



Balázs L. Svidro

TO MAKE AN EYE-CATCHING DASHBOARD

THE TRICKS OF SIGHT



Tricks of Sight



Rules of Design



Use in Datavisualization

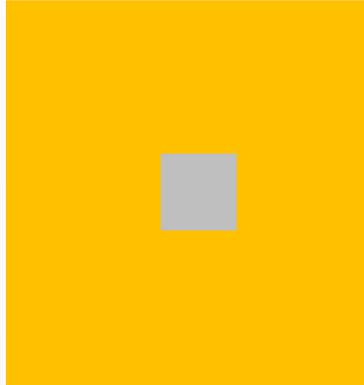
CONTRASTS



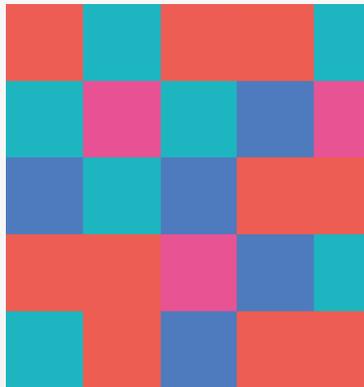
COLOR CONTRASTS



Cold/Warm



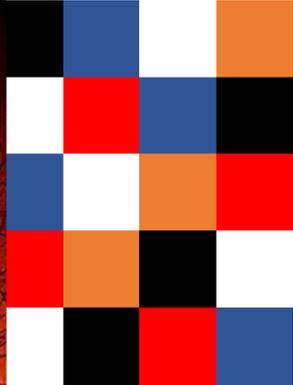
Simultaneous



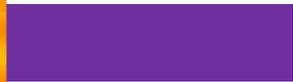
Cold/Warm



Complementary



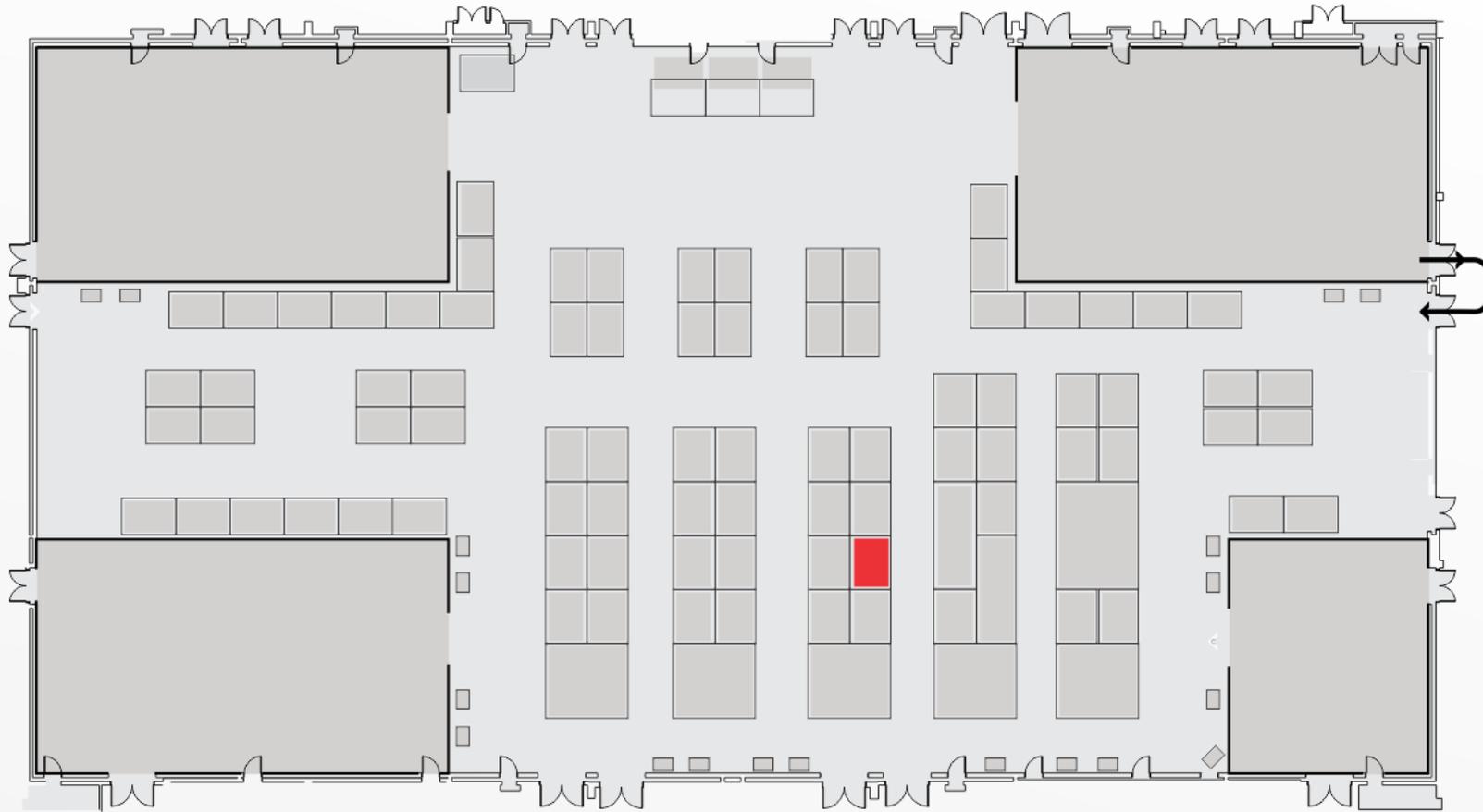
Hue



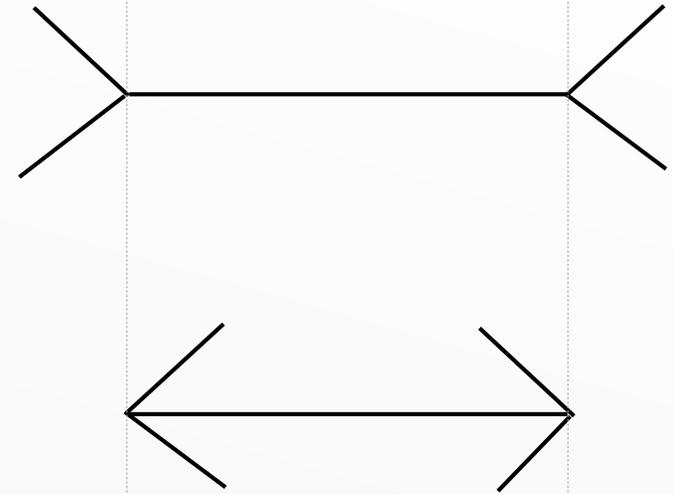
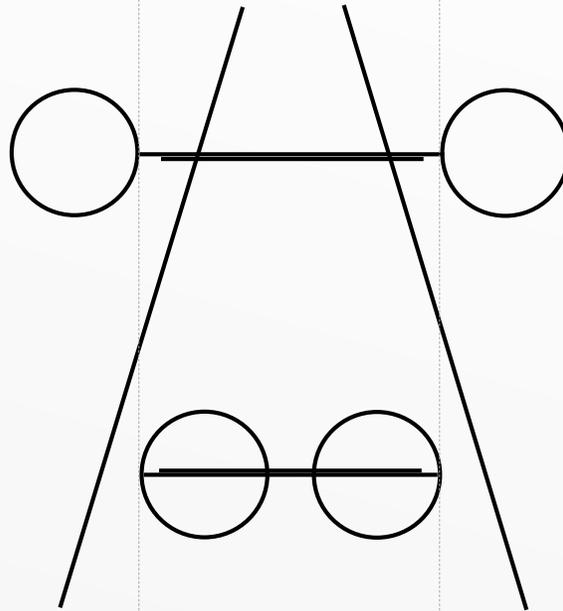
Extension

COLOR CONTRASTS

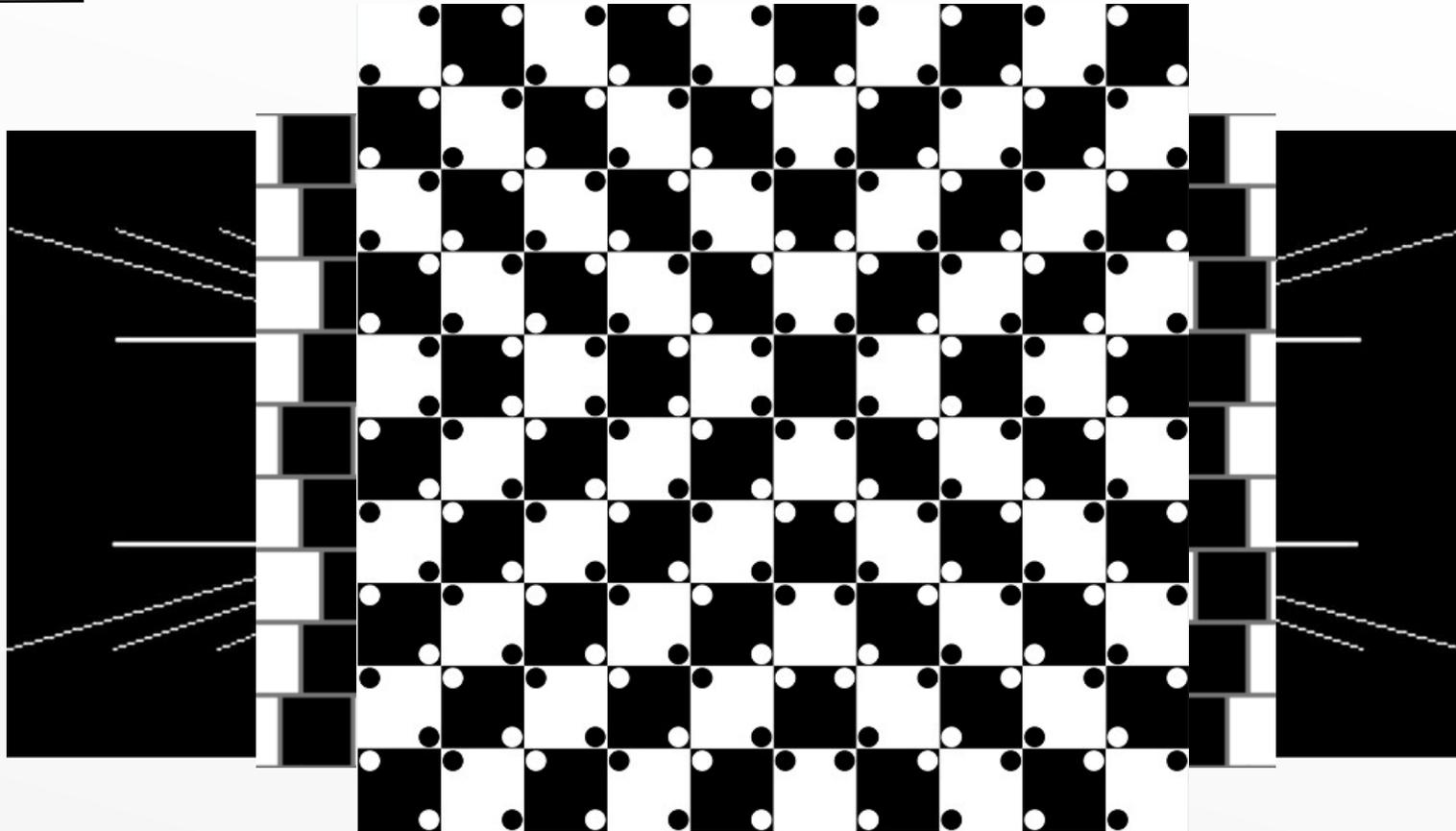
Contrast means Lines



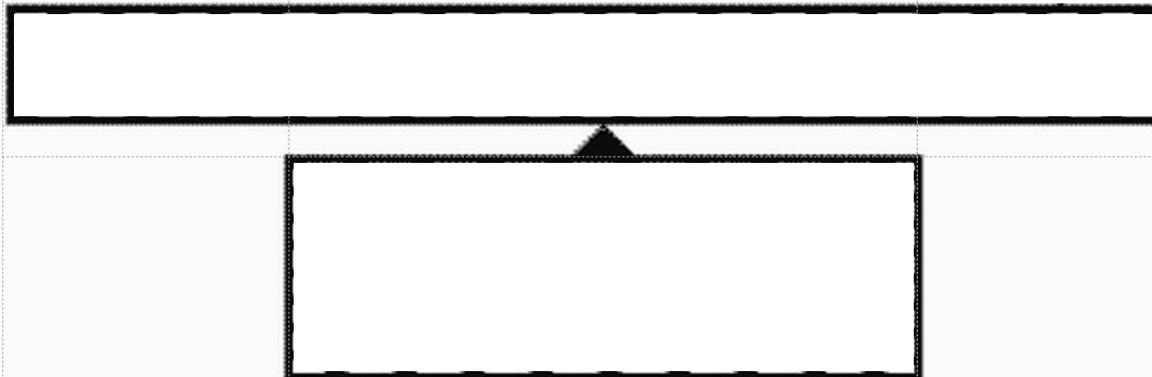
LINES & SHAPES



LINES & SHAPES



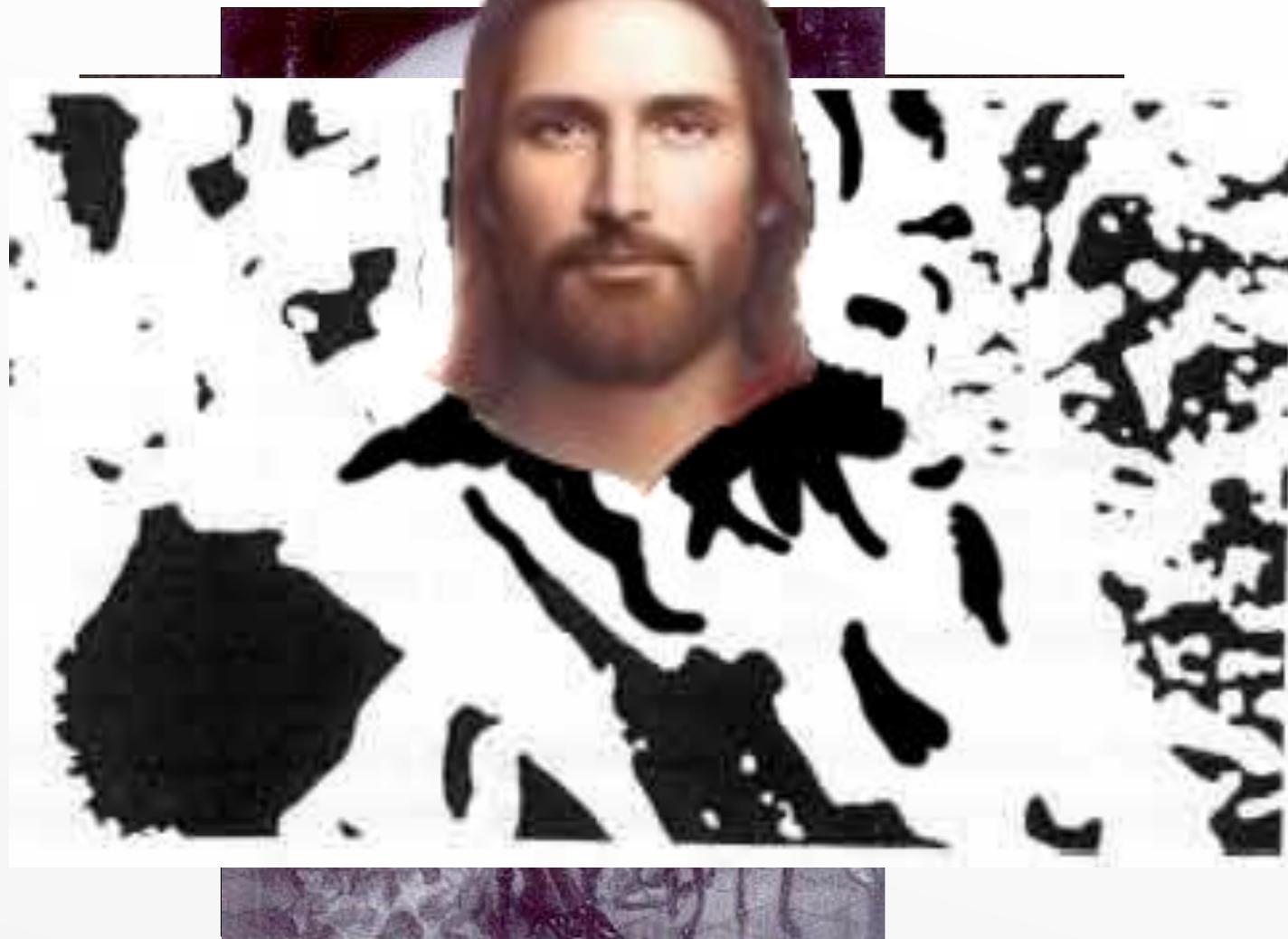
LINES & SHAPES



SHAPES & MEANING

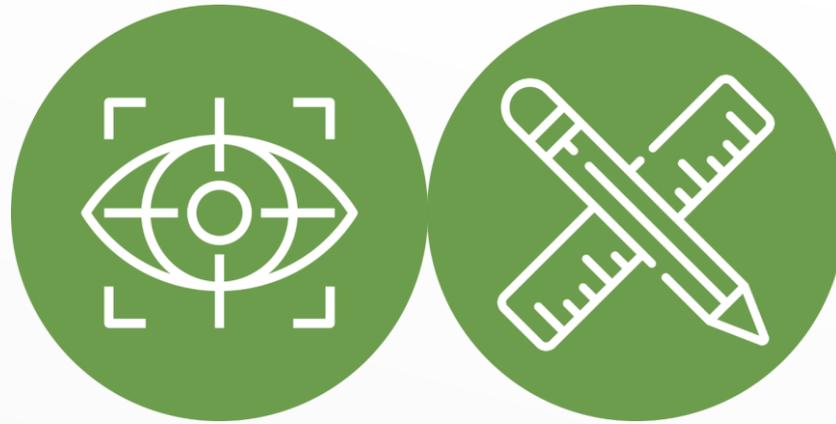


WHAT'S IN MY MIND



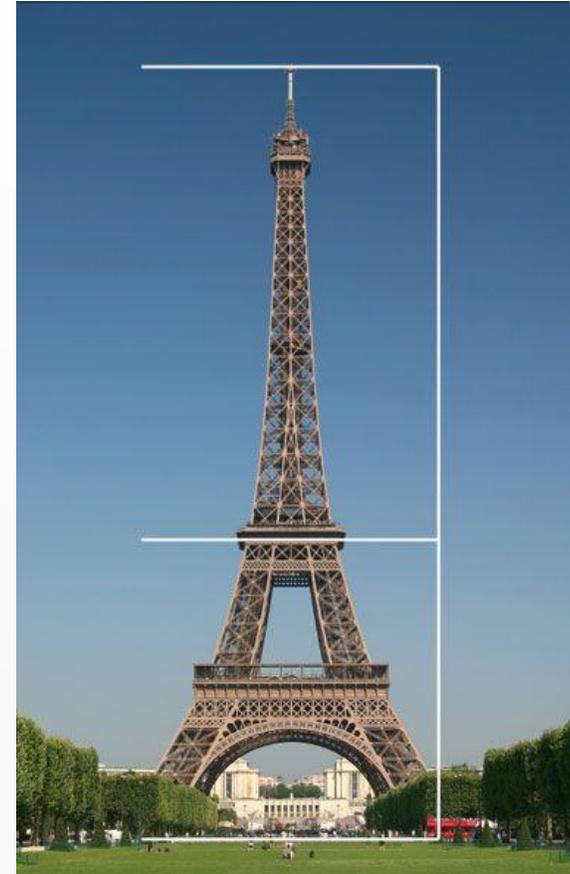
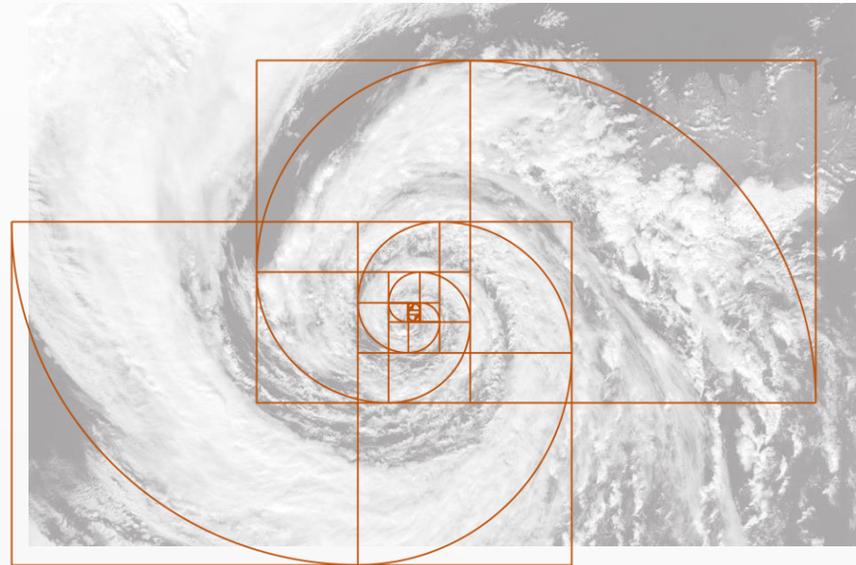
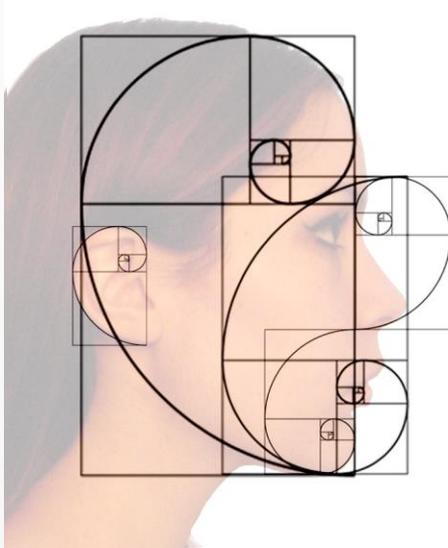
WHAT'S IN MY MIND



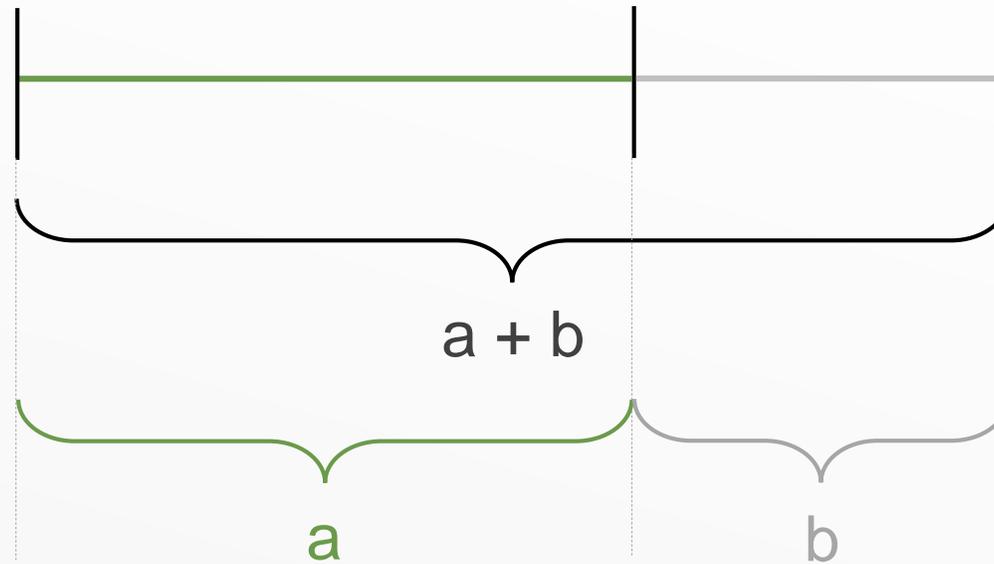


RULES OF DESIGN

GOLDEN RATIO

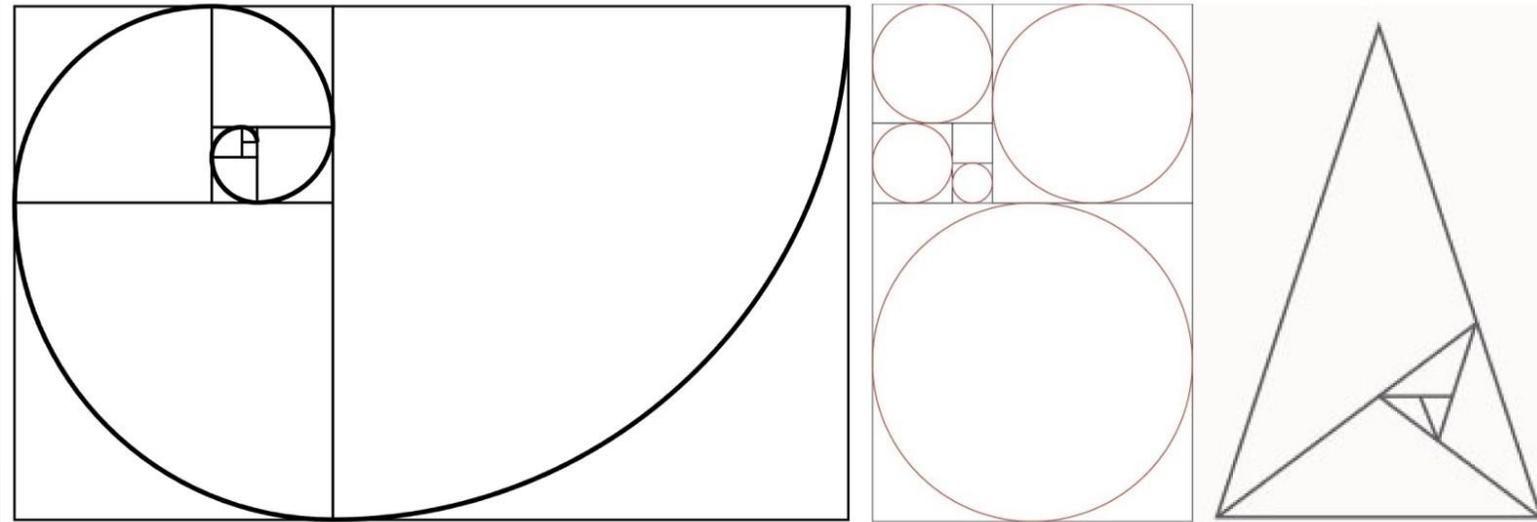


GOLDEN RATIO

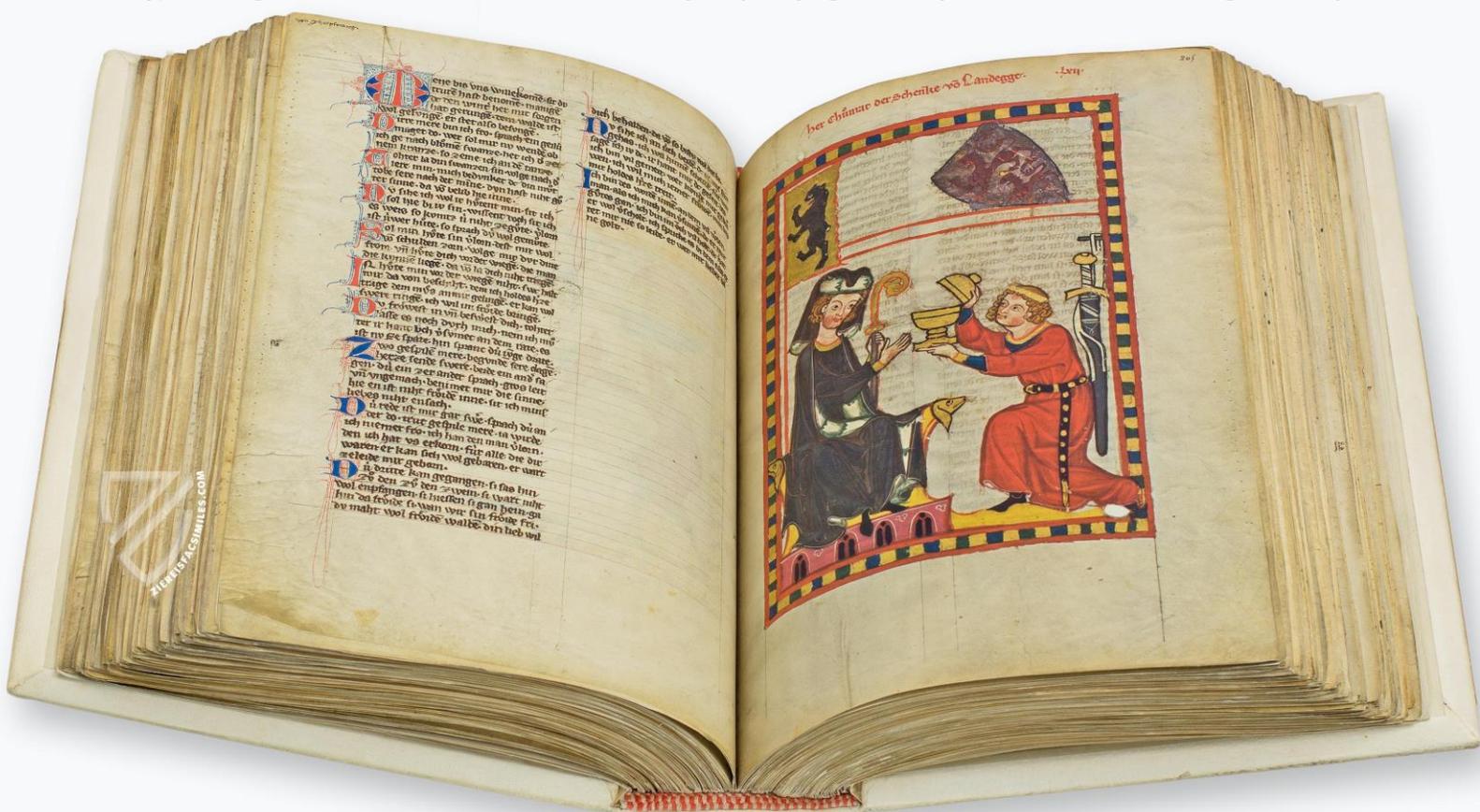


$$\frac{a + b}{a} = \frac{a}{b} = 1.618\dots$$

GOLDEN RATIO



GOLDEN RATIO





READING DIRECTION



GRID SYSTEM



The Grid System

The ultimate resource in grid systems.

"The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice."

Josef Müller-Brockmann



Show Grid

Join The Forum



Search

Articles

The Golden Proportion

The golden section— a precise way of dividing a line, music or anything else-is showed up early in mathematics.

06.Jan.2010

The Golden Ratio in Web Design

You would be surprised to find out that most aesthetically pleasing designs, works of art, objects and even people have math in common. Specifically the Golden Ratio...

06.Jan.2010

Tools

Fluid 960 Grid System

A jQuery based fluid grid system template based on Nathan Smith's 960 Grid System. Allows multiple layouts including 12 or 16 fluid columns and 12 or 16 fixed columns.

06.Jan.2010

Masonry

Masonry is a layout plugin for jQuery that arranges elements vertically then horizontally according to a grid.

06.Jan.2010

Books

Universal Principles of Design

Universal Principles of Design is the first comprehensive, cross-disciplinary encyclopedia of design.

04.Nov.2009

Designing for the Web

A Practical Guide to Designing for the Web has written explanations of the core principles of graphic design in relation to the web.

08.Oct.2009

Templates

Photoshop 4 Column Grid

A free 4 Column Photoshop grid template for a 1024x768 screen resolution by Ray Gulick.

08.Jun.2009

InDesign 568x792 Grid System (12)

By Dario Galvagno. Adobe InDesign file with a grid system for a 568pts x 792pts page that is divided into 12 columns and rows using the Golden Ratio. Includes a 12pt baseline grid.

16.Apr.2009

Blog

Buy Slammer = Help Haiti

The grid-generating app Slammer is part of the Indie+Relief initiative. Buy it and all proceeds from today (01/20) will be donated to Haiti.

20.Jan.2010

Eternal Network

Lovely minimal grid based site design that's reminiscent of old computer paper.

06.Jan.2010

Inspiration

Ace Jet 170
AisleOne
Athletics
BBDK
Blanka
Build
Corporate Risk Watch
Counter Print
David Airey
Design Assembly
Dirty Mouse
Experimental Jetset
Form Fifty Five
Grafik Magazine
Grain Edit
Graphic Hug
I Love Typography
Lamosca
Mark Boulton
Minimal Sites
Monocle
Neubau
NewWork
OK-RM
Original Linkage



before

Typography

A typographic diagram for the word 'Typography'. The word is written in a bold, black, sans-serif font. It is centered between two horizontal dashed lines. Eight vertical solid lines are spaced evenly across the width of the word, extending from the top dashed line to the bottom dashed line. The word 'before' is written in a smaller, grey, sans-serif font above the top dashed line, centered under the 'y' and 'p'.

after



SQUARE BOOK

Lorem ipsum dolor sit amet, ea solita laboramus scribentur est. Eu qui dolore desentiet necessitati- bus, iuu frute-senobus conuine ut. Mei et quot me- diocri tatem, noniam aspere ad est, it posse me- mum fastidi viz.

Lorem ipsum dolor sit amet, ea solita laboramus scribentur est. Eu qui dolore desentiet necessitati- bus, iuu frute-senobus conuine ut. Mei et quot me- diocri tatem, noniam aspere ad est, it posse me- mum fastidi viz.

1

Lorem ipsum dolor sit amet, ea solita laboramus scribentur est. Eu qui dolore desentiet necessitati- bus, iuu frute-senobus conuine ut. Mei et quot me- diocri tatem, noniam aspere ad est, it posse me- mum fastidi viz.

ROYAL AGRICULTURAL HALL, ISLINGTON
 OPEN XMAS-EVE,
 UNTIL FEB. 10TH
 LESSEES & MANAGERS,
 Messrs TREAD & BAILEY



WORLD'S FAIR

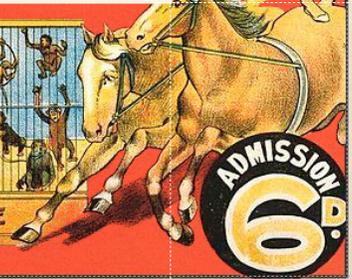
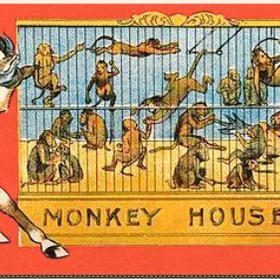
TO BE SEEN FREE.
 GRAND
CIRCUS
 AT INTERVALS DAILY

PONCHERY
 MONARCH
 OF THE HIGH ROPE
 TWICE DAILY

WOMBWELL'S N° 1
MENAGERIE
 ALWAYS ON VIEW
 PERFORMING LIONS PERFORMING LION

THE THREE FITZROYS
 AERIAL FLYING WONDERS
 TWICE DAILY.



ADMISSION 6D

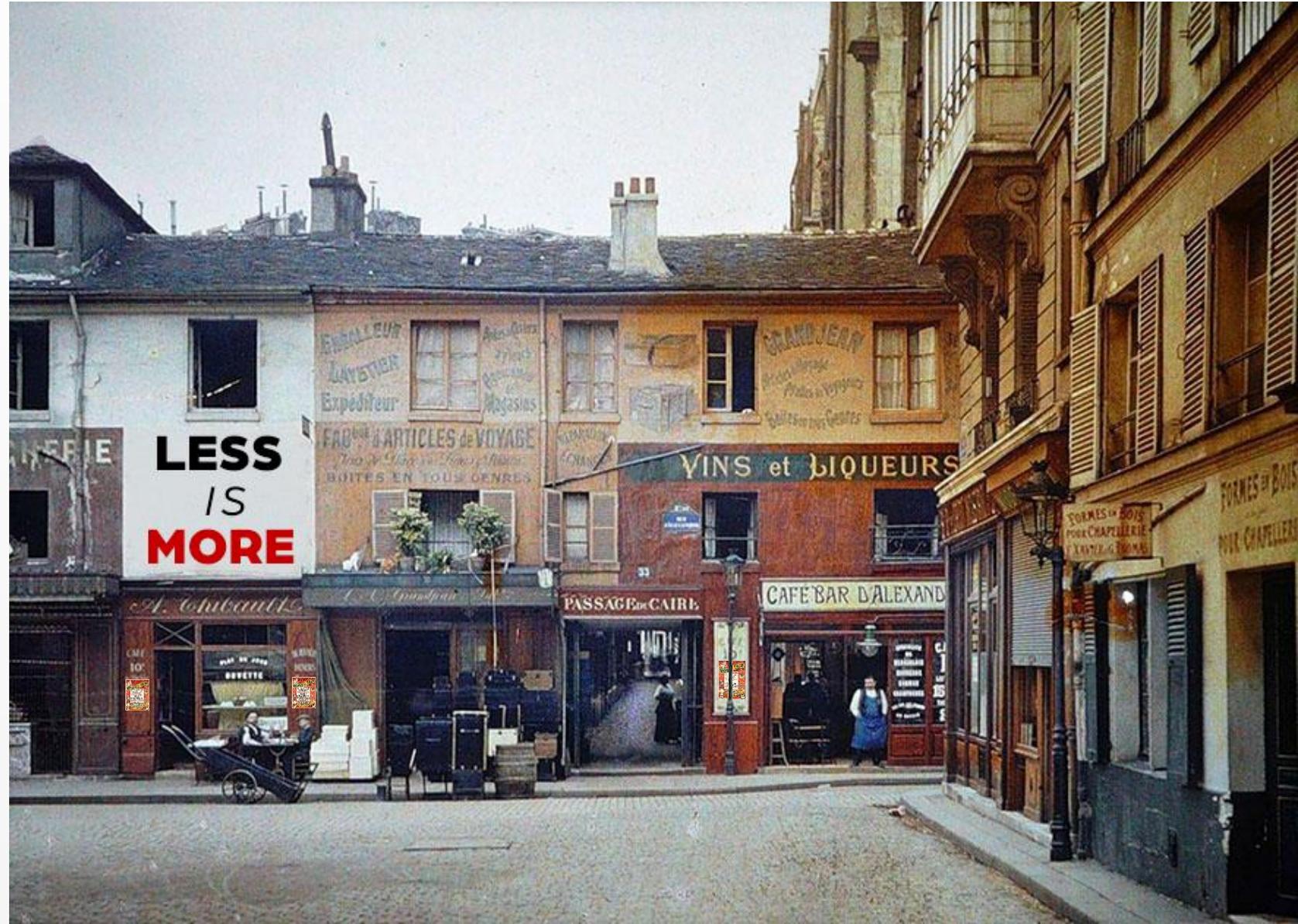
ADMISSION 6D

MONKEY HOUSE





WHY SO SIMPLE?



WHY SO SIMPLE?



LITTLE BIT OF LOGO



1971



1978



1985



1995

LITTLE BIT OF LOGO



Coca-Cola

1905

Coca-Cola

1940



1950



1993

Coca-Cola

2007

LITTLE BIT OF LOGO



1977



1998



2001



2007



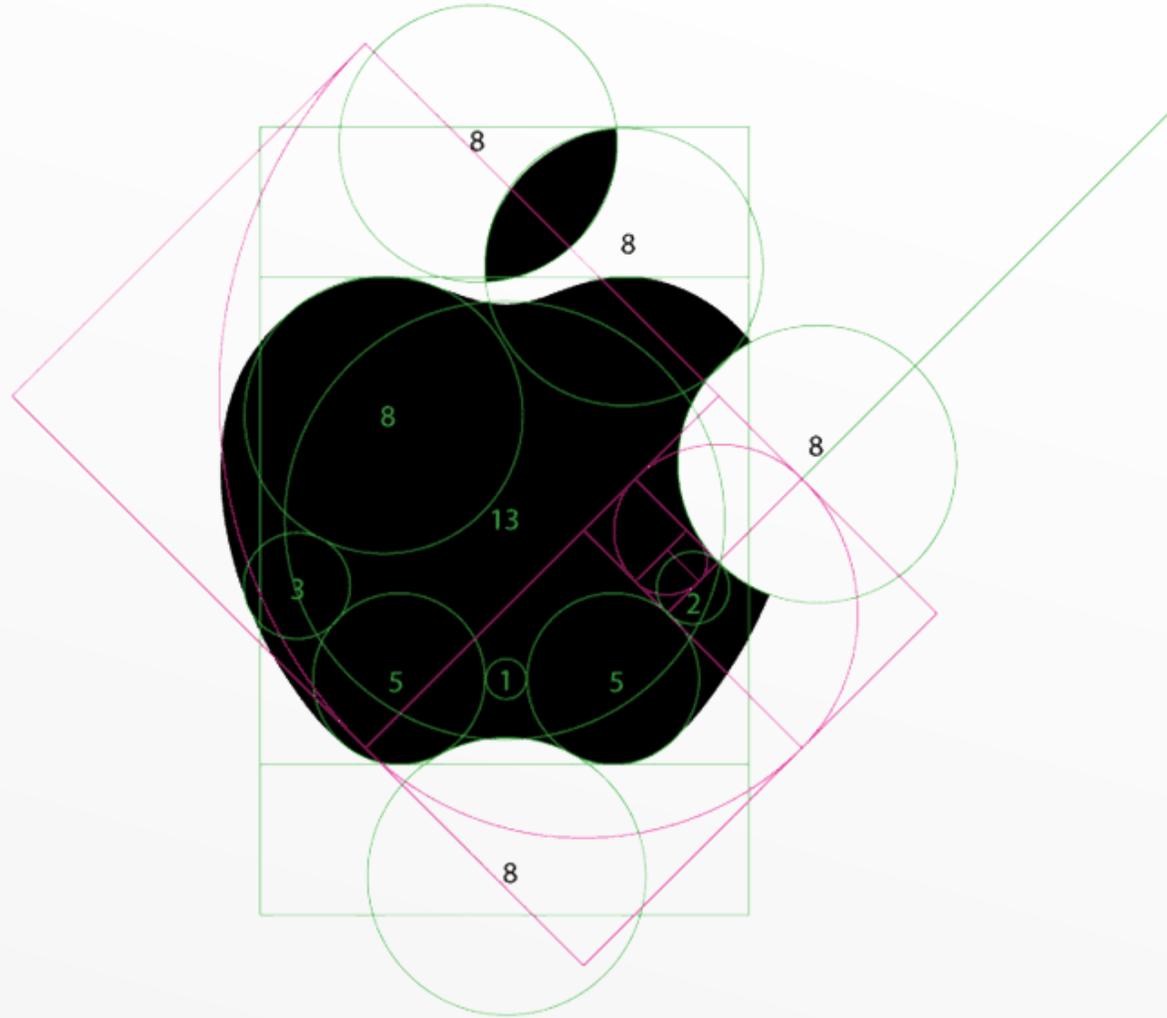
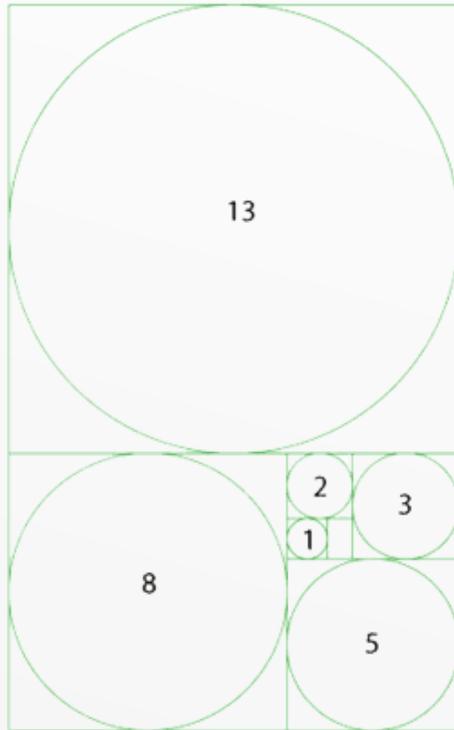
2013

LITTLE BIT OF LOGO

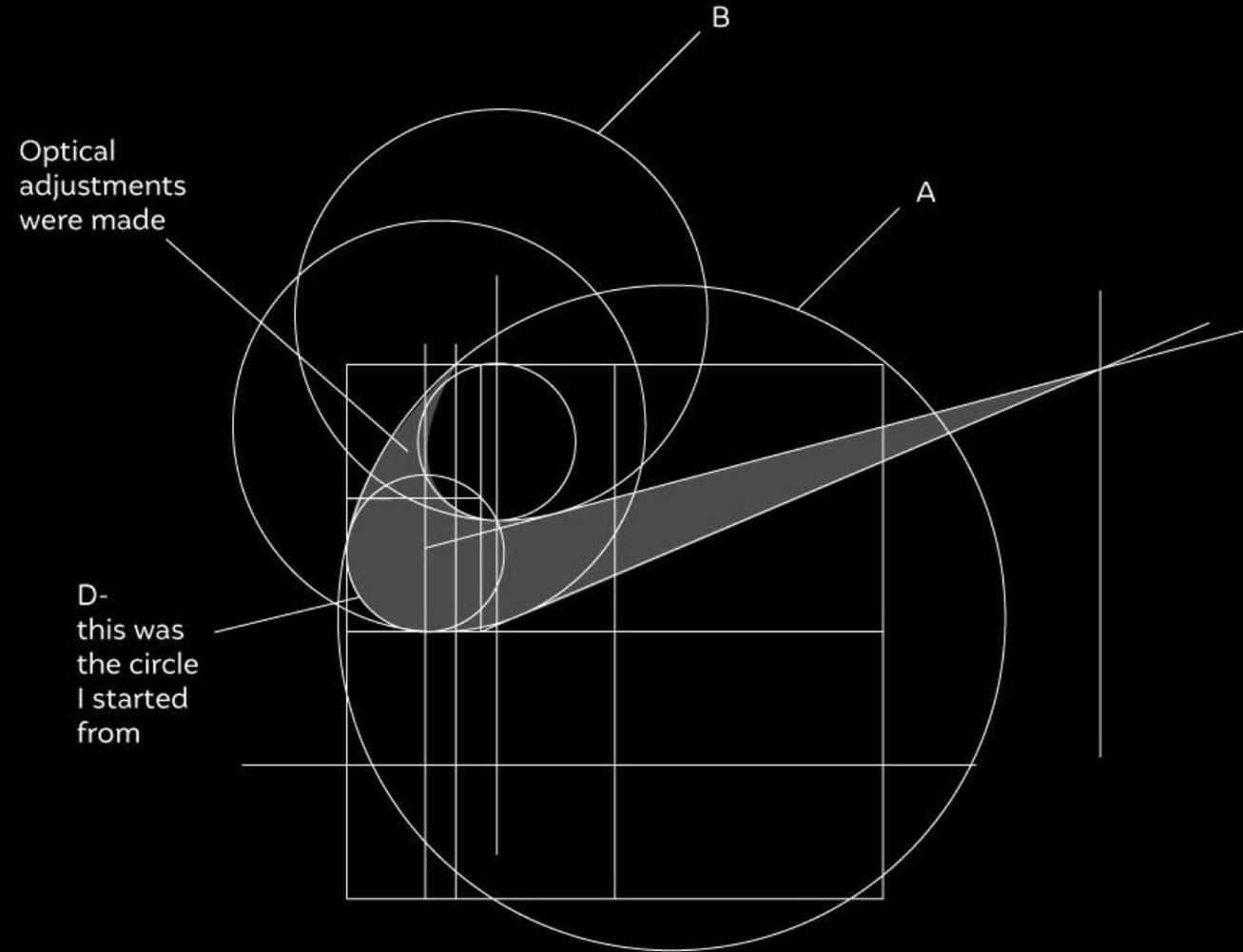
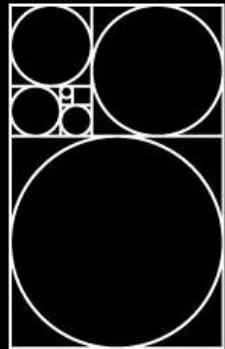


Coca-Cola

LITTLE BIT OF LOGO



LITTLE BIT OF LOGO



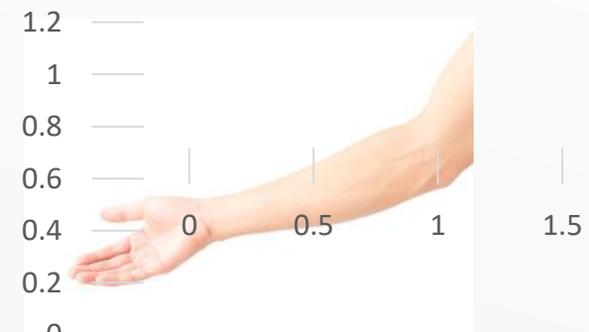
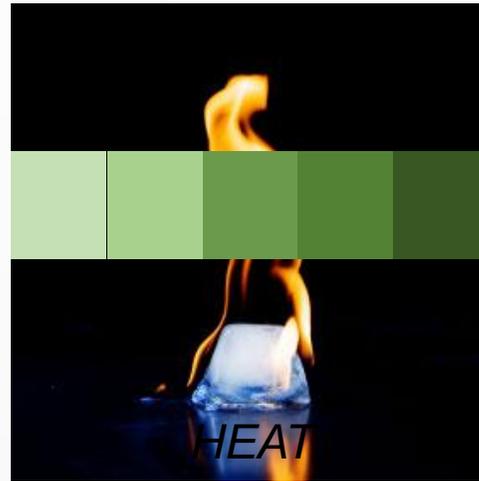
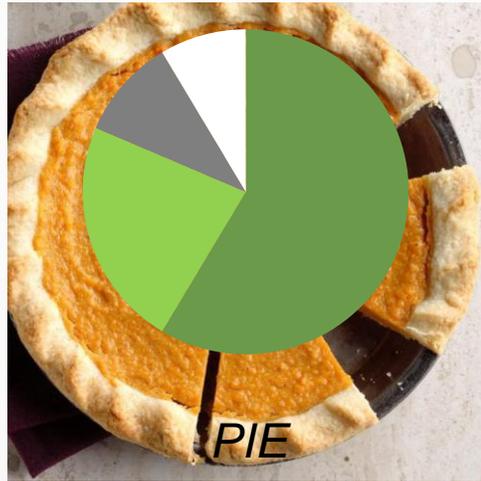
LITTLE BIT OF LOGO





USE IN DATAVISUALIZATION

IMPRESSIONS - QUANTITY



COLUMN

SCALE

CREATING A DASHBOARD



Age ▼ Gender ▼

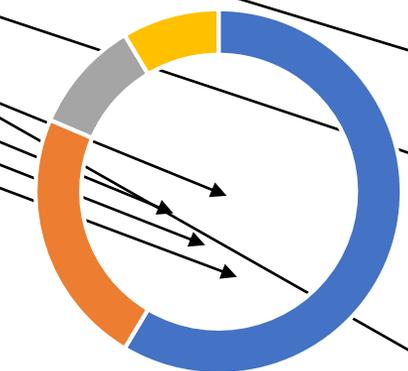
- AGE
- YEAR
- BRAND
- GENDER
- VALUE4
- VALUE6
- VALUE7
- VALUE8
- VALUE12
- VALUE13

Filter		GENDER	VALUE1	VALU																
Compare		3	5																	
Compare		3	2																	
Filter		2	6																	
		1	4																	
Show (Year/Brand compare)		3	2																	
Show (Year/Brand compare)		2	4																	
Show (Year/Brand compare/Mainbrand)		3	7																	
Show (Mainbrand)		2	7																	
Show (Mainbrand)		4	8																	
Show (Mainbrand)		1	2																	
Show (Mainbrand)		3	7																	
507208	53	2016	9	1	3															
210308	46	2019	2	1	9															
698730	48	2017	10	1	5															
773818	49	2019	3	2	3															
331649	30	2018	5	2	5															
500349	27	2018	6	3	8															
910231	31	2016	10	2	2															
270708	24	2018	7	3	6															
624788	55	2018	4	1	8															
798836	56	2017	5	2	2															
457007	32	2019	9	2	7															
800519	36	2017	5	1	5															
385942	24	2018	2	3	1															
212313	37	2017	2	3	5															
158985	22	2017	4	2	6															
574401	47	2018	2	3	8															
136162	60	2018	5	3	8															
563465	18	2017	3	1	10															
888148	45	2019	2	3	4															
114239	43	2019	10	1	6	2	1	5	5	9	5	1	10	5	4	7	4	10	9	4
602057	41	2019	10	1	5	4	5	8	10	6	4	10	3	10	3	9	3	6	5	1
425036	27	2019	2	1	7	5	10	5	2	5	3	9	9	9	9	5	7	9	3	9
602791	36	2018	8	2	4	8	1	7	9	10	1	8	1	7	1	10	5	3	2	7

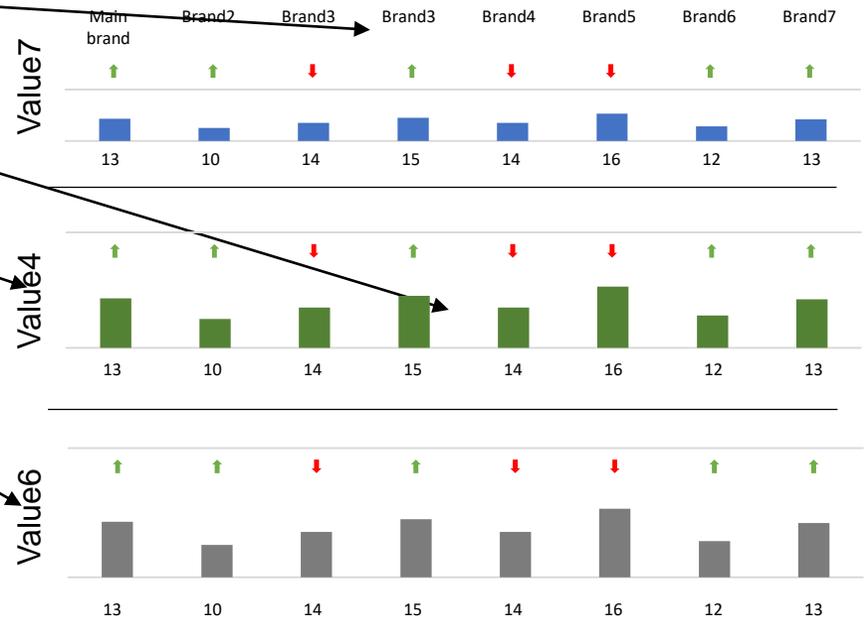
Comparison Page

Mainbrand

Mainbrand

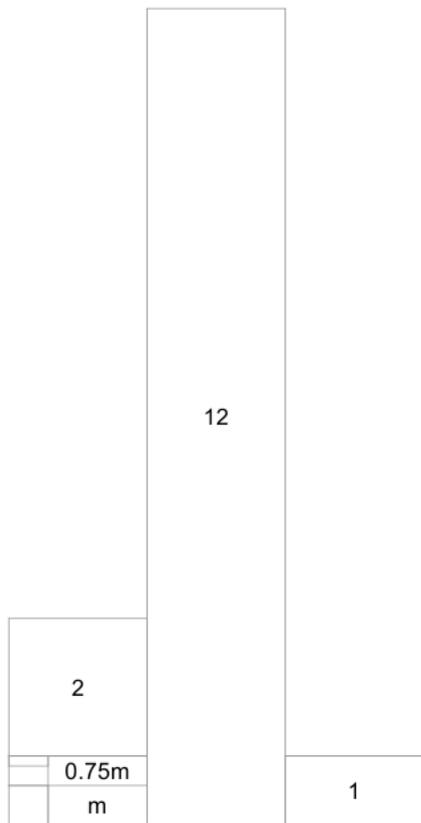


- Value7
- Value8
- Value12
- Value13



CREATING A DASHBOARD





**Be like a duck.
Remain calm on the surface**



**and paddle like
HELL underneath.”**

Michael Caine



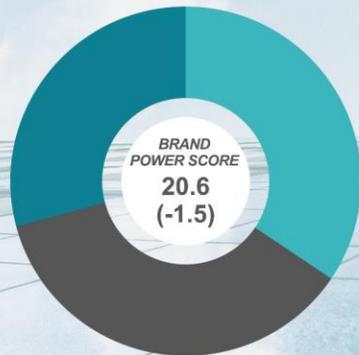
Year 2018	Filter No selection				
Gender Female	Filter Option4	Filter Option4	Filter Option4	Filter Option4	Filter Option4

Update

COMPETITOR COMPARISON

Meaningful
135 (+5)

Salient
121 (-4)



Different 143 (-7)

BRAND POWER SCORE

20.6%

PREMIUM SCORE

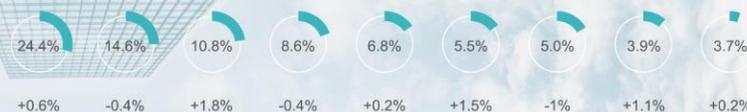
154

NET PROMOTER SCORE

69%

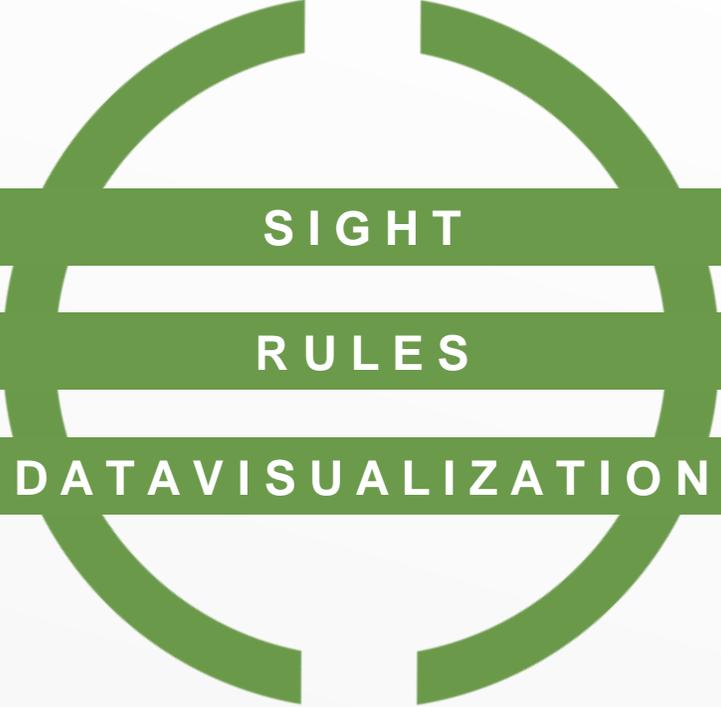
COMPETITORS

BRAND 2 BRAND 3 BRAND 4 BRAND 5 BRAND 6 BRAND 7 BRAND 8 BRAND 9 BRAND 10



AMONG BRAND OWNERS ONLY

↑ ↓ Significance vs. Previous year (+/- 10 pts. Evolution for index)



SIGHT

RULES

DATAVISUALIZATION

DATA EXPERT