

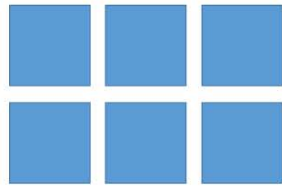


Essential Design Principles for Tableau

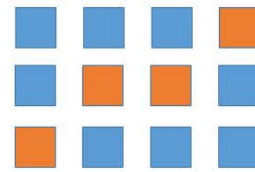
Principles of Visual Perception

Evaluate how we perceive our world

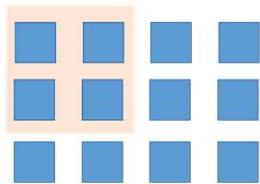




Proximity



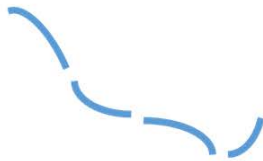
Similarity



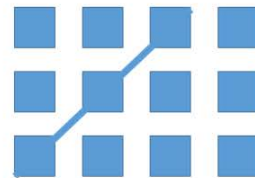
Enclosure



Closure

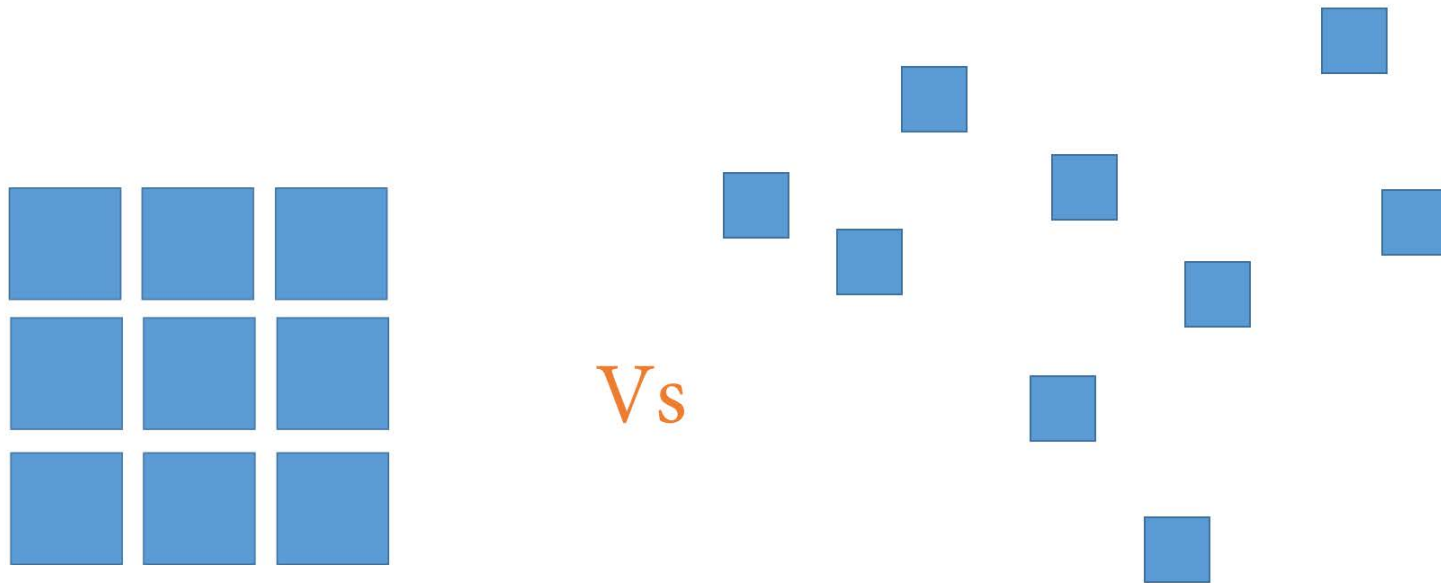


Continuity

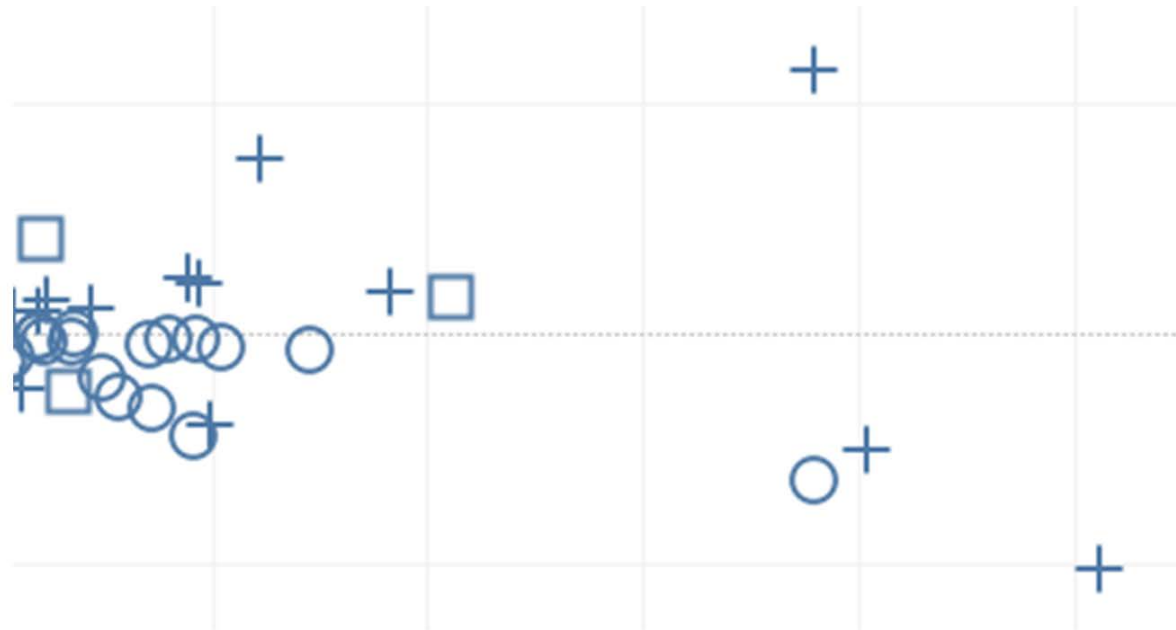


Connection

1. Proximity
2. Similarity
3. Enclosure
4. Closure
5. Continuity
6. Connection



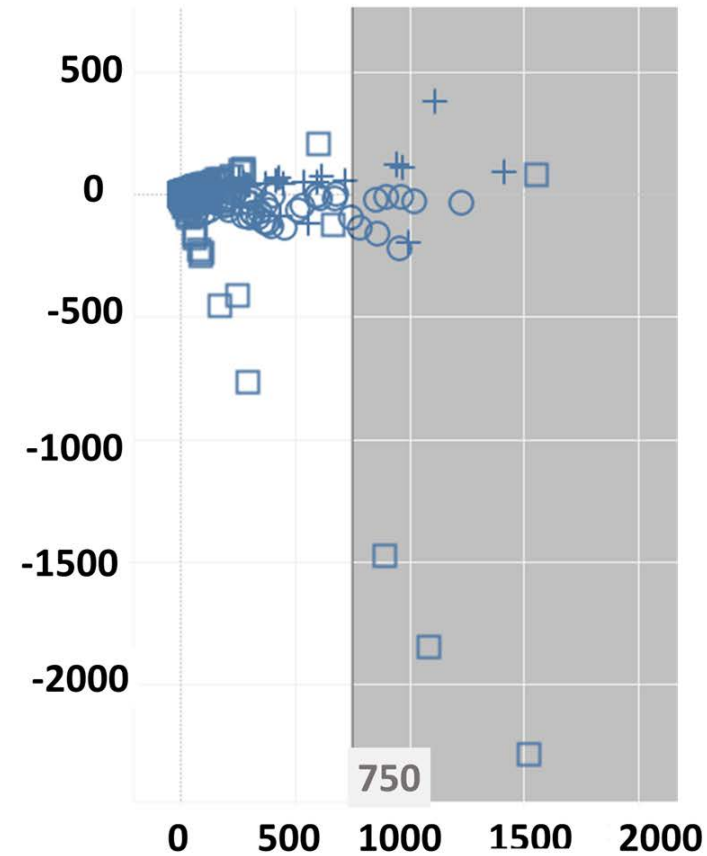
Proximity is when we perceive objects as a group when they are close together



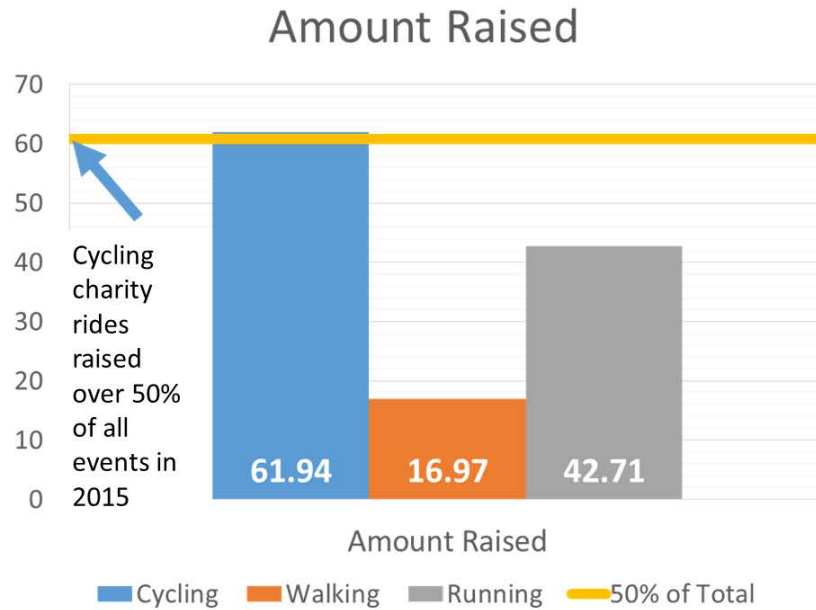
We naturally group similar looking items

Enclosure uses color or boundaries to highlight or contrast information

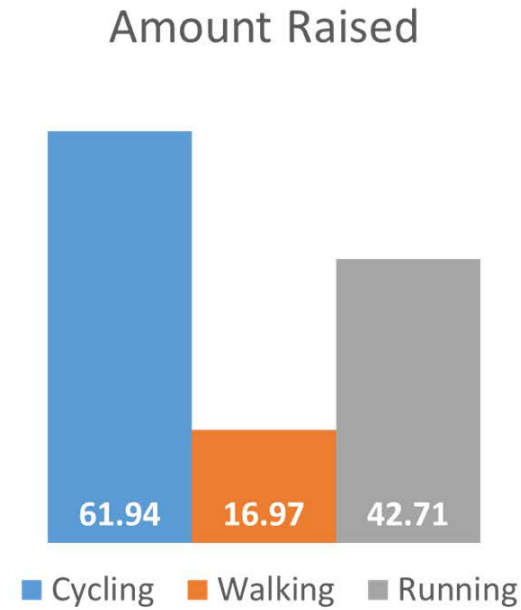
It is another way to depict groups



Not simple



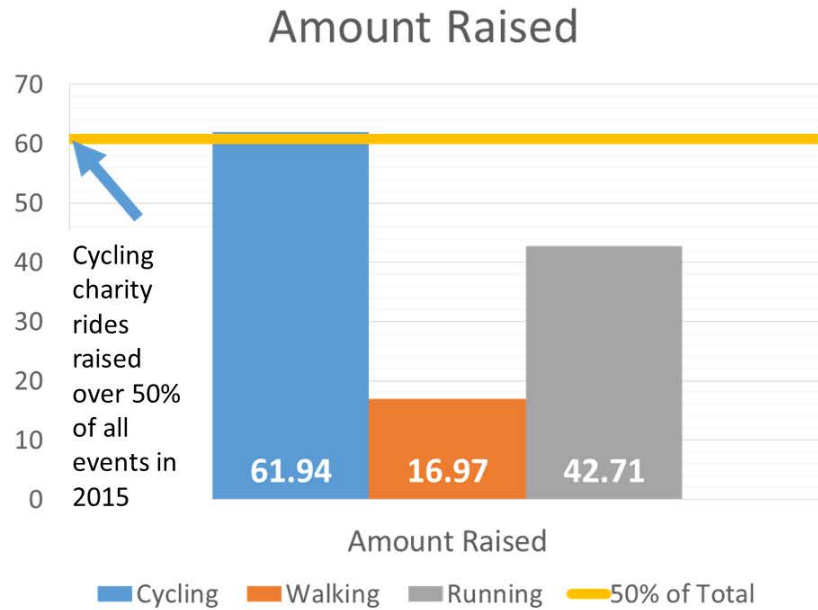
Simple but still closed



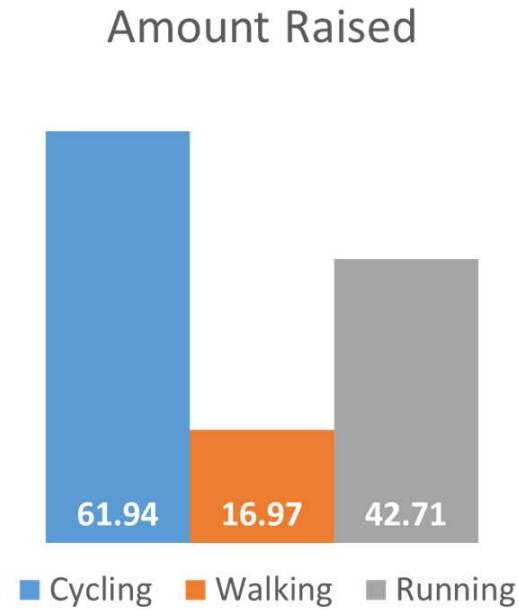
Closure is the mind's ability to fill in gaps

Users must have enough essential information to be able to fill the gaps

Not simple



Simple but still closed

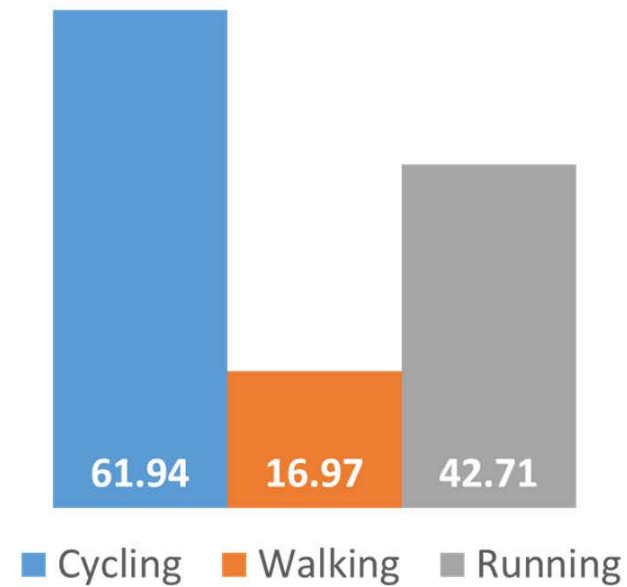


The bar graph works without any axis because the bars are aligned on the bottom

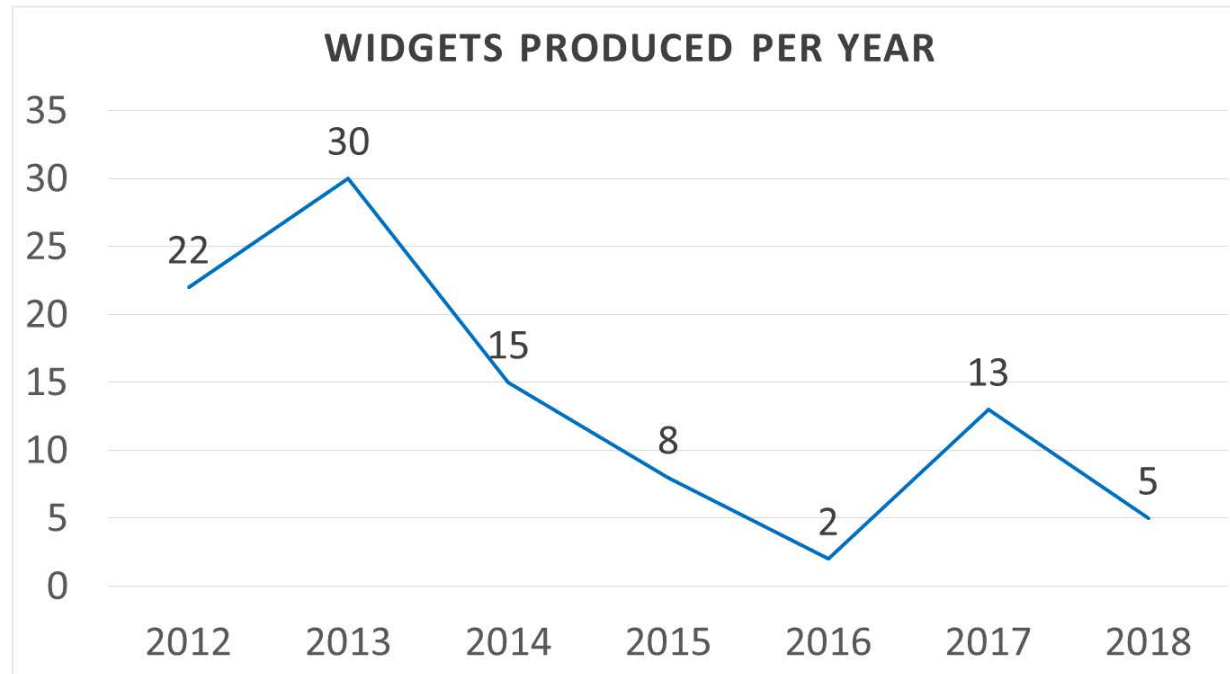
This chart shows
continuity

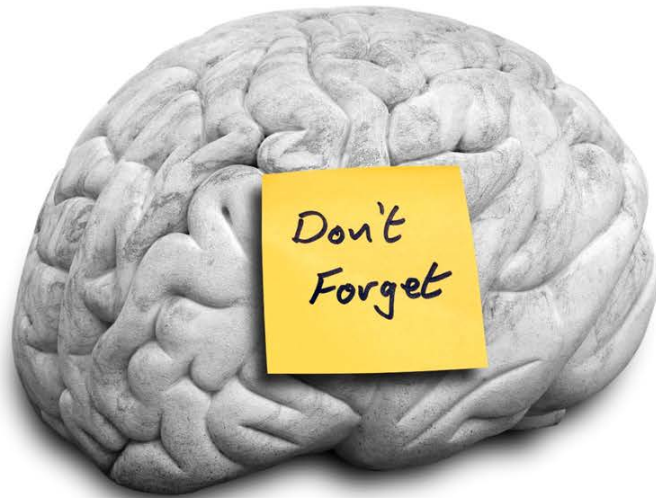
No need for an axis
because the bars are
lined up on the bottom

Amount Raised



Things connected by a line are related to one-another





Guidelines help designers create clear, easily understood visualizations

Clarity reduces user's cognitive load