

Essential Design Principles for Tableau

Aesthetics

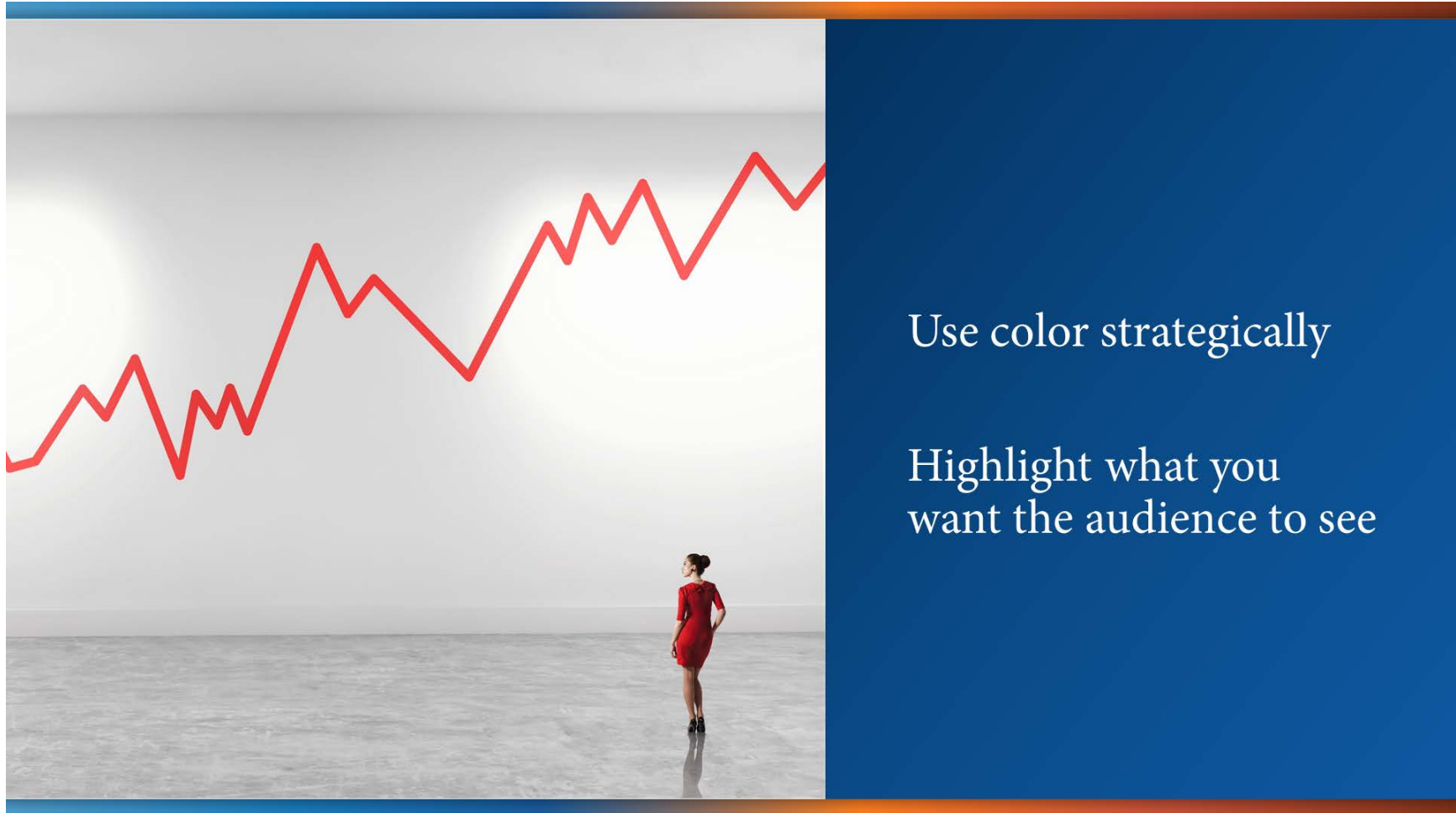
Fundamental
components of aesthetic
visualizations:

Color

Alignment

Leveraging white space



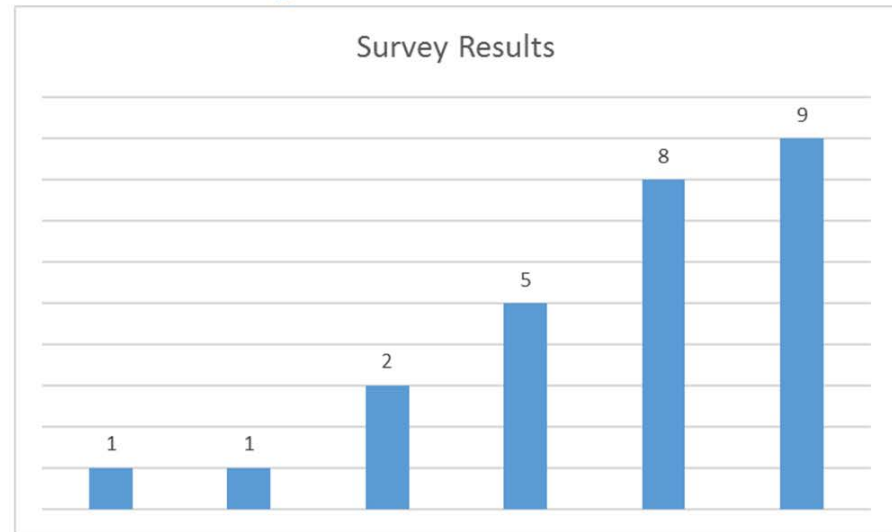


Alignment ensures
clean vertical and
horizontal lines

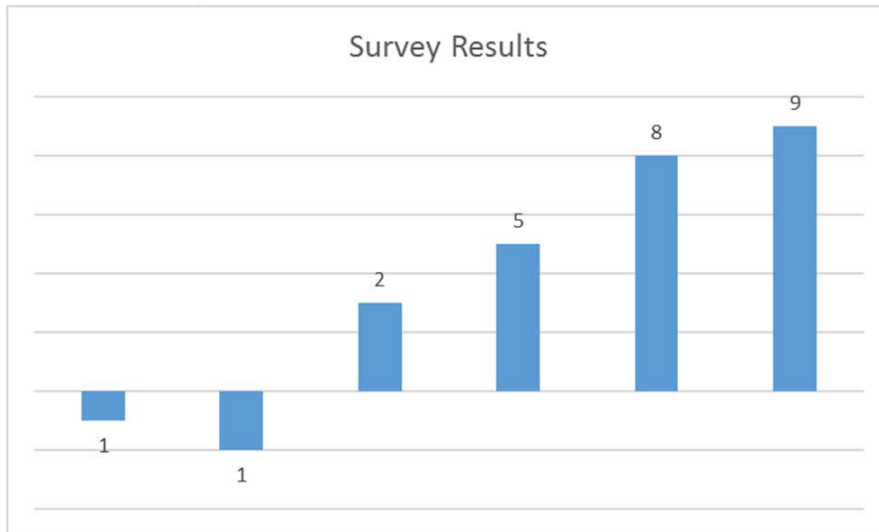
Eliminates visual clutter

Reduces cognitive load

Correct Alignment

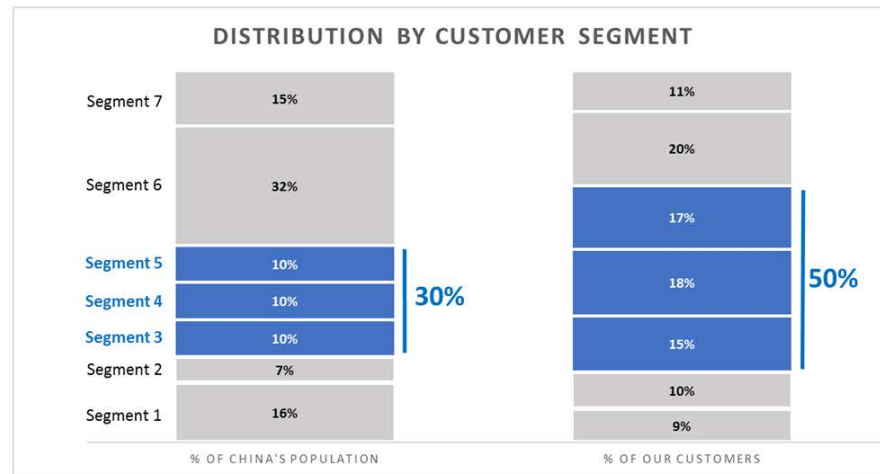


Bad Alignment



Misalignment is
distracting

Good use of white space



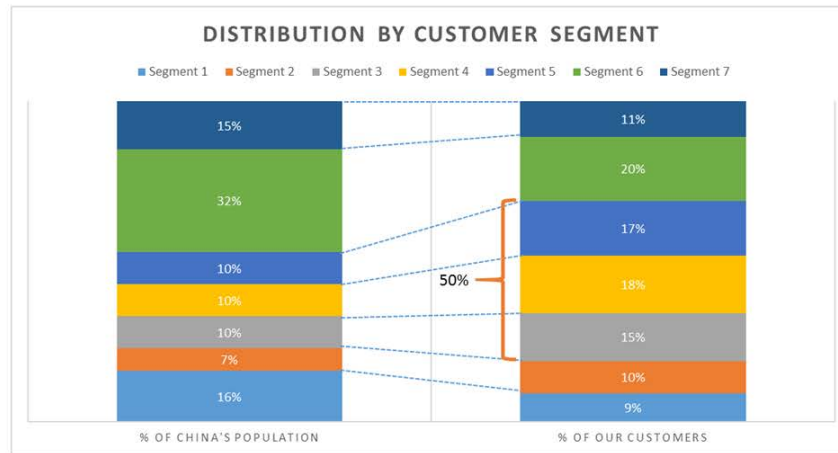
Use white space strategically

Differentiate aspects of visuals

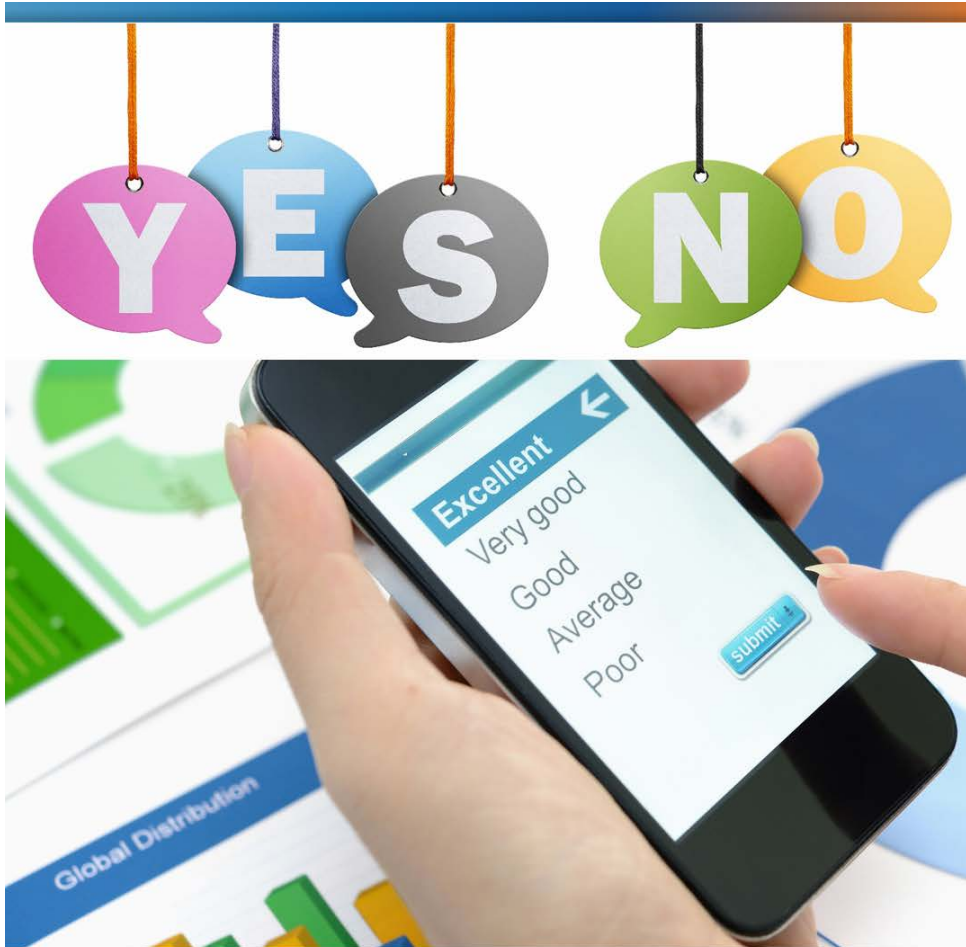
Focus user's attention

Reduce clutter

Bad use of white space



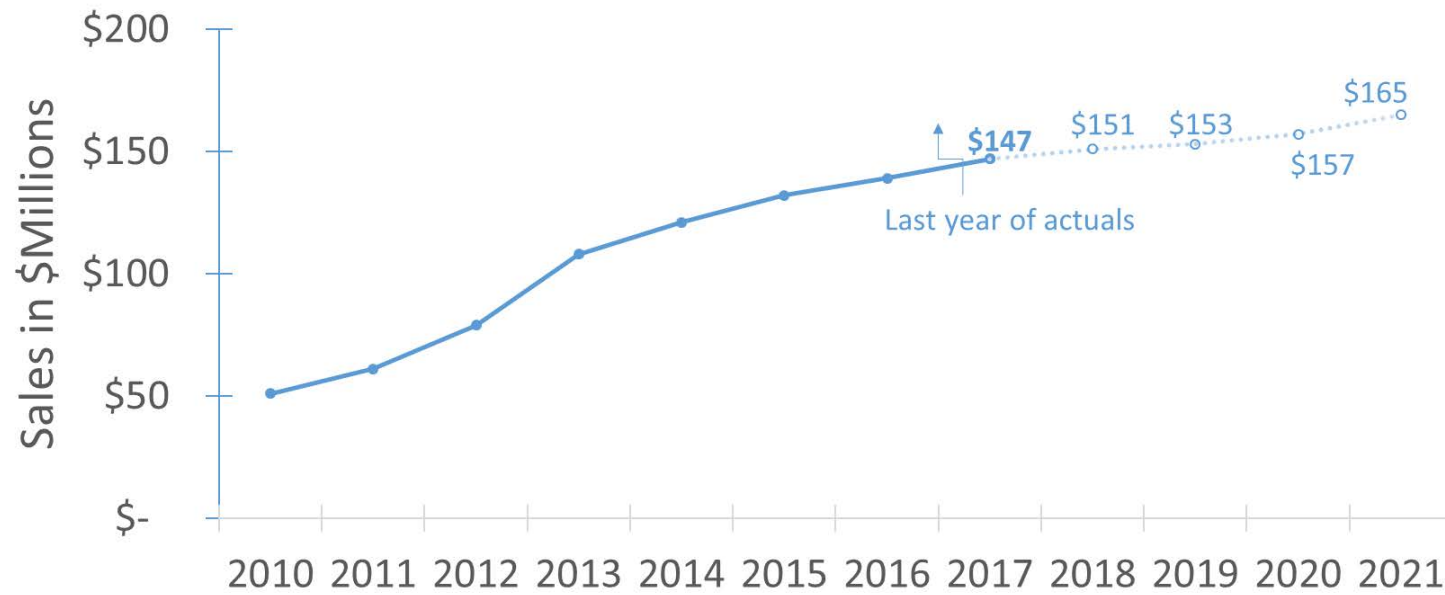
Too much or too little white space makes it hard to focus on key ideas



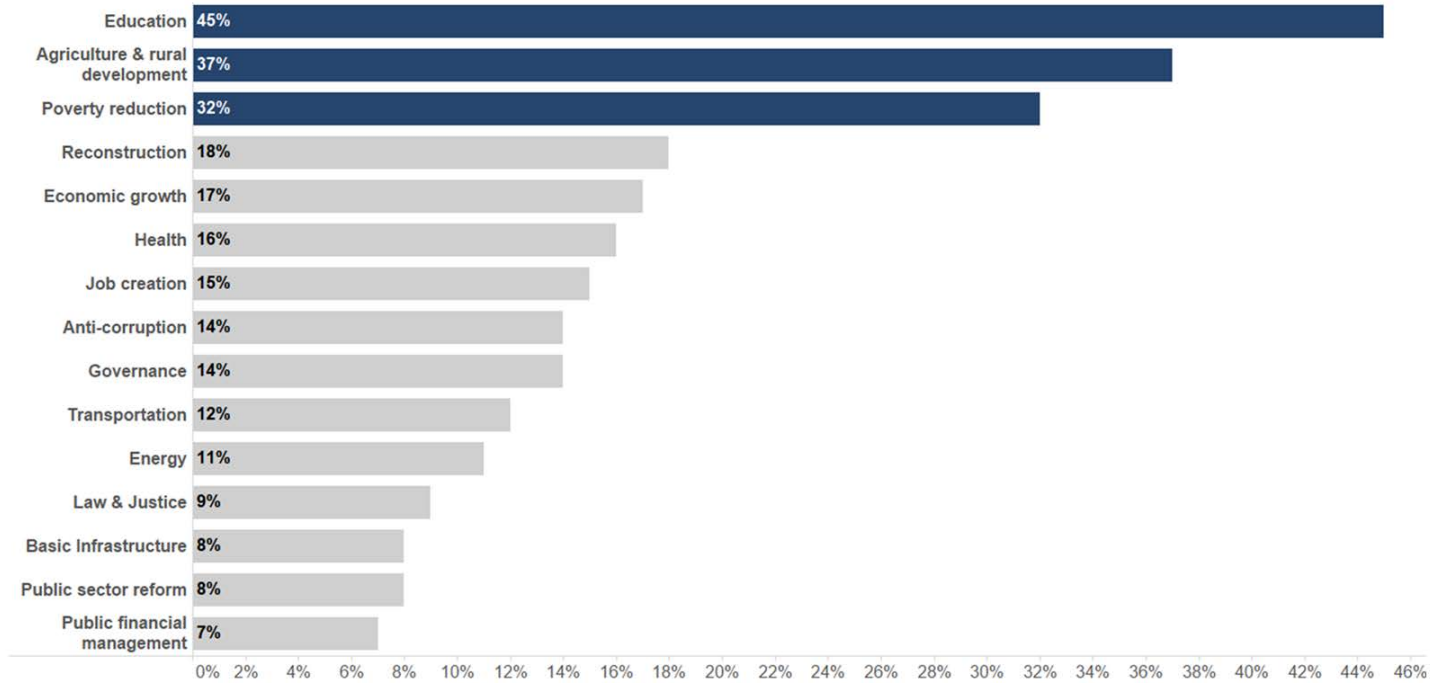
It will take some tinkering to get the right balance

Aesthetics are subjective

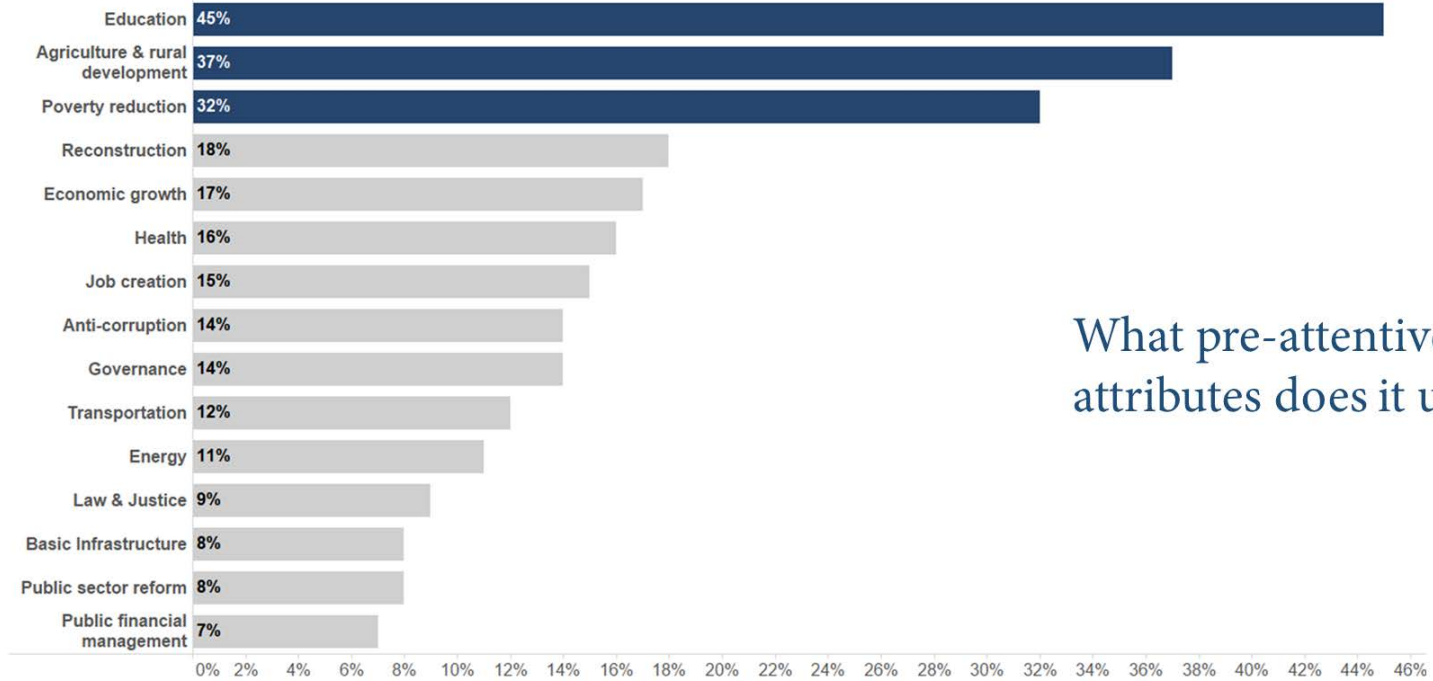
Think about what makes a good visual as you explore examples



Use a line graph to show progress toward a goal

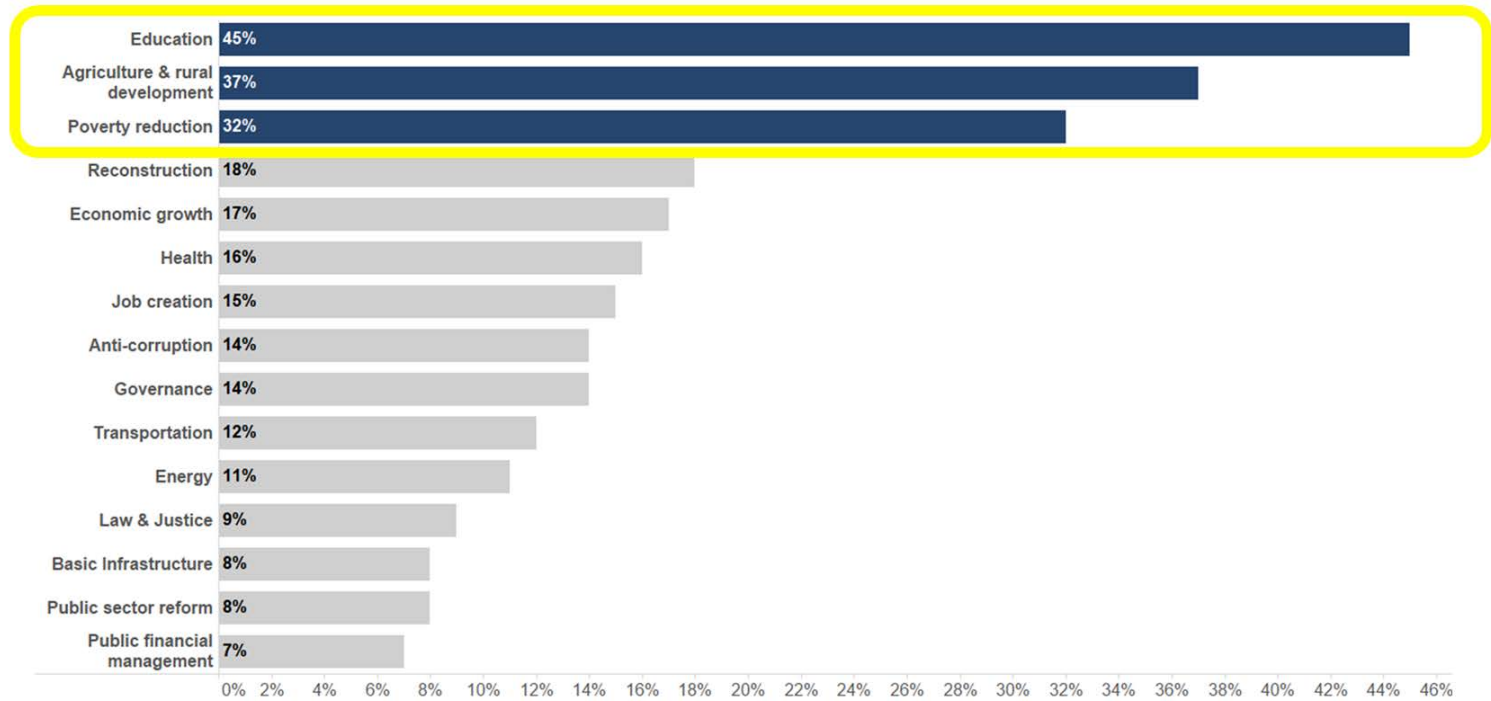


Horizontal stack bars are easy to understand

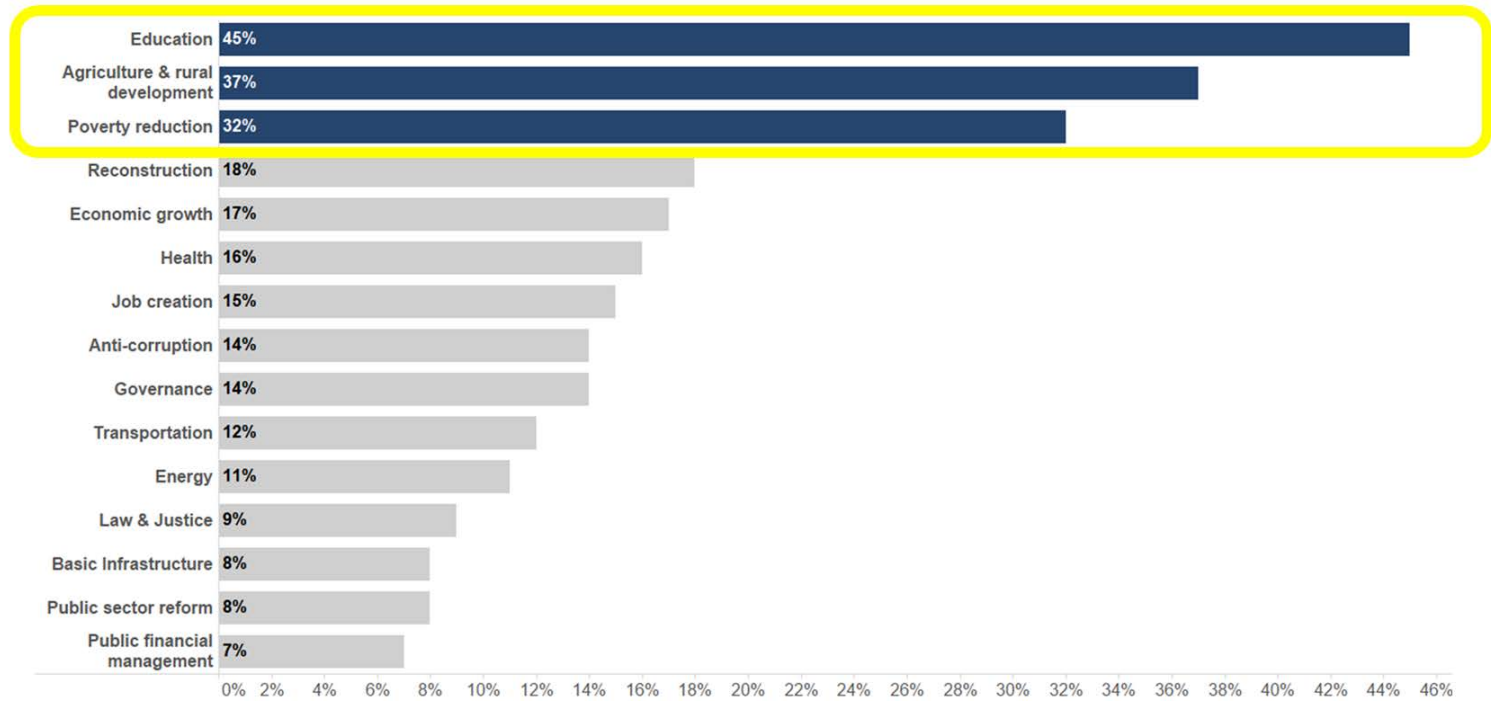


What pre-attentive attributes does it use?

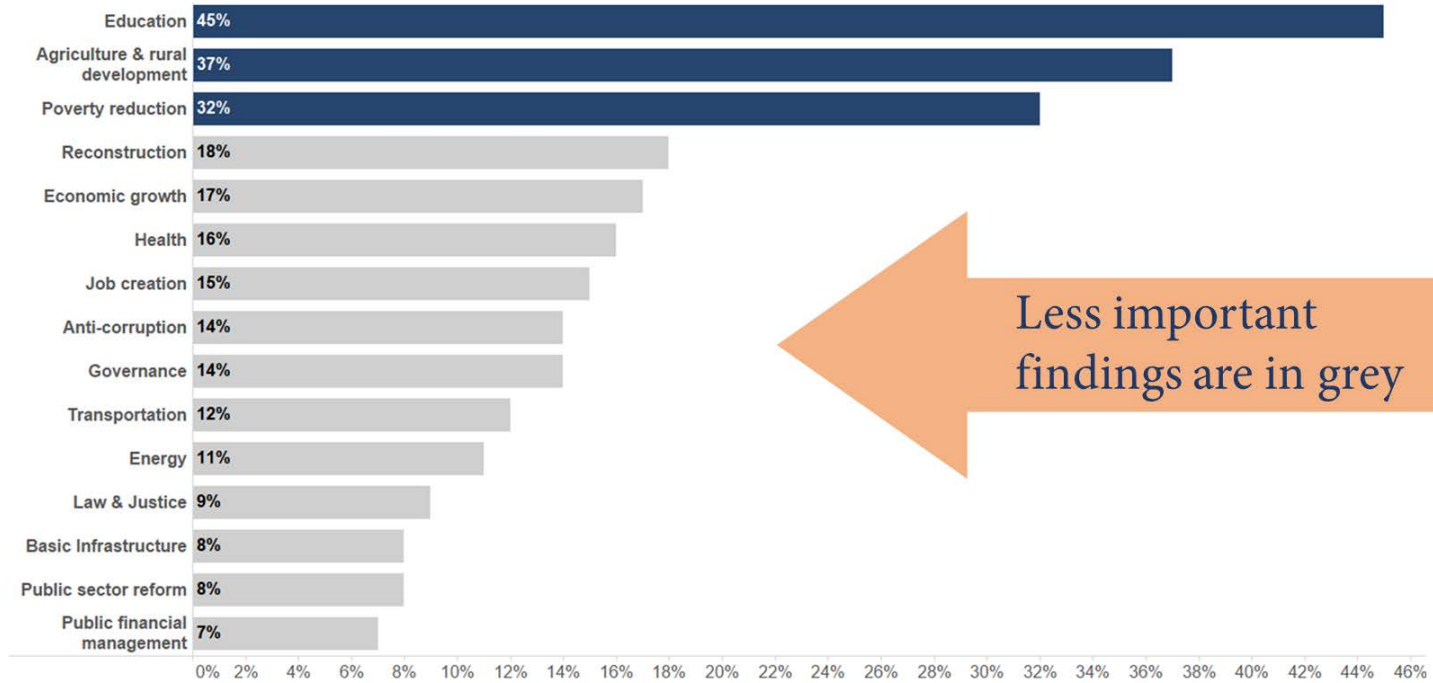
How does this visualization give the audience the sense of what is most important?



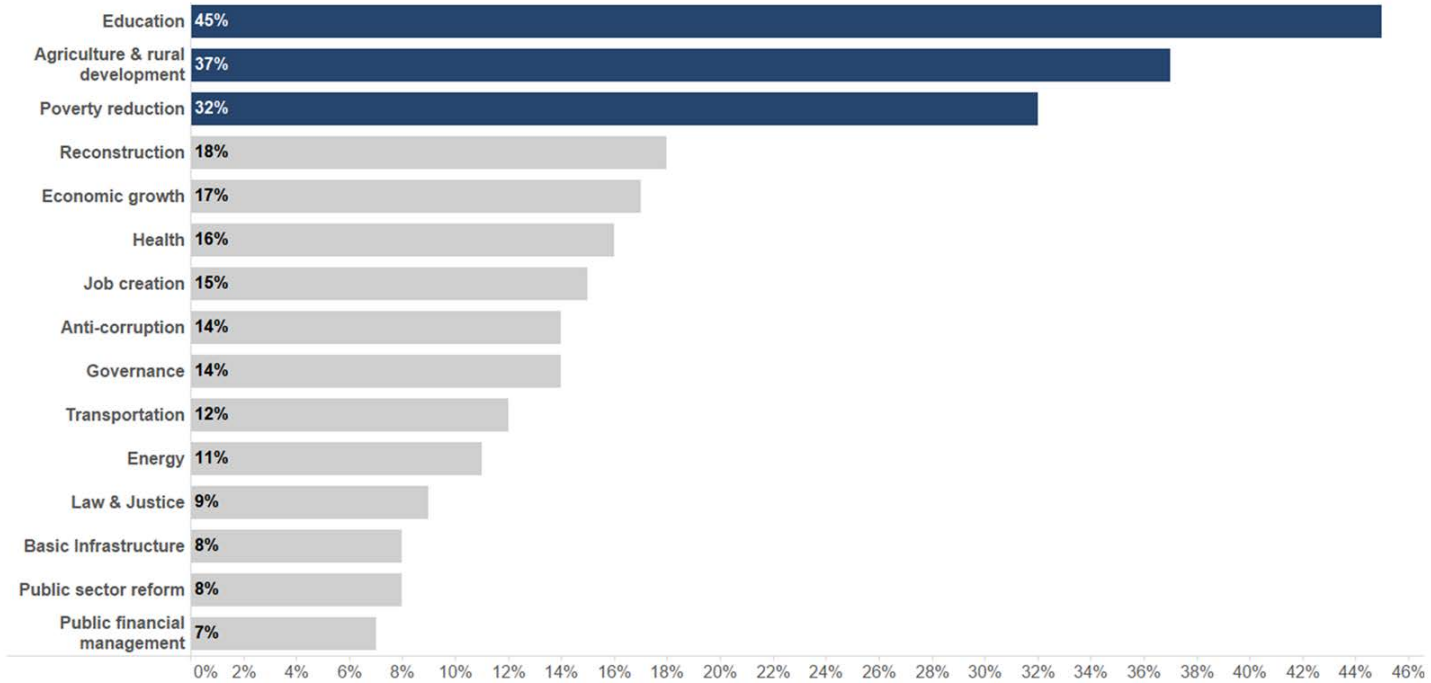
Q: Based on the survey results, what should be prioritized?



Use color to show what matters



Color emphasizes the relative importance of survey findings



Visual cues help tell your data's story