

Simplifying Graphics

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1. Limit yourself to one point per graphic.
2. Put the conclusion right on the graphic itself.
3. Use step-through graphics to simplify complex information.
4. Focus on bar graphs and pie charts. Avoid scatter plots if you can, or explain their meaning carefully.
5. Stand in front of the graphic and look at it with your audience.
6. Use color to convey meaning, but remember that some people are color-blind.

For more about my take on this issue, see:

- Quantitative Risk Communication: Explaining the Data (1994) – <http://www.vimeo.com/20676915>