

This is Times New Roman

Times New Roman

Low preference □—□—□—□—□—□—□ High preference

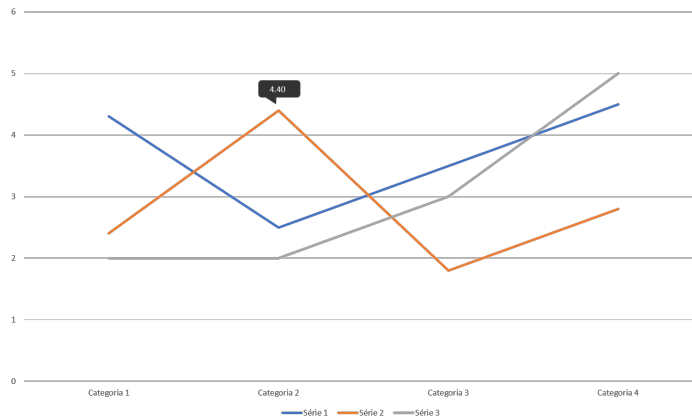
This is Lucida Handwriting

Lucinda Handwriting

Low preference □—□—□—□—□—□—□ High preference

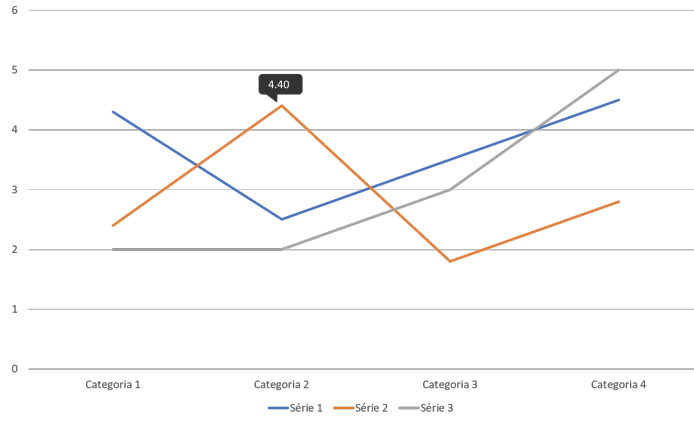
0.2 Font Size

This section contains different sizes to apply to the typographic font in relation to the size of the visualization in which the text is inserted.



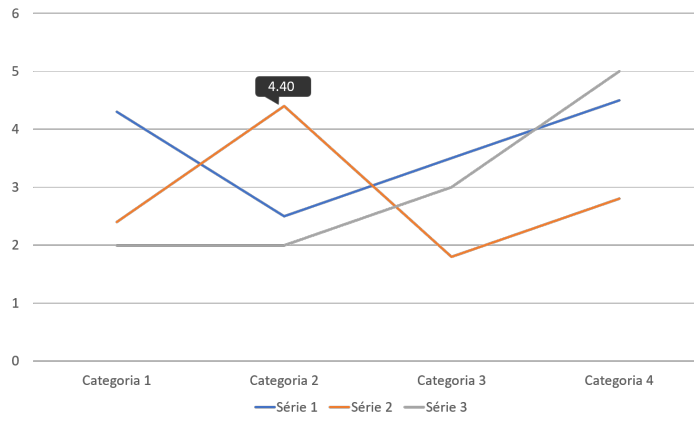
Small

Low preference □—□—□—□—□—□—□ High preference



Medium

Low preference □—□—□—□—□—□—□ High preference

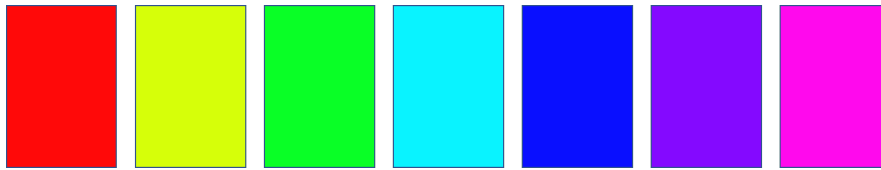


Large

Low preference □—□—□—□—□—□—□ High preference

0.3 Color

This section contains different color properties to apply in the encodings of a visualization and its general color theme.



- Red** Low preference □—□—□—□—□—□—□ High preference
- Yellow** Low preference □—□—□—□—□—□—□ High preference
- Green** Low preference □—□—□—□—□—□—□ High preference
- Cyan** Low preference □—□—□—□—□—□—□ High preference
- Blue** Low preference □—□—□—□—□—□—□ High preference
- Purple** Low preference □—□—□—□—□—□—□ High preference
- Pink** Low preference □—□—□—□—□—□—□ High preference



Saturation

High saturation □—□—□—□—□—□—□ Low saturation



Brightness

Low brightness □—□—□—□—□—□—□ High brightness

0.4 Buttons and icons

This section contains different styles of buttons and icons that perform an action after being pressed.

**Icon**

Low preference □—□—□—□—□—□—□—□ High preference

**Icon and Text**

Low preference □—□—□—□—□—□—□—□ High preference

**Text**

Low preference □—□—□—□—□—□—□—□ High preference

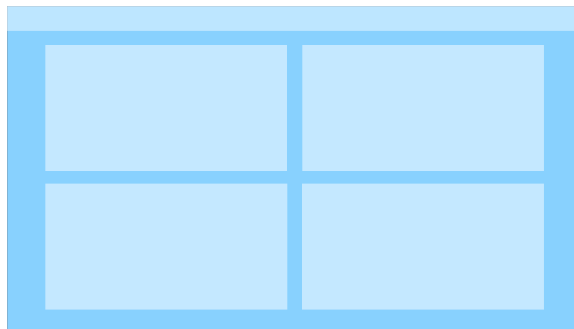
0.5 Information Density

This section contains different styles of information density in a dashboard. In particular, focus in the amount of visualizations, represented as cyan squares, that appears on the screen at any time.



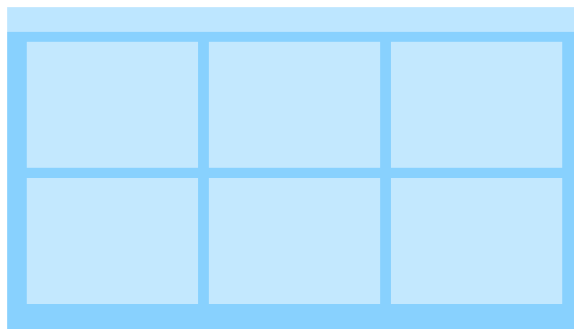
Low

Low preference □—□—□—□—□—□—□ High preference



Medium

Low preference □—□—□—□—□—□—□ High preference



High

Low preference □—□—□—□—□—□—□—□ High preference

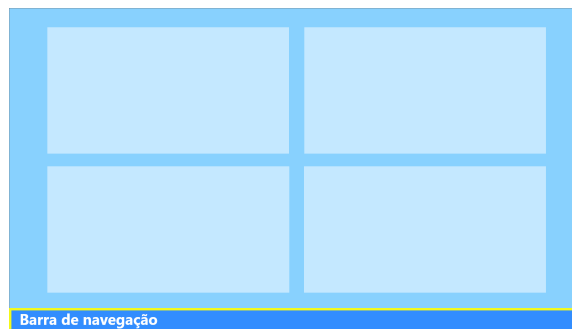
0.6 Position of the Navigation Bar

This section contains different positions to place the navigation bar, where you filter information and personalize the visualization.



Top

Low preference □—□—□—□—□—□—□—□ High preference



Bottom

Low preference □—□—□—□—□—□—□—□ High preference



Left

Low preference □—□—□—□—□—□—□ High preference

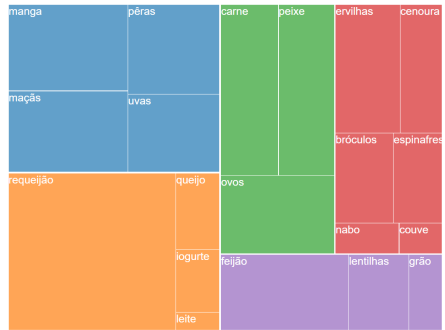


Right

Low preference □—□—□—□—□—□—□ High preference

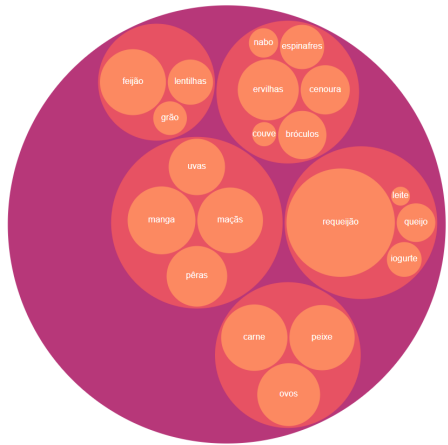
0.7 Hierarchy Idioms

The following idioms represent the distribution of food consumed by a household within a month. Assess your preference regarding how data is represented.



Visualization with a treemap.

Low preference □—□—□—□—□—□—□—□ High preference



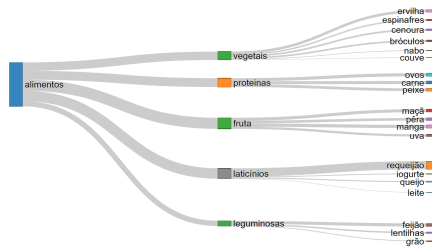
Visualization with a circular packing diagram.

Low preference □—□—□—□—□—□—□—□ High preference



Visualization with a sunburst.

Low preference □—□—□—□—□—□—□ High preference



Visualization with a sankey diagram.

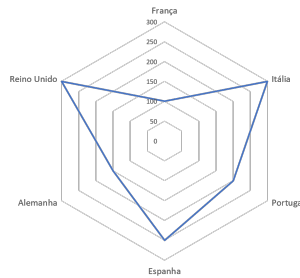
Low preference □—□—□—□—□—□—□ High preference

0.8 Evolution Over Time Idioms

The following idioms show the number of participants in a marathon held annually in the United States. Assess your preference regarding how data is represented.

0.9 Comparison Idioms

The following idioms represent the levels of the happiness index across six different countries (France, Italy, Portugal, Spain, Germany, and the UK). Assess your preference regarding how data is represented.



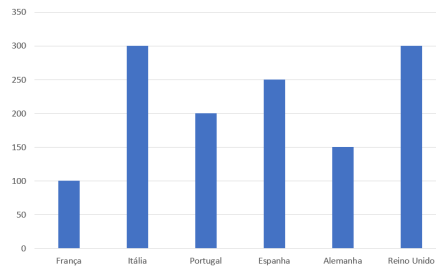
Visualization with a radar chart.

Low preference □—□—□—□—□—□—□ High preference



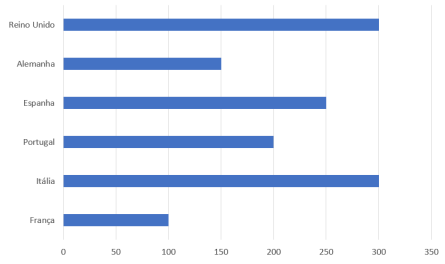
Visualization with a world cloud.

Low preference □—□—□—□—□—□—□ High preference



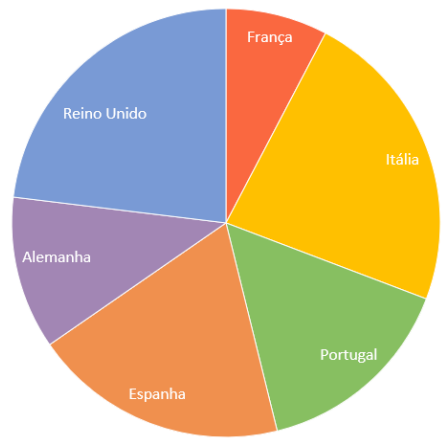
Visualization with a vertical bar chart.

Low preference □—□—□—□—□—□—□—□ High preference



Visualization with an horizontal bar chart.

Low preference □—□—□—□—□—□—□—□ High preference



Visualization with a pie chart.

Low preference □—□—□—□—□—□—□—□ High preference