The Shaffer 4 C’s of Data Visualization

Clear - easily seen; sharply defined
• who's the audience? what's the message?
• clarity more important than aesthetics

Clean - thorough; complete; unadulterated
• labels, axis, gridlines, formatting, right chart type, color choice, etc.

Concise - brief but comprehensive
• not minimalist but not verbose

Captivating - to attract and hold by beauty or excellence
• does it capture attention? is it interesting? does it tell the story?