCREENS BY ORIENTATION, U.S.

HOURS PER DAY SPENT ON SCREENS, U.S.

	2010	2011	2012	2013	2014	2015
Television	4.4	4.6	4.6	4.5	4.4	4.3
Desktop/laptop/other	2.8	2.9	2.8	2.6	2.7	2.8
Mobile	0.4	0.8	1.6	2.3	2.6	2.8
Total	**7.6**	**8.3**	**9.0**	**9.4**	**9.7**	**9.9**
% Horizontal screens	95	90	82	76	73	71
% Vertical screens	5	10	18	24	27	29

HOURS SPENT ON SCREENS

HOURS PER DAY SPENT ON SCREENS, U.S.

	2010	2015
Television	4.4	4.3
Desktop/laptop/other	2.8	2.8
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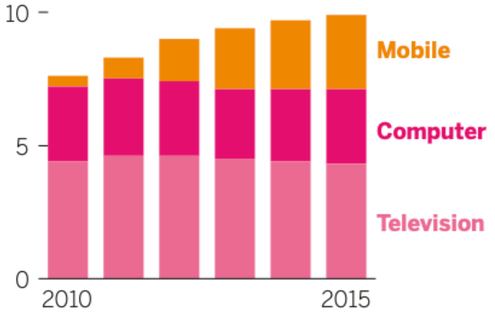
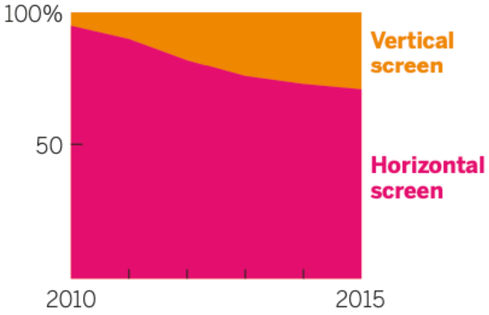
SCREEN TIME IN THE U.S.

NUMBER OF HOURS PER DAY



TIME BY ORIENTATION

PERCENTAGE SHARE



Source: Berinato, S. (2016): Good Charts - The HBR Guide to Making Smarter, More Persuasive Data Visualizations, Harvard Business Review Press, Boston, MA, pp. 127/128.

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WHAT IS MIDDLE CLASS?
Family income by city, 2013

What Is Middle Class?
Family income by city, 2013

What Is Middle Class?
Family income by city, 2013

What Is Middle Class?
Family income by city, 2013

What Is Middle Class? Family income by city, 2013

Source: Berinato, S. (2016): Good Charts - The HBR Guide to Making Smarter, More Persuasive Data Visualizations, Harvard Business Review Press, Boston, MA, pp. 128/129.

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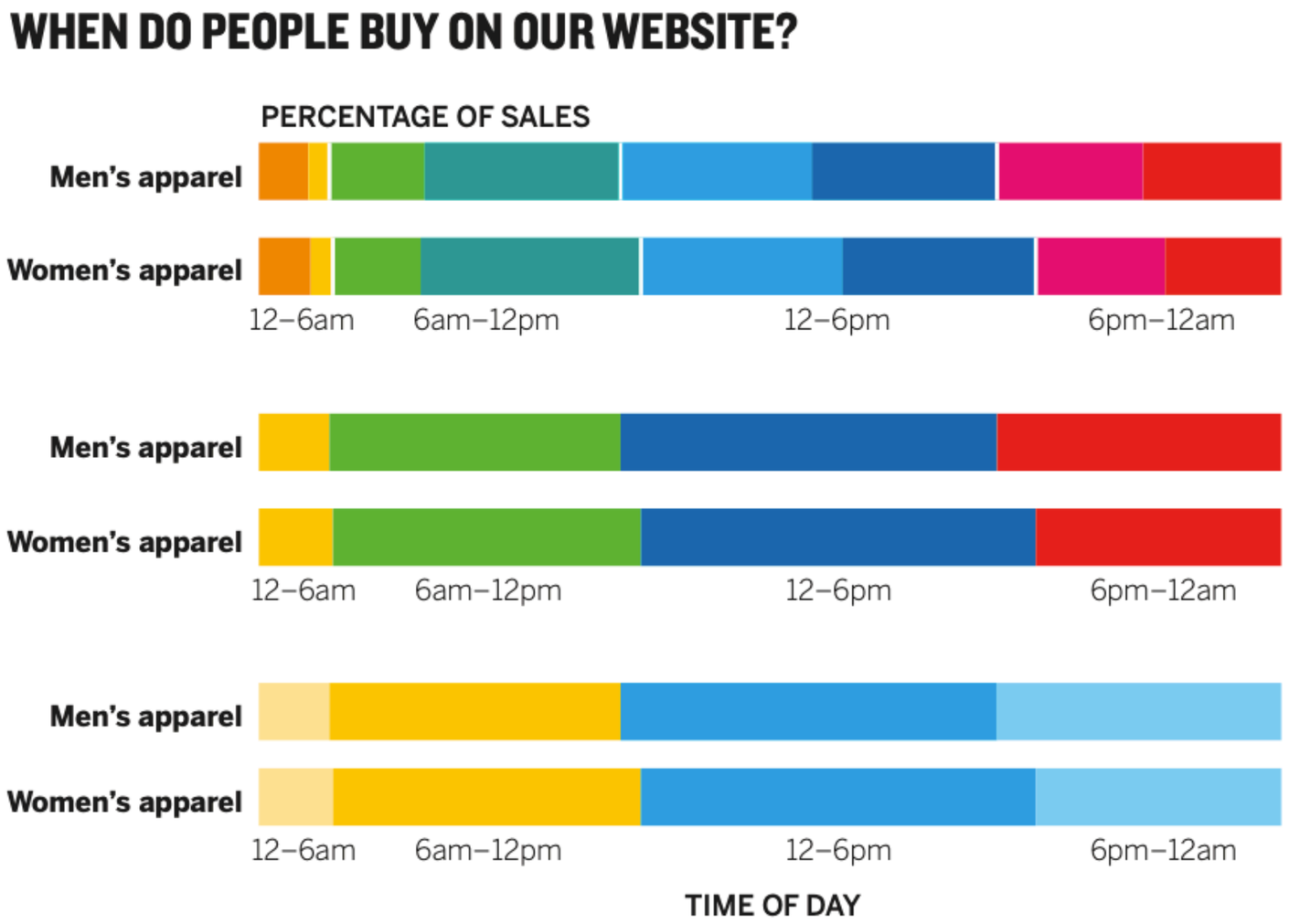

Source: Berinato, S. (2016): Good Charts - The HBR Guide to Making Smarter, More Persuasive Data Visualizations, Harvard Business Review Press, Boston, MA, pp. 110 and 130.