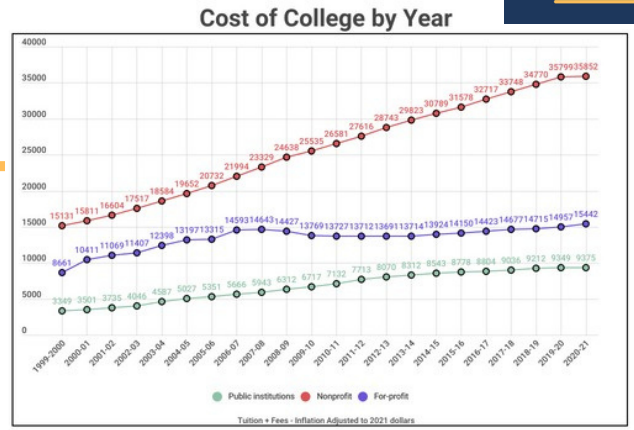


Persuade with Visuals

Improving a Graph

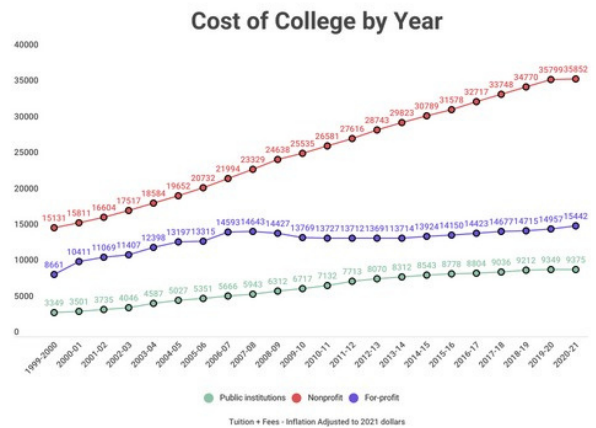
Ask yourself, is this the right type of graph? If yes, then follow these 3 steps to improve the persuasive power of your visual. (Just remember LLC - Lines, Labels, and Colors)



1 LINES: Remove Borders & Gridlines

Think about the emotion and point you are trying to make with your graph. Then remove the borders and gridlines that don't reinforce that point.

Borders and gridlines are not bad—they either enhance your main point or distract from it.

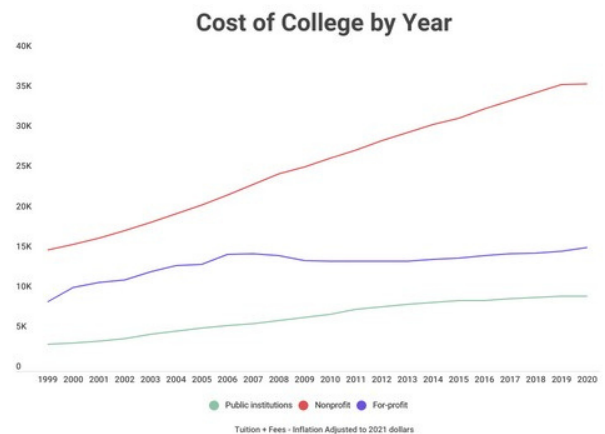


2 LABELS: Remove Data Labels & Simplify Axis Labels

Is this graph about directional accuracy or precision?

- **Directional accuracy** - simplify the X & Y axis and make it easier to skim
- **Precision** - simplify the X & Y axis so they show the precise data you want to highlight

Will your reader get the point in under 5 seconds?



3 COLORS: Use Consistent Color & Label Data Directly

Make it take only a single step to understand a trend.

Don't make the reader look once at the line and then look again to understand what the line means.

Add arrows or callouts to spotlight the most important information.

