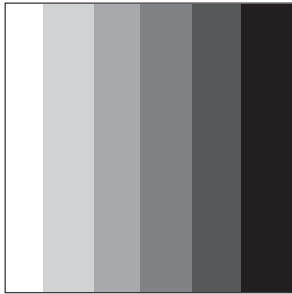


# Design Tools for Representing Data

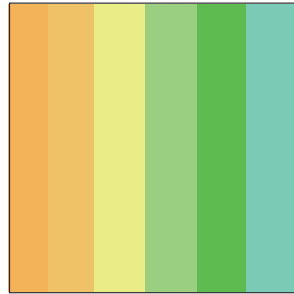
Below are some key design elements you can use as a guide in creating your own visuals to represent data. You can combine colors, patterns and symbols to portray your data in a meaningful way.

VALUE



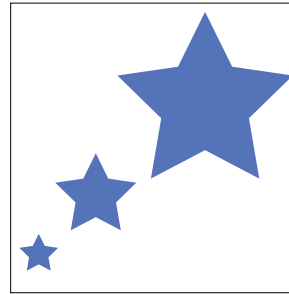
Light — Dark

COLOR



Warm — Cool

SIZE/SCALE

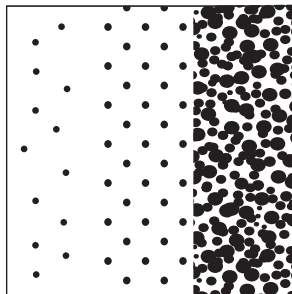


Less — More

SHAPE

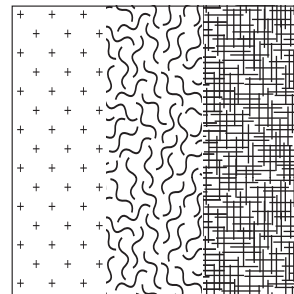


DENSITY



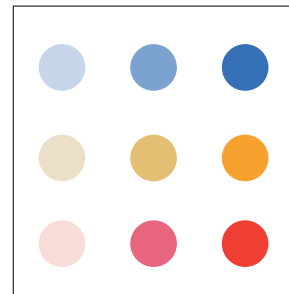
Fewer — Many

PATTERN



Calm — Busy

INTENSITY



Weak — Strong

DIRECTION/FLOW

