

# Contents

Preface	1
1 Introduction	4
1.1 The Power of Graphical Data Display	6
1.2 The Challenge of Graphical Data Display	9
1.3 The Contents of the Book	16
2 Principles of Graph Construction	22
2.1 Terminology	23
2.2 Clear Vision	25
2.3 Clear Understanding	54
2.4 Banking to 45°	66
2.5 Scales	80
2.6 General Strategy	110
3 Graphical Methods	119
3.1 Logarithms	120
3.2 Residuals	126
3.3 Distributions	132
3.4 Dot Plots	150
3.5 Plotting Symbols and Curve Types	154
3.6 Visual Reference Grids	166
3.7 Loess	168
3.8 Time Series	180
3.9 Scatterplot Matrices	193
3.10 Coplots of Scattered Data	198
3.11 Coplots of Surfaces	203
3.12 Brushing	206
3.13 Color	209
3.14 Statistical Variation	212

4	Graphical Perception	221
4.1	The Model	223
4.2	Superposed Curves	227
4.3	Color Encoding	230
4.4	Texture Symbols	234
4.5	Visual Reference Grids	240
4.6	Order on Dot Plots	244
4.7	Banking to 45°	251
4.8	Correlation	256
4.9	Graphing Along a Common Scale	259
4.10	Pop Charts	262

Bibliography 271

Figure Acknowledgements 281

Colophon 283

Index 285