SNS COLLEGE OF ENGINEERING

Kurumbapalayam(Po), Coimbatore – 641 919
Accredited by NAAC-UGC with 'A' Grade
Approved by AICTE, Recognized by UGC & Affiliated to Anna University, Chennai

Department of Information Technology

III Year / V Semester

Unit 3–

Topic :Lack of visual orders

Decluttering

The importance of decluttering when communicating visually

It's mostly common sense stuff when we stop and think about it: get rid of the visual elements in your graphs that are unnecessary.

Remove vertical gridlines

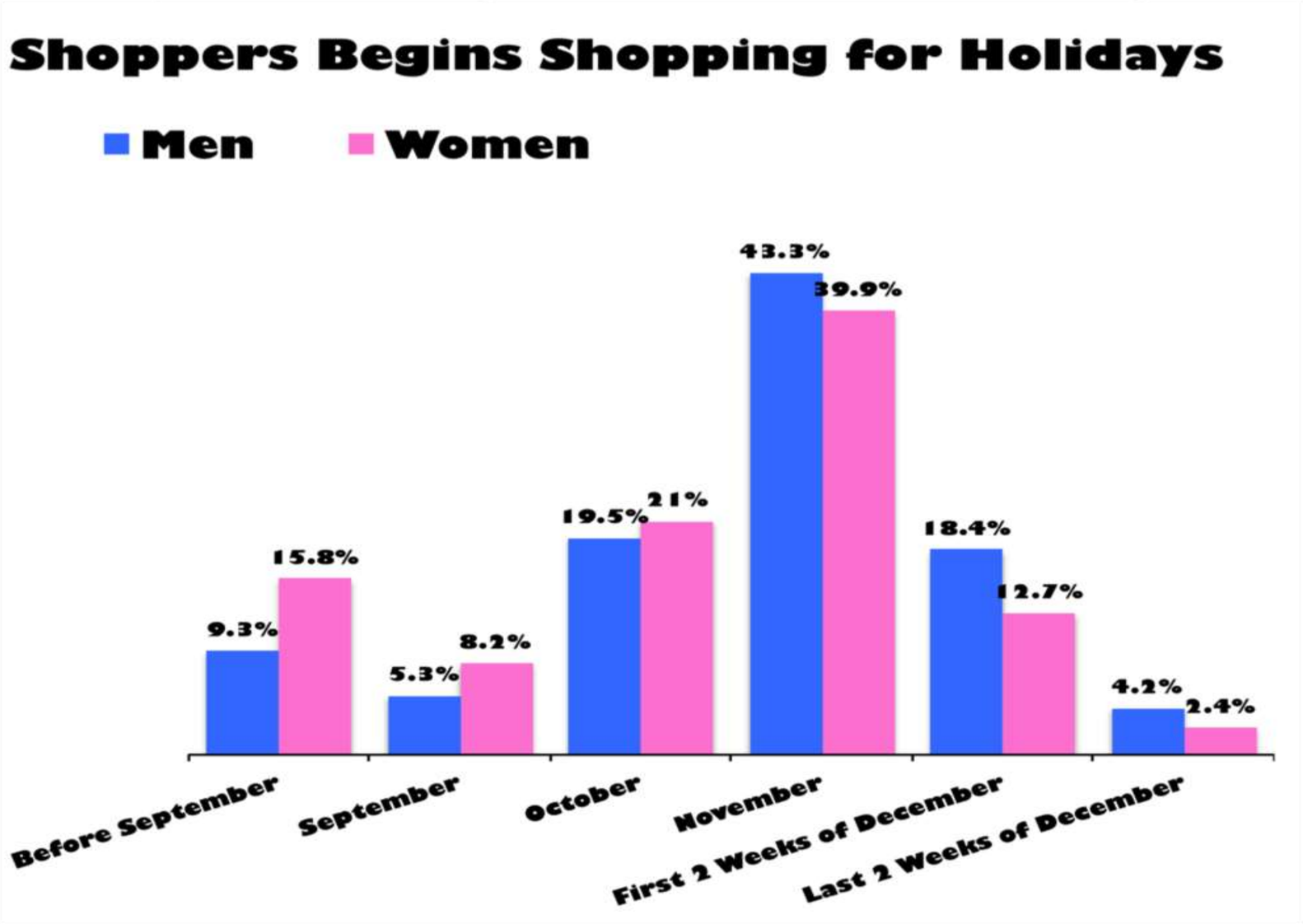
Remove horizontal gridlines

Never use 3D!

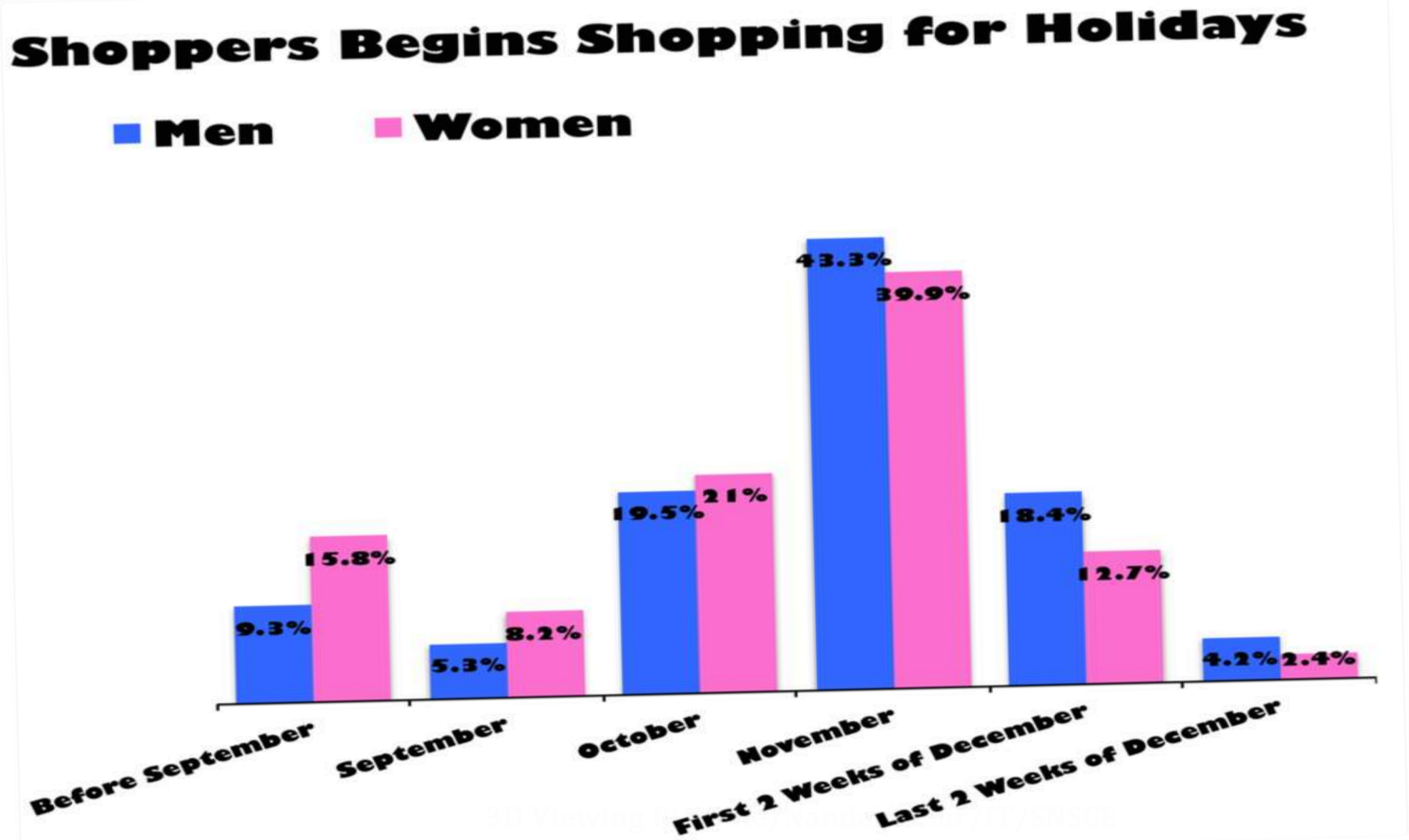
Shoppers Begins Shopping for Holidays
Men
Women
50%
48%
46%
44%
42%
40%
38%
36%
34%
32%
30%
28%
26%
24%
22%
20%
18%
16%
14%
12%
10%
8%
6%
4%
2%
0%
9.3%
15.8%
5.3%
8.2%
19.5%
21%
43.3%
39.9%
18.4%
12.7%
4.2%
2.4%
Before September
September
October
November
First 2 Weeks of December
Last 2 Weeks of December

Remove color effect (bevel)

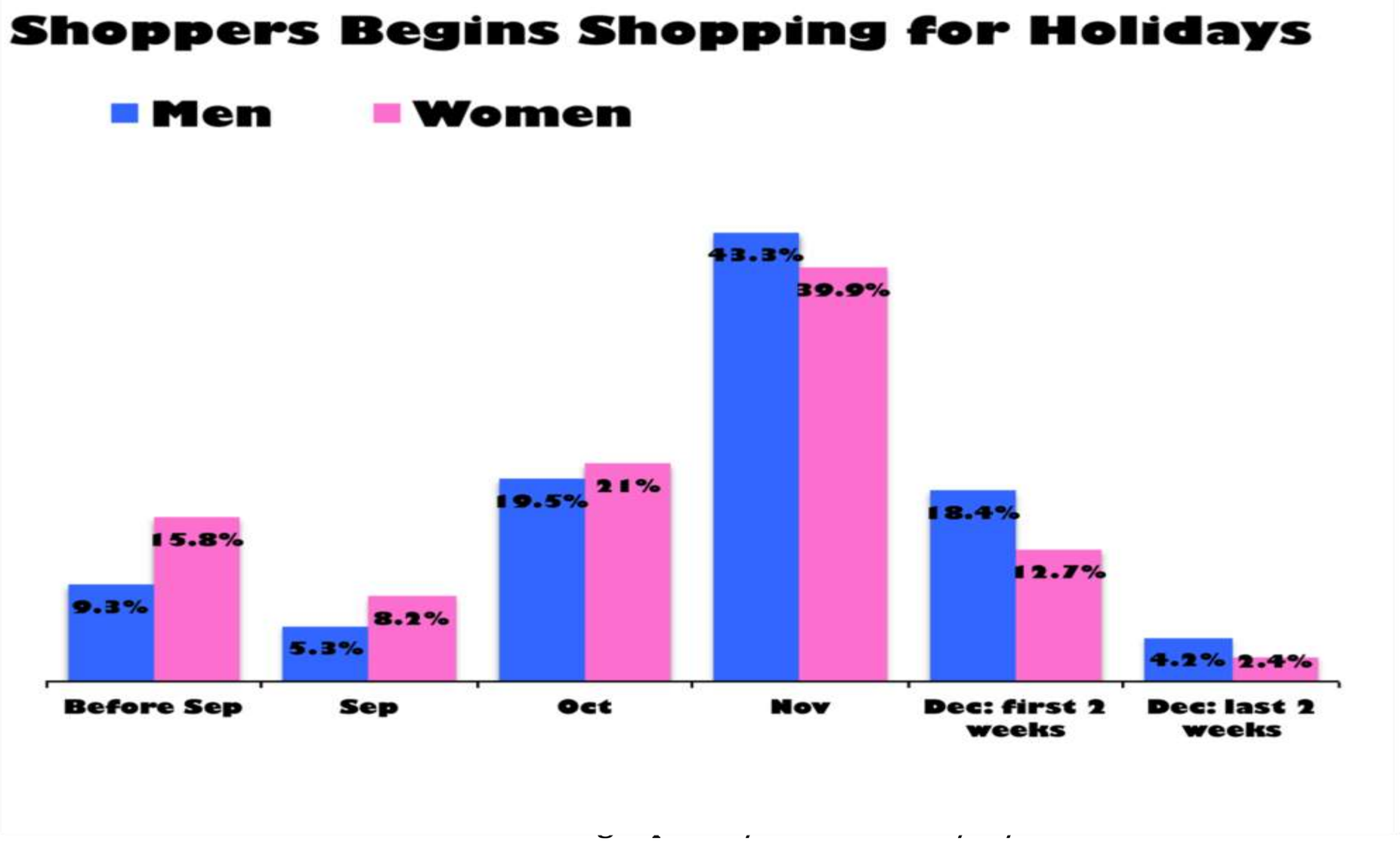
Omit y-axis since points are labeled directly



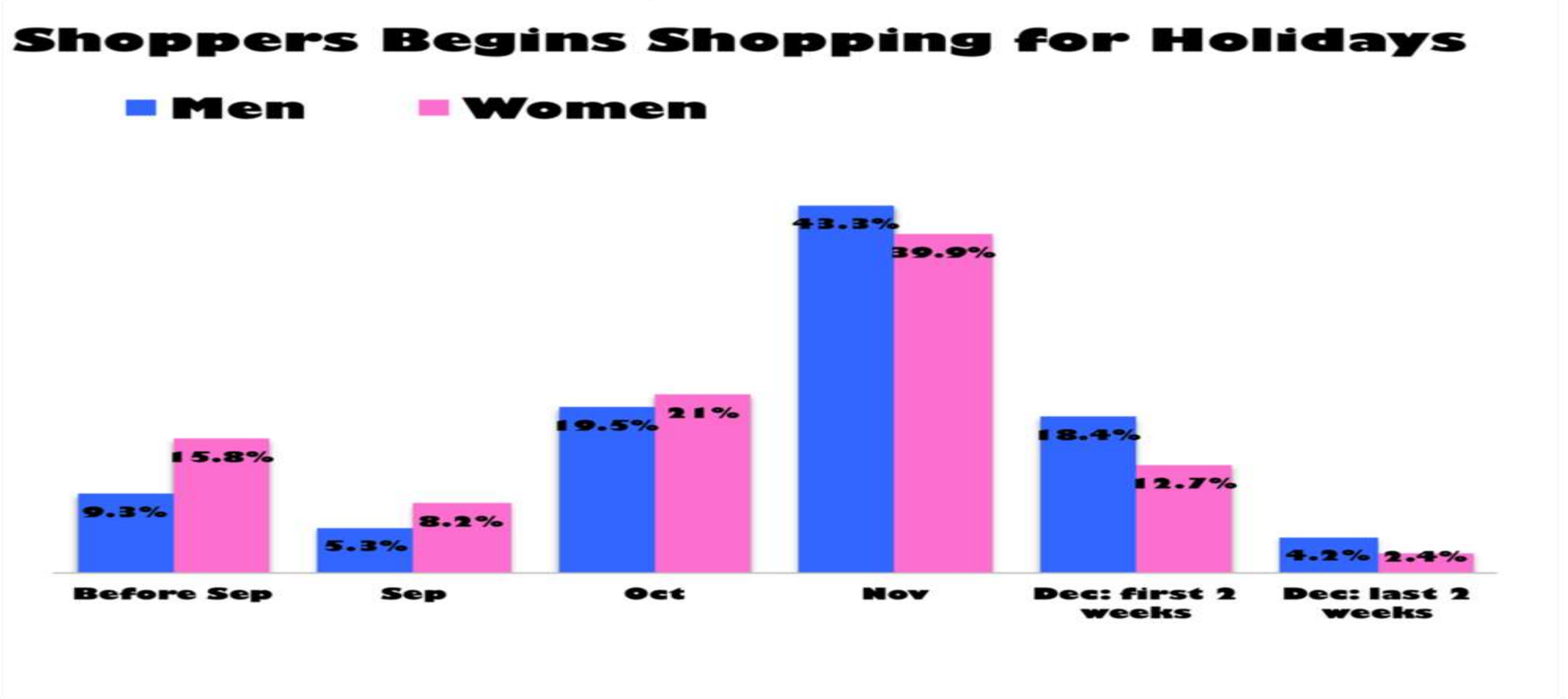
Pull data labels into the ends of the bars



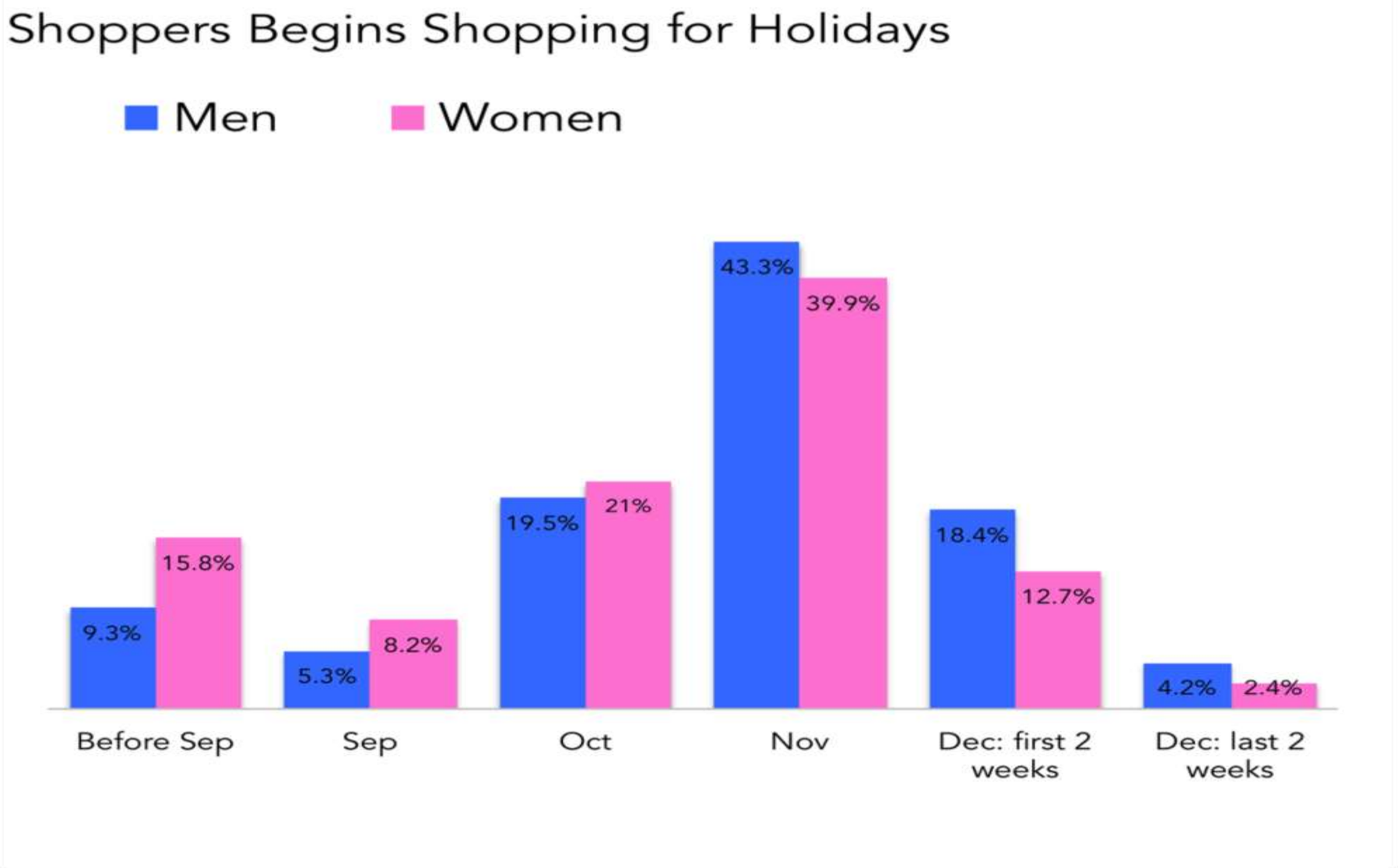
Make x-axis text horizontal



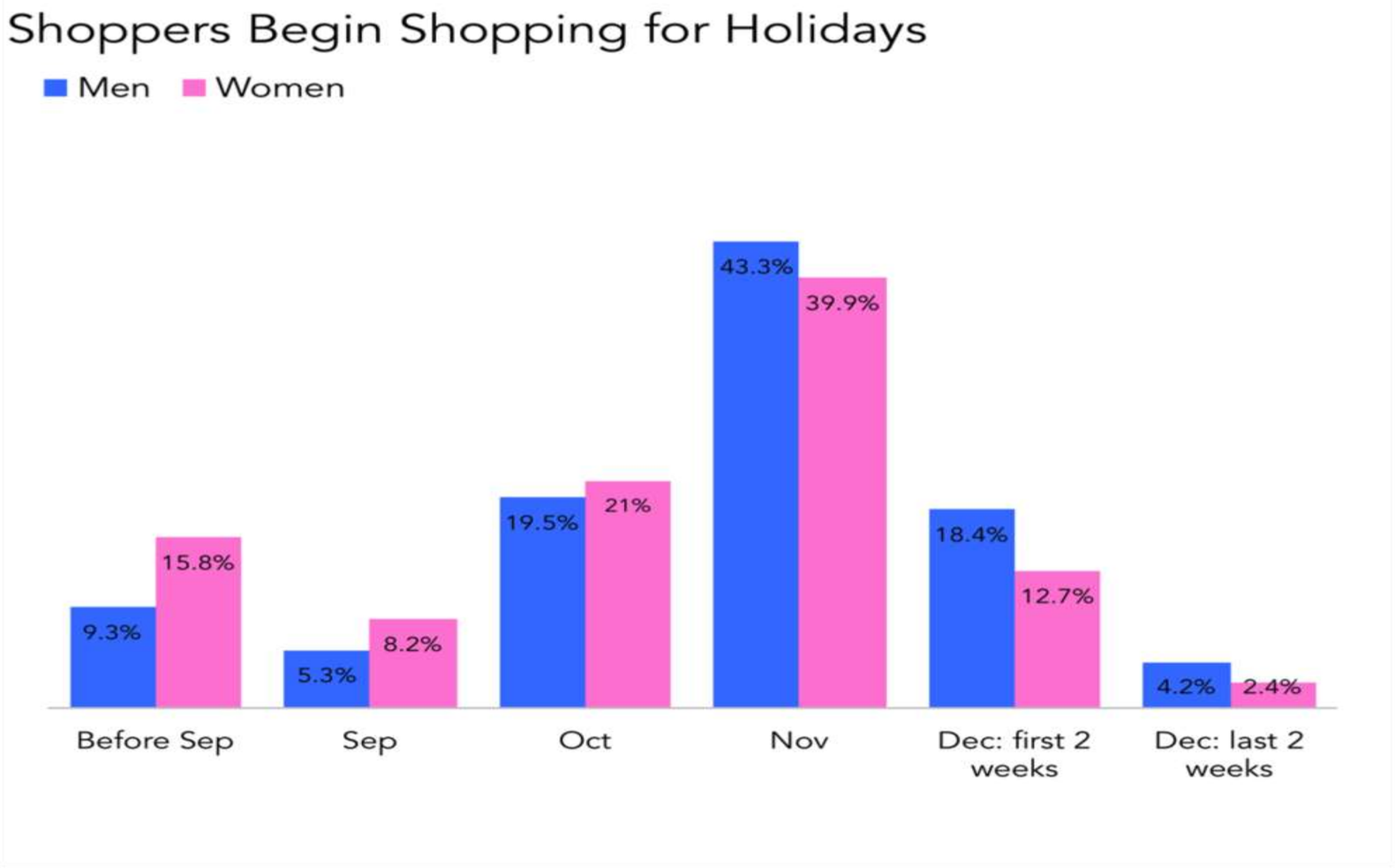
Push x-axis to background, remove tick marks



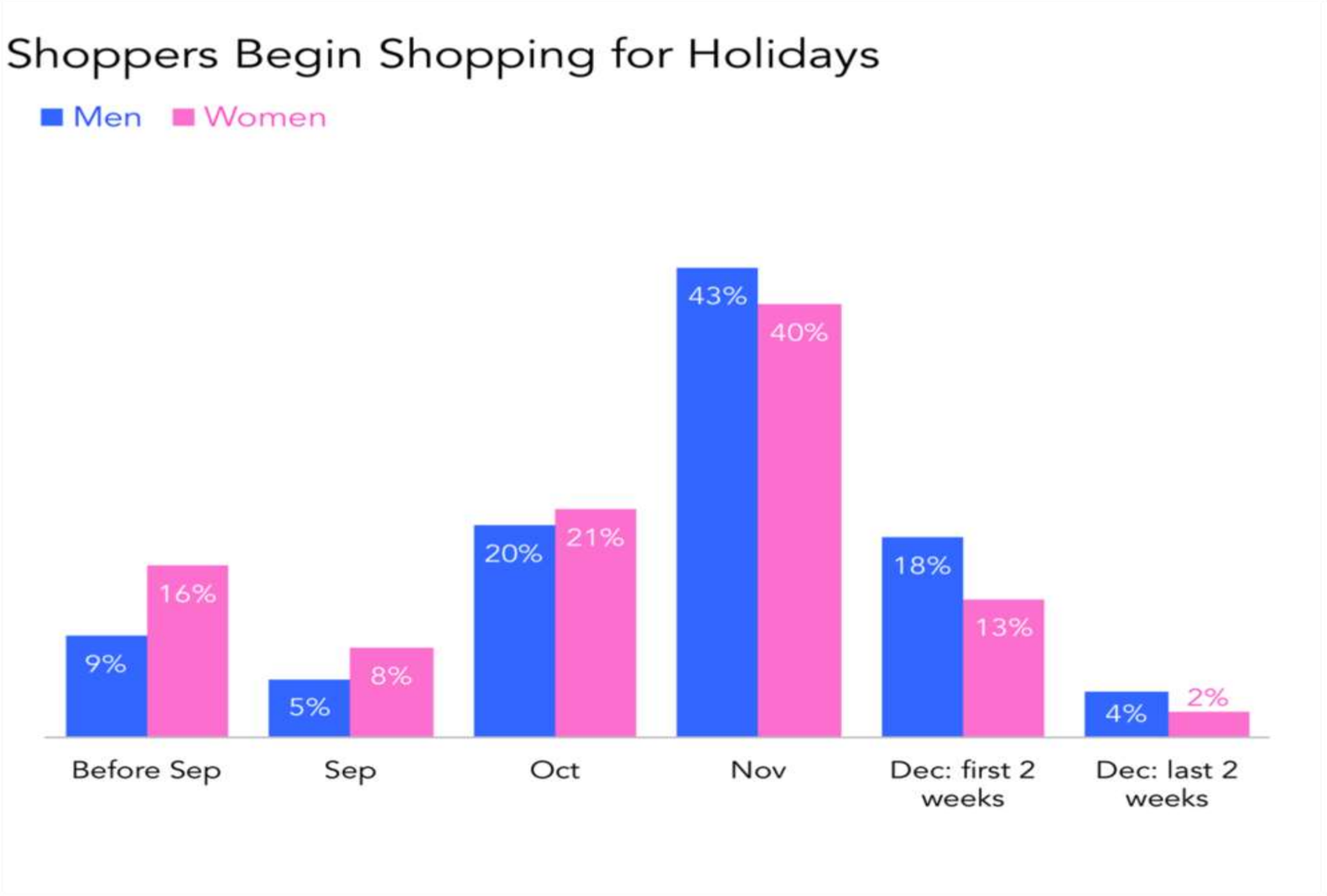
Change that awful font!



Decrease legend size, position at top left



Data labels: round to whole #s, make white



Add words: axis titles, takeaway

Color: tie takeaway to where to look in data

THANK YOU

Before & after