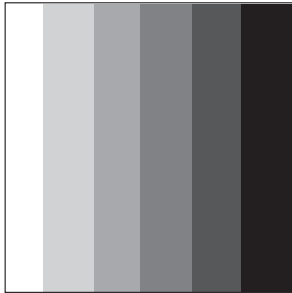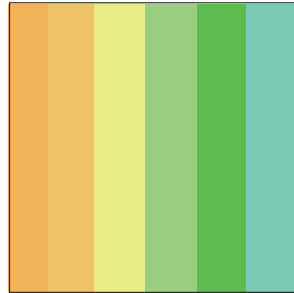# Design Tools for Representing Data

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.
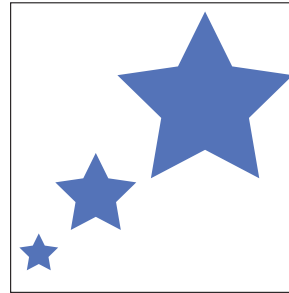

VALUE
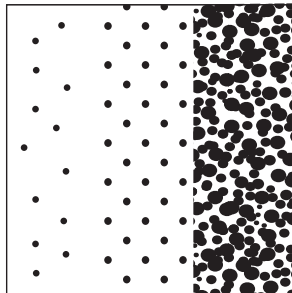Light ——— Dark

COLOR
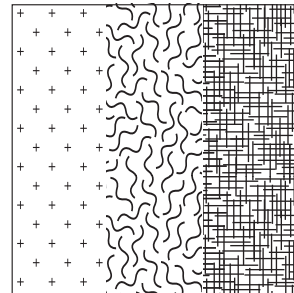Warm ——— Cool

SIZE/SCALE
Less ——— More

SHAPE

DENSITY
Fewer ——— Many

PATTERN
Calm ——— Busy
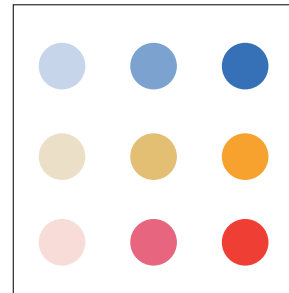
INTENSITY
Weak ——— Strong

DIRECTION/FLOW