



Tufte's Data Ink Ratio

“The ability to simplify means to eliminate the unnecessary so that the necessary may speak.” Hans H.

CONCEPT



- **AUTHOR - EDWARD TUFTE**
- **SCRUTINIZE ALL ELEMENTS ON THE CHART**
- **NOT EVERYTHING SHOULD BE ON THE CHART AS IT CONFUSES AUDIENCE**
- **WE STRIVE FOR CLARITY, SIMPLICITY AND CLEANNESS OF THE MESSAGE**

FORMULA

$$\frac{\text{Data-ink}}{\text{Total - ink}} = \frac{\text{Elements conveying data information}}{\text{All elements in the chart}}$$

- **ELEMENTS:** COLORS, EFFECTS, LEGENDS, LABELS, IMAGES, ANNOTATIONS, HEADLINES
- **REMOVE NON-DATA INK AS MUCH AS POSSIBLE, REMOVE REDUNDANT DATA-INK**

BENEFITS



- **CONCISE MESSAGE**
- **SAVING TIME AND SPACE**
- **IT ENGAGES AUDIENCE ON DEEPER LEVEL**
- **FASTER AND BETTER DECISION MAKING**
- **BETTER DATA INTERPRETATION**