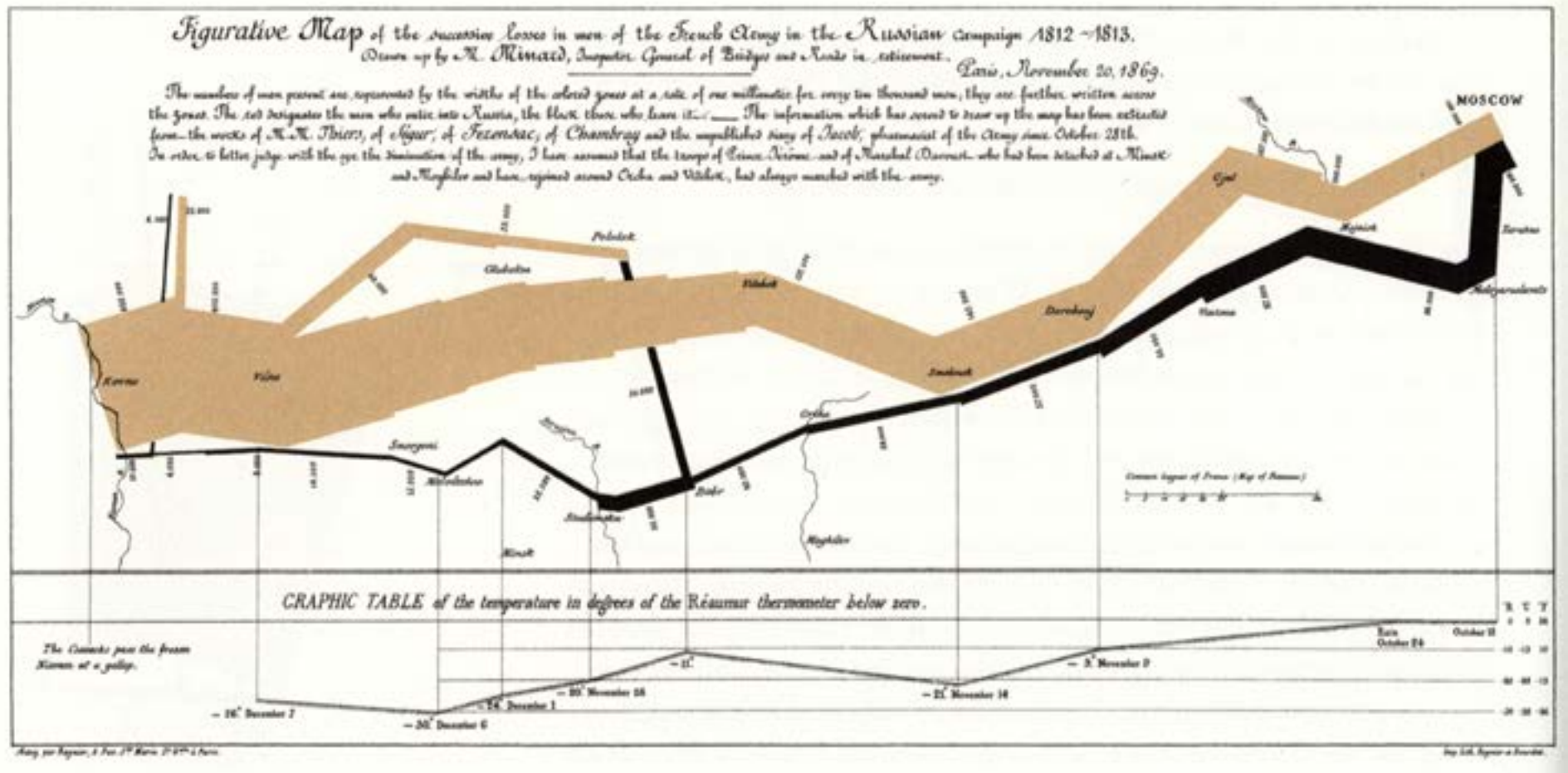


# Edward Tufte Grand Principles of Information Design



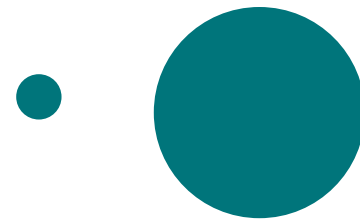
Charles Joseph Minard's Map of Napoleon's March, 1861

# The Five Grand Principles

1. Enforce Visual Comparisons
2. Show Causality
3. Show Multivariate Data
4. Integrate all visual elements (words, numbers, images)
5. Content-Driven Design

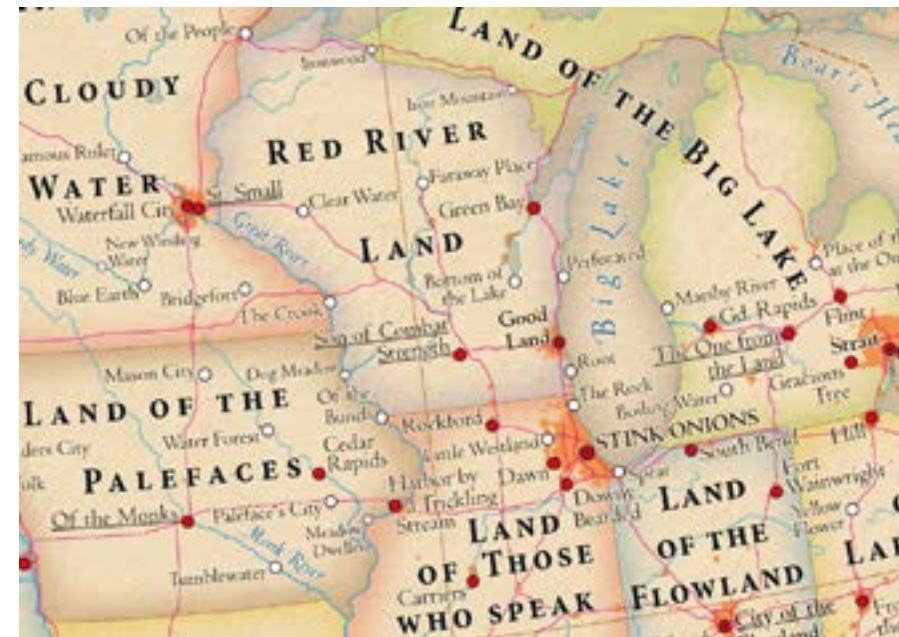
# 1. Enforce Visual Comparisons

Use thickness, color, weight, and size to emphasize visual comparisons



## 2. Show Causality

**Causality: the relationship between something that happens or exists and the thing that causes it (merriam-webster.com)**



The *Atlas of True Names*, by cartography firm, Kalimedia, shows where all the names of states, major lakes and rivers, and regions in the United States (of the Home Ruler).

### **3. Show Multivariate Data**

**Show data with multiple variables.**

## **4. Integrate all visual elements (words, numbers, images)**

**Try to include images, text and numbers where visually appropriate, instead of pushing all contextual information to the “legend”.**

## 5. Create Content-Driven Design

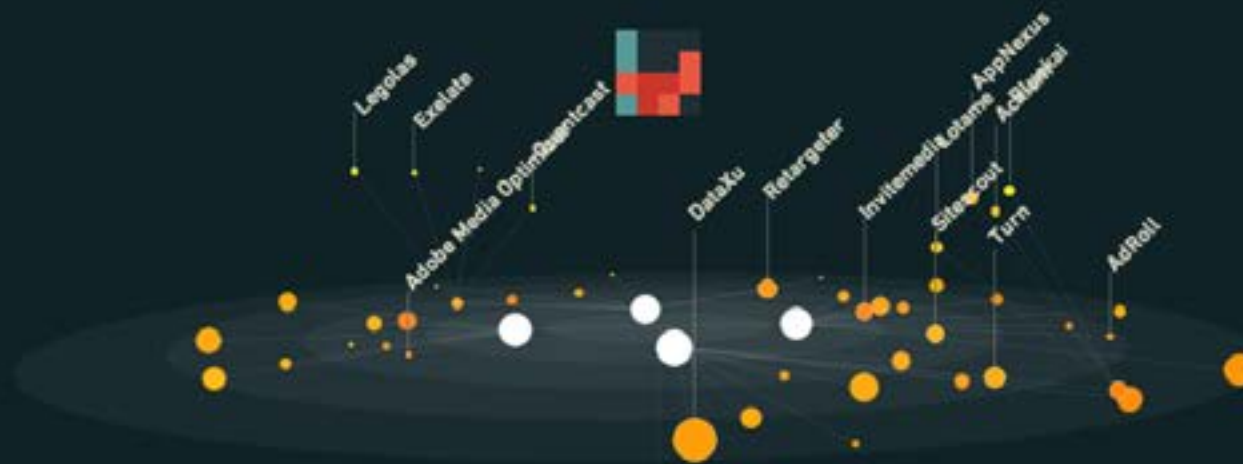
**Good information design will never save poor content!**

- :: Quality. If the data is wrong to begin with, the designer is already dead in the water.**
- :: Relevance. Why are you presenting the information, and for whom? If you are passionate about the topic, your interest will be clear to your audience.**
- :: Integrity. Don't use your graphs to lie, push an agenda, or otherwise manipulate the viewer.**



'I am a 32 year old working mother, living in the Midwest of the USA. I usually browse Etsy and Wikipedia but now I am reading a New York Times article. Oh, and I just looked at a new pair of glasses on Ebay.'

**Servers looking to bid on the impression may communicate with other servers to augment their data on the consumer.**



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REACHING WEB PAGE... AD REQUEST TO PUBLISHER... DIRECT SOLD ATTEMPT... IMPRESSION SENT TO ONE OF SEVERAL EXCHANGES

5ms

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