

## 7.3: Let's Think Through a Visualization

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Principles we want to keep in mind:

- Show the data without distortion
- Use color, shape, and location to encourage comparisons
- Minimize visual clutter (maximize your information to ink ratio)

The two questions you want to ask yourself before getting started are:

- What type of variable(s) am I plotting?
- What comparison do I want to make salient for the viewer (possibly myself)?

Figuring out *how* to highlight a comparison and include relevant variables usually benefits from sketching the plot out first.

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