

SIMPLY SIMPLIFY

Utilizing Simplicity in Visualizations

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A Creative Resource

Humans instinctually seek patterns and order in visualizations. We crave organization.

Reduced clutter and elements allow readers to process information and establish relationships.

Messy, cluttered visuals make it difficult to process information.

Visualizations can reflect unity and variety without being overcrowded by unnecessary elements.

Opt for simple graphics with clean lines.



Choose a complementary palette.



Color choice is imperative. Using a mix of monochromatic and complementary colors helps to keep visualizations simple yet stimulating.



Use contrast to enhance characteristics of visual elements.



Contrast can be used to direct reader attention to certain elements, emphasize content, and establish visual characteristics of typeface, among other things.

UTILIZE

TYPOGRAPHY

Simplicity is key in using typography effectively. Do not overcrowd visuals by using overly-decorative or distracting typeface. Typeface should draw readers in, not deflect.

References

G. Reynolds, "Presentation Zen Design," New Riders, 2014.
M. Davis and J. Hunt, "Visual Communication Design: An Introduction to Design Concepts in Everyday Experience," Bloomsbury.