

Aesthetics

*It's all
About
Data*

DATA make the Art!

- Most of the content should be data
- Everything else is there as support

Color

- To enhance data
- Do not distract

Clean

Add-on Features

- Arrows & explanatory devices only if needed

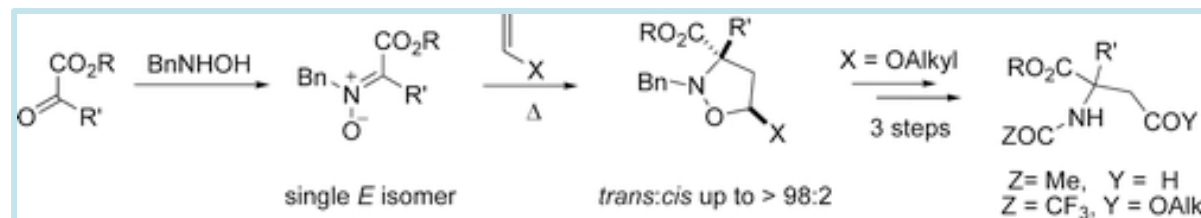
Format

- Clean and junk-free

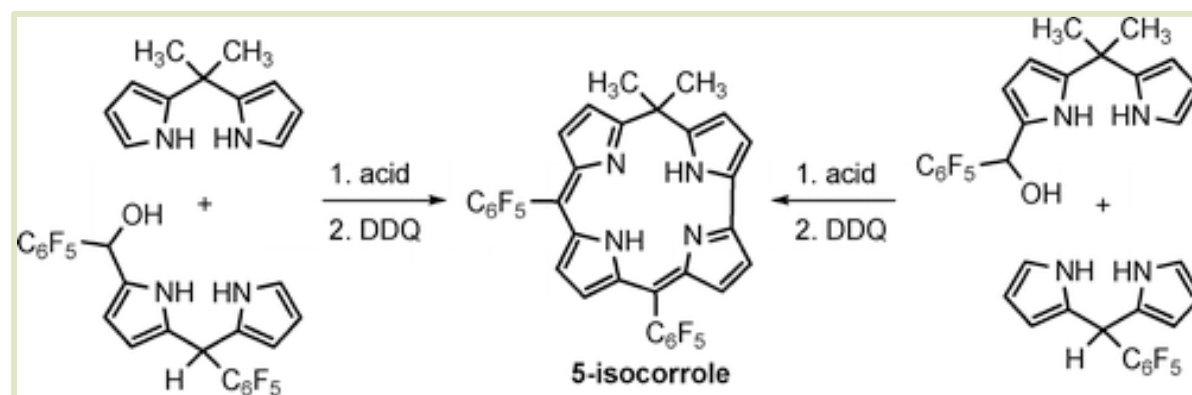
*What I like in a good author is not what he says, but what he whispers.
Logan Pearsall Smith, "All Trivia," Afterthoughts, 1931*

Schemes: Flow Direction

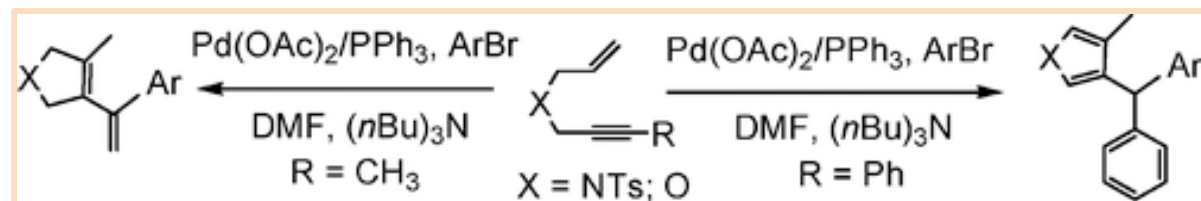
*Linear,
left-to-right:*



*Flow to
center:*



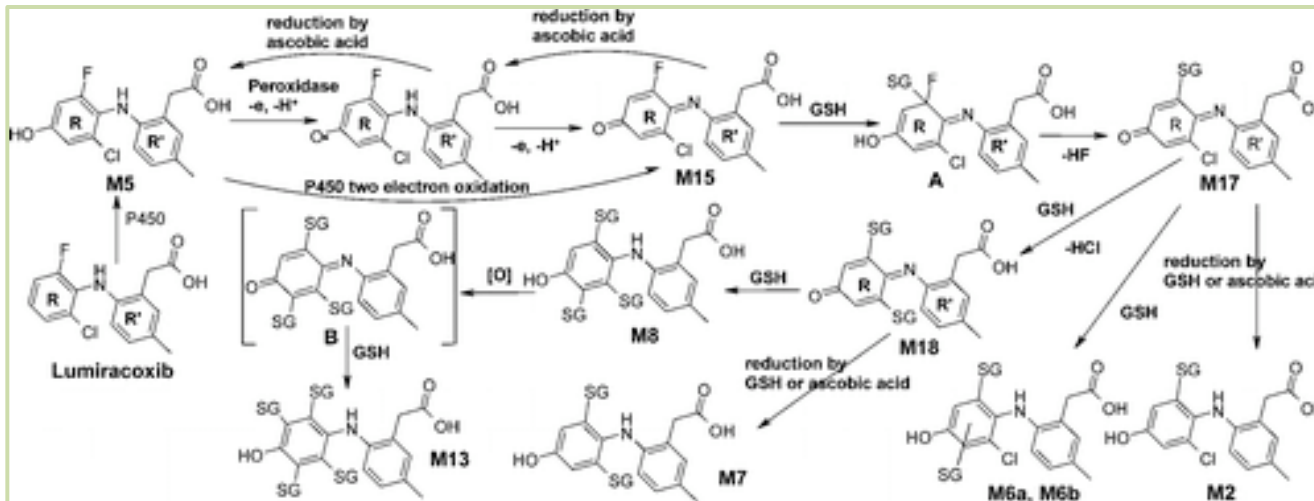
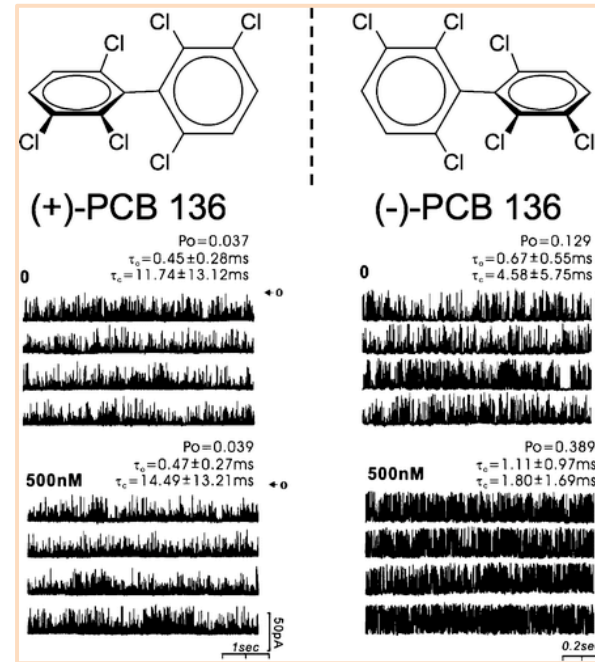
*Flow from
center:*



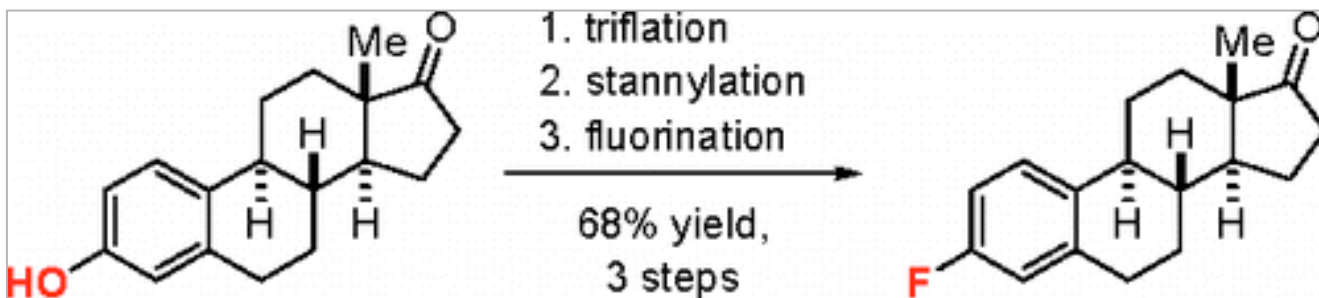
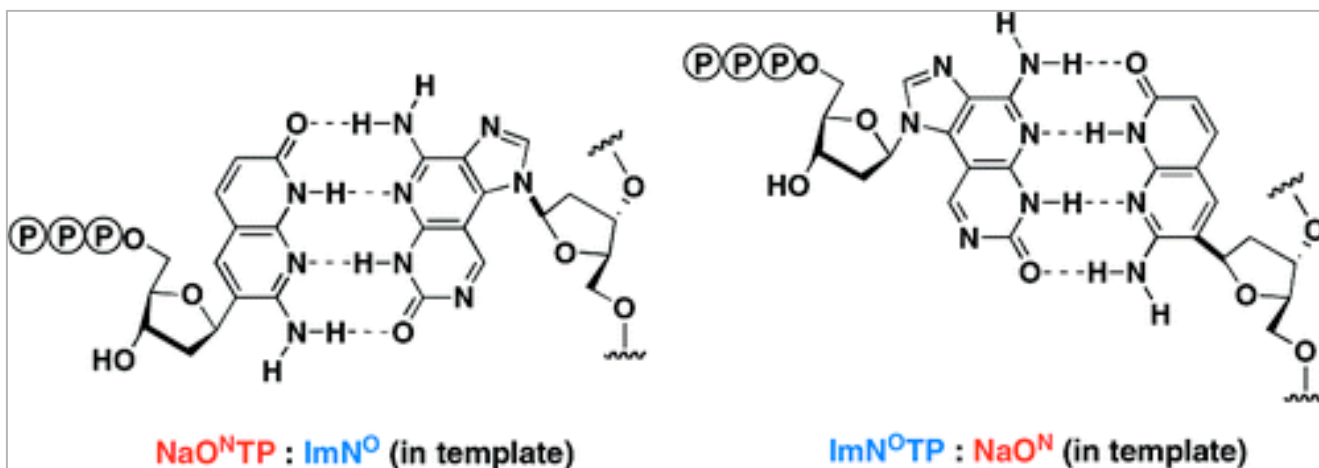
Graphical Abstract

Very

Bad Examples



Graphical Abstract Fights #1



Graphical Abstract Fights #2

