

Presenting Data Effectively

Stephanie Evergreen, PhD

Effective data visualization for evaluators is highly interpretable and needs a dose of design skill. It requires combining two key principles: visualizations should be based on the data relationship and visualizations should carry a message.

Relationships

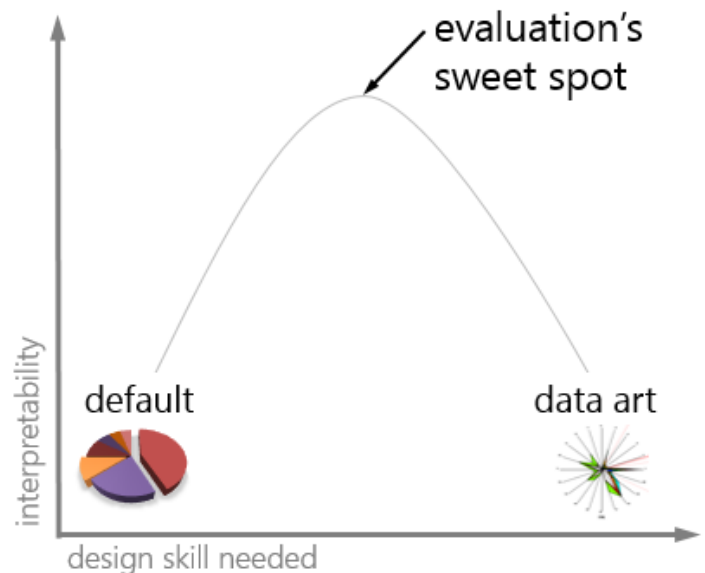
People interpret points on a line, length, and direction much better than angle, area, and volume. Strive to use graph types that are easily interpretable, basing it always on the relationship in the data. Download a Chart Chooser at StephanieEvergreen.com/secret

Message

Data visualizations carry the biggest impact when they have a message. Convey yours through the thoughtful application of declarative titles, direct labeling, callouts and annotations, and action colors. This nearly always means you, the data visualization creator, will have to tweak default settings to preprogrammed graph styles in your software.

Contact

Stephanie Evergreen
Stephanie@EvergreenEvaluation.com
StephanieEvergreen.com/book
twitter.com/evalu8r
thumbsupviz.com



Resources

Data Visualization Checklist for Evaluation

Step-by-step data viz construction

StephanieEvergreen.com/blog + search "dot plot" or "diverging stacked bar" or "back to back"

Better Evaluation's guidance on dataviz

betterevaluation.org/plan/describe/visualize_data

Color Tools

kuler.adobe.com

colorbrewer2.org

Fonts

fontquirrel.com

dafont.com