

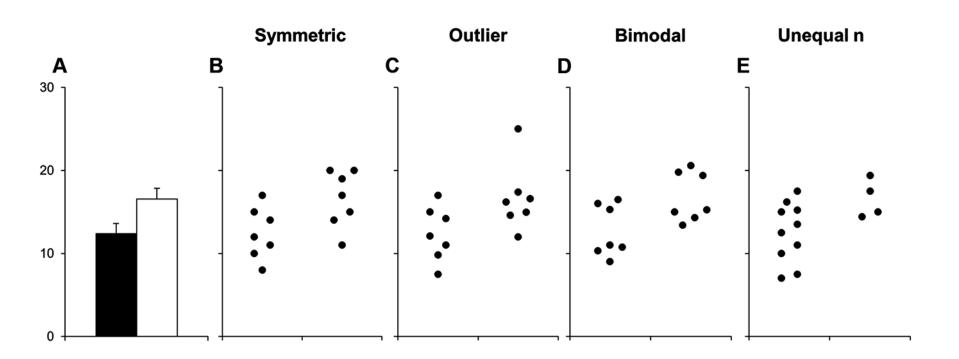
## Some principles & recommendations

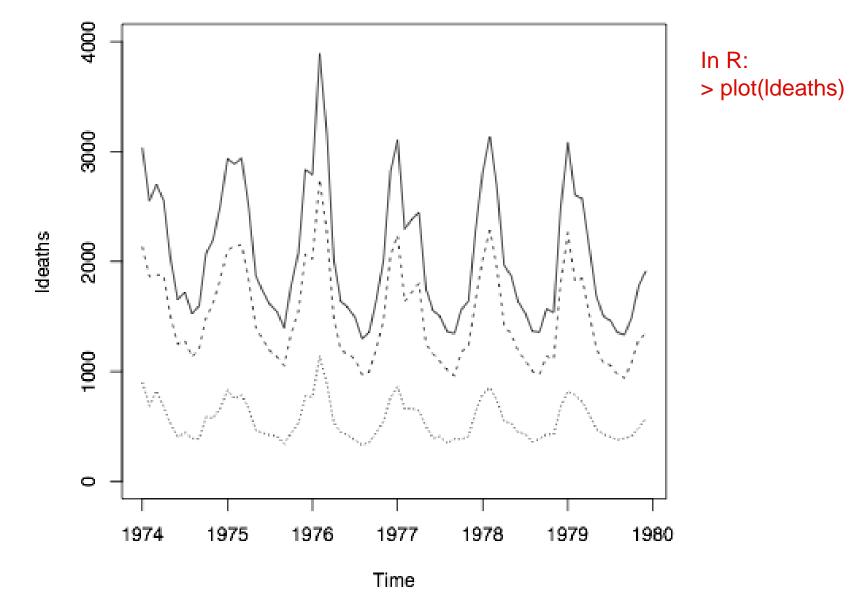
"Science is not finished until it is communicated"

- Mark Walport, UK Chief Scientific Advisor

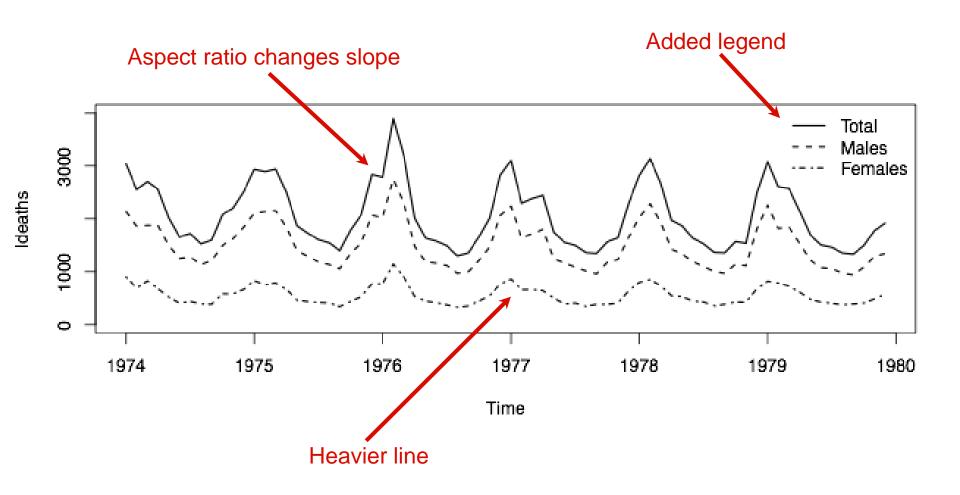
- show the data, avoiding distortion
- encourage comparisons
- simplify where possible
- maximise data-to-ink ratio, i.e. avoid 'chart junk'
- don't trust defaults in plotting software
- ensure legibility of text and lines

#### Show the data

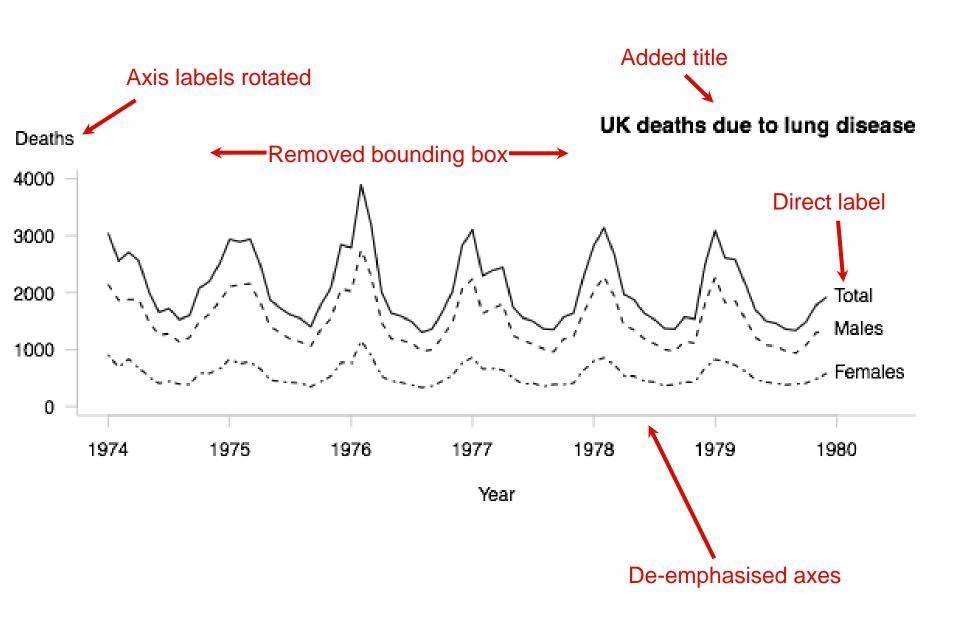


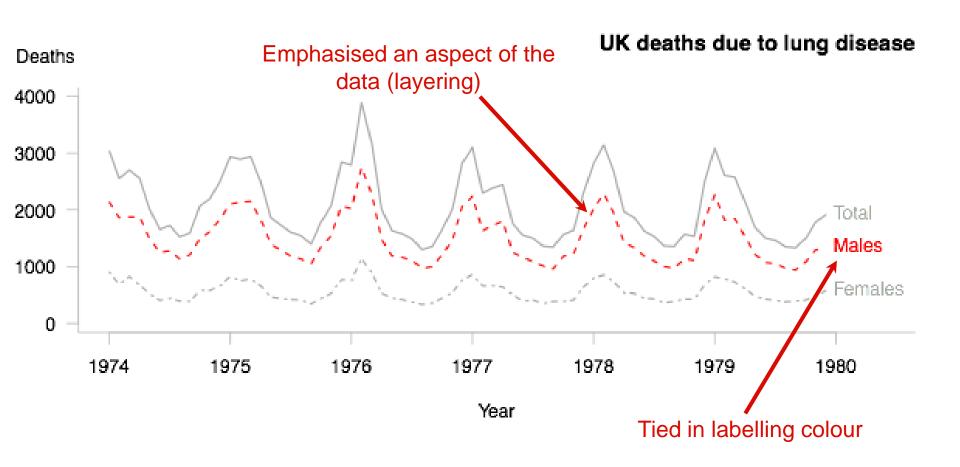


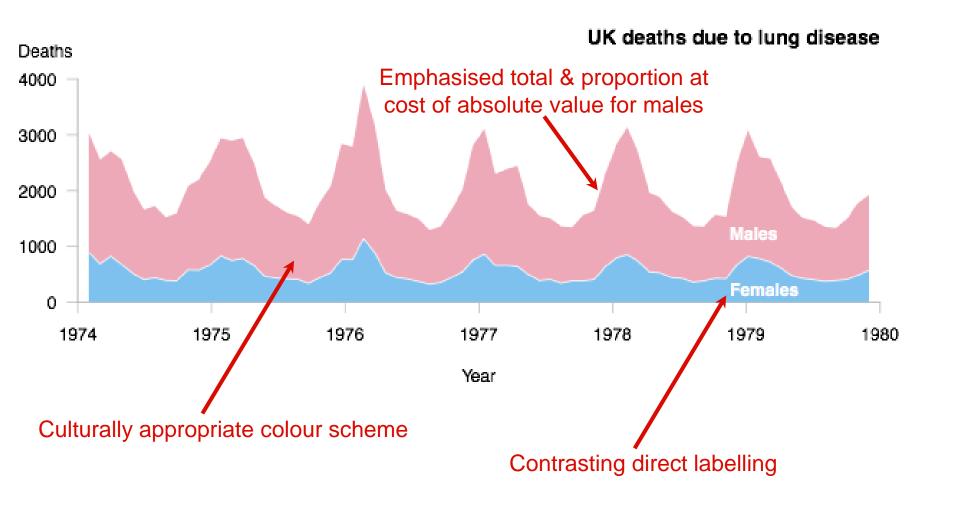
**Fig 1.** Monthly deaths due to lung disease in the UK. The dotted line shows number of female deaths, the dashed line shows male deaths, with the total shown by the solid line.







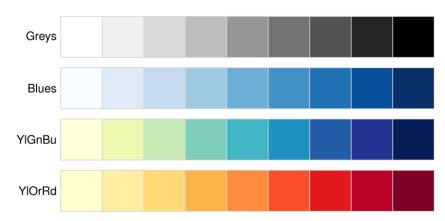




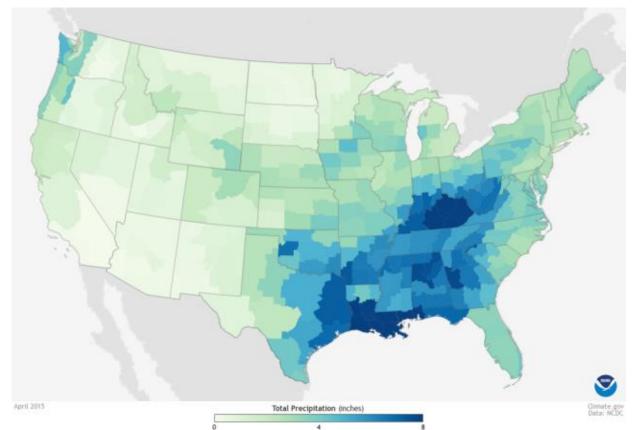
# How to choose a colour palette?

- Ensure a perceptual relationship between the colour scale and the data (e.g. darker = more)
- Understand audience cultural expectations (e.g. blue = wet)
- Ensure it doesn't distort the data
- Make it accessible
- Don't use too many colours!

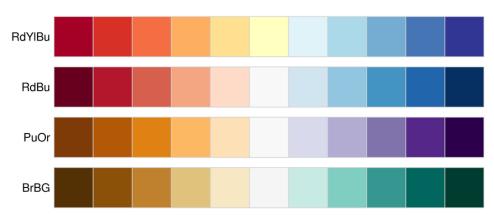
#### **Sequential palettes**



### colorbrewer2.org



#### **Diverging palettes**



# colorbrewer2.org

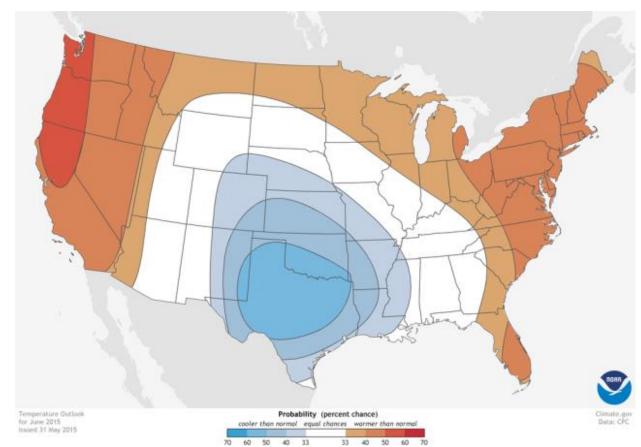
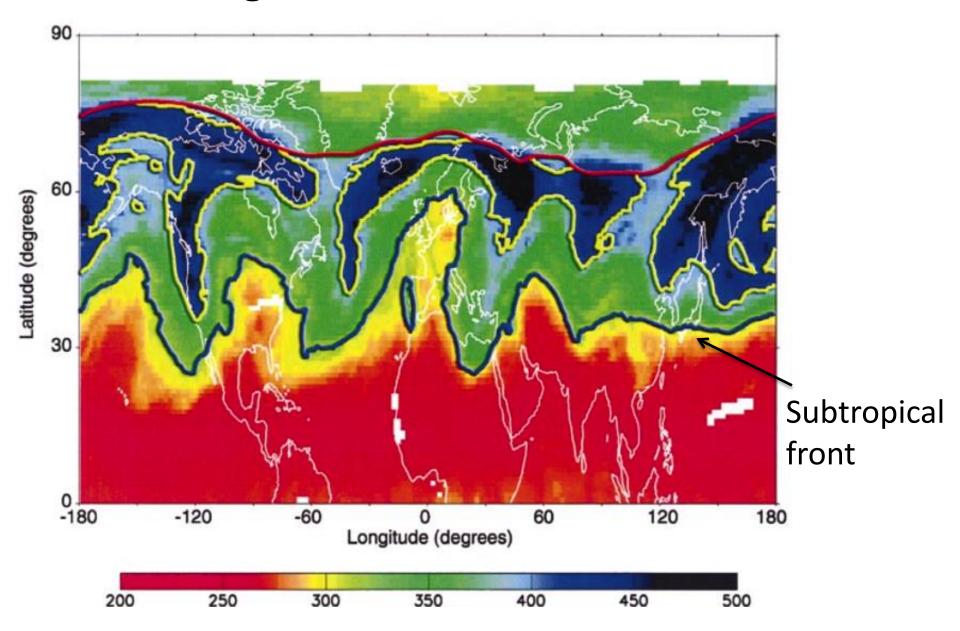


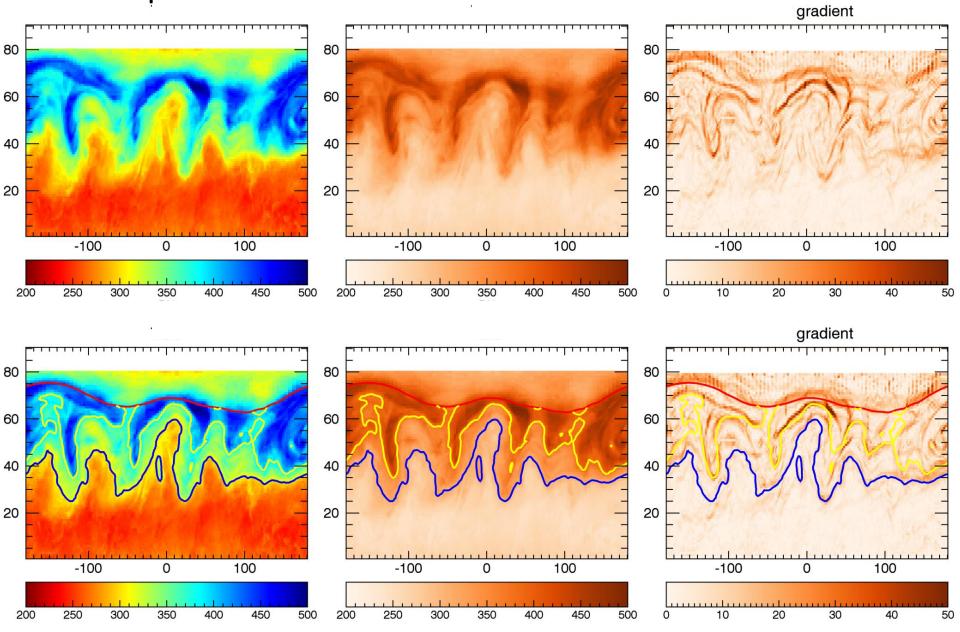
Fig. 1. The rainbow color map. Know thy enemy.

# tiny.cc/endrainbow #endrainbow

# Dangers of rainbow colour scales

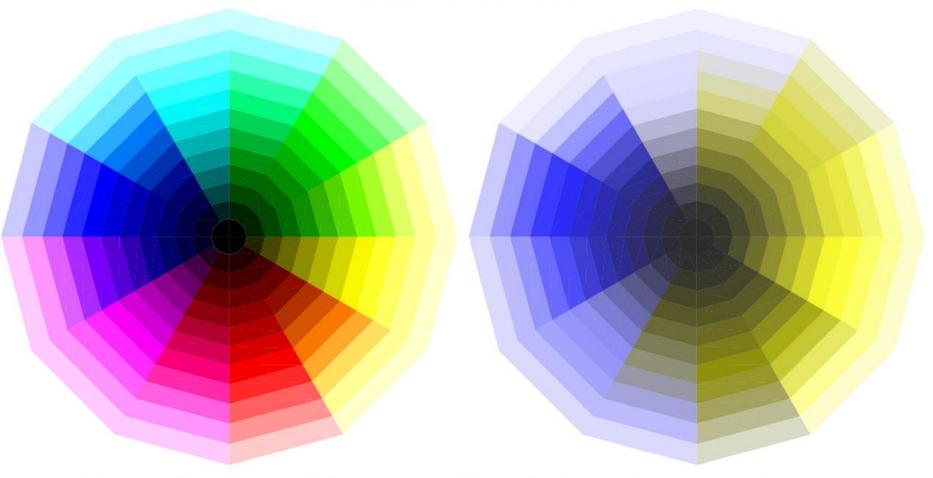


#### 'Sub-tropical' front is an artefact of the colour scale



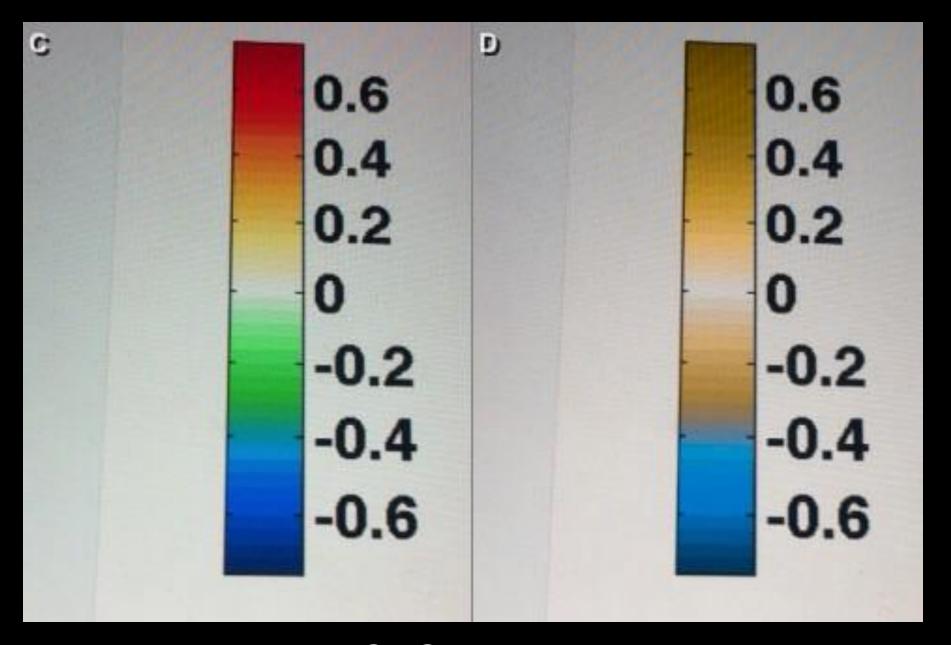
Figures from Sean Davis



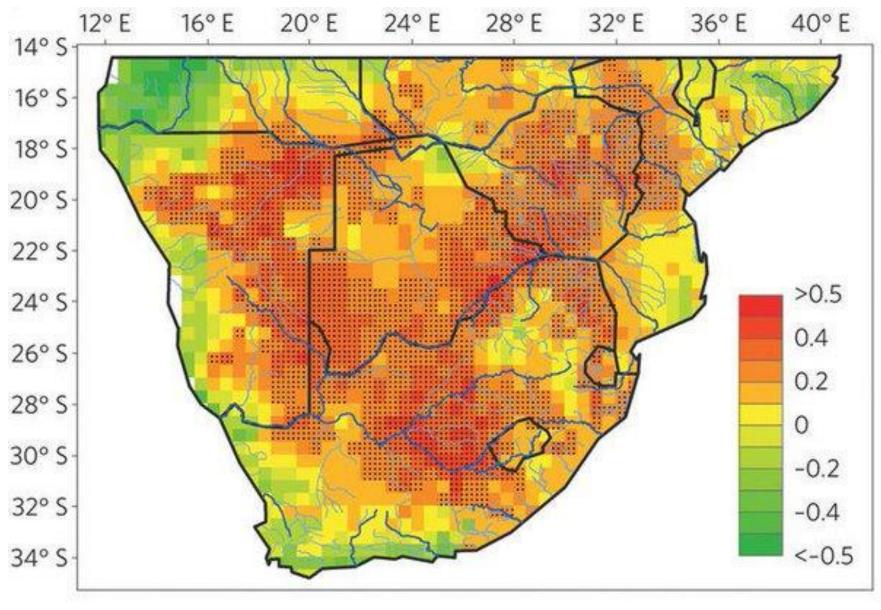


Normal colour vision

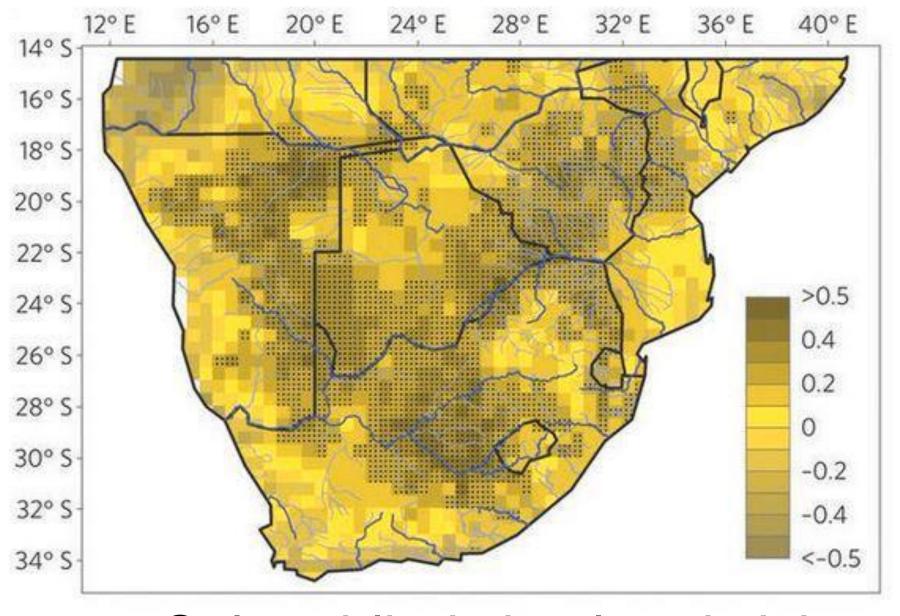
Simulation of severe deuteranopia



CVSimulator mobile phone app

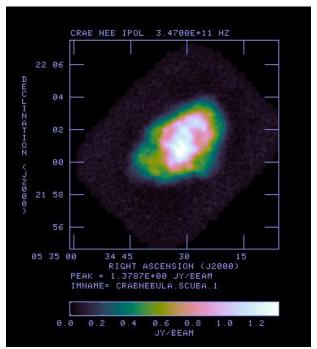


Normal vision

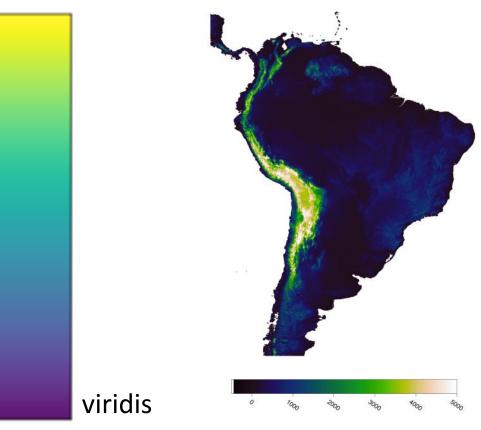


Colour blind simulated vision

### Alternatives?



cubehelix



CIE Lab Linear L



parula

## Summary

"Science is not finished until it is communicated"

Mark Walport, UK Chief Scientific Advisor

- It has never been easier to make amazing (and amazingly awful) scientific graphics
- As a community, we need to encourage a 'grammar of graphics' on a day-to-day basis
- Reviewers should criticise poor graphics, in the same way as poor statistics or grammar
- Editors and journals need to promote good practice more actively and strictly enforce more comprehensive guidelines
- #endrainbow tiny.cc/endrainbow