

DIGITAL VISUALS FOR EVALUATION: MINI-CHECKLIST TO REDUCE CLUTTER



USING the checklist

This mini-checklist is designed to help you get maximum impact out of your data visuals. It will help you simplify your data visual by reducing unnecessary clutter. This will help in ensuring that the message communicated by the data visual is accurate, reducing the likelihood of it being misinterpreted and misused. This is an extract from a checklist used in Visual Insight's workshops for improving the design and effectiveness of data visualisations.

#	ITEM	YES	PARTLY	NO	ACTION NEEDED/TAKEN FOR IMPROVEMENT
CLUTTER					
CLU-1	Has 3-D been avoided?				
CLU-2	Has a secondary y-axis been avoided? (best to have one vertical and one horizontal axis only)				
CLU-3	Has the figure border or shading been removed?				
CLU-4	Have any gridlines been removed (or lightened/thinned)?				
CLU-5	Have any repeats of data labels or data values been removed?				
CLU-6	Have trailing "0's" been removed from the axis or data				
CLU-7	Has data been labeled directly to replace a data legend?				
CLU-8	Have unnecessary words been removed from the title, axis and explanations?				
CLU-9	Have data markers been removed?				
CLU-10	Have any elements of decoration been removed?				
CLU-11	Has the use of white space been maximised?				