

# 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?