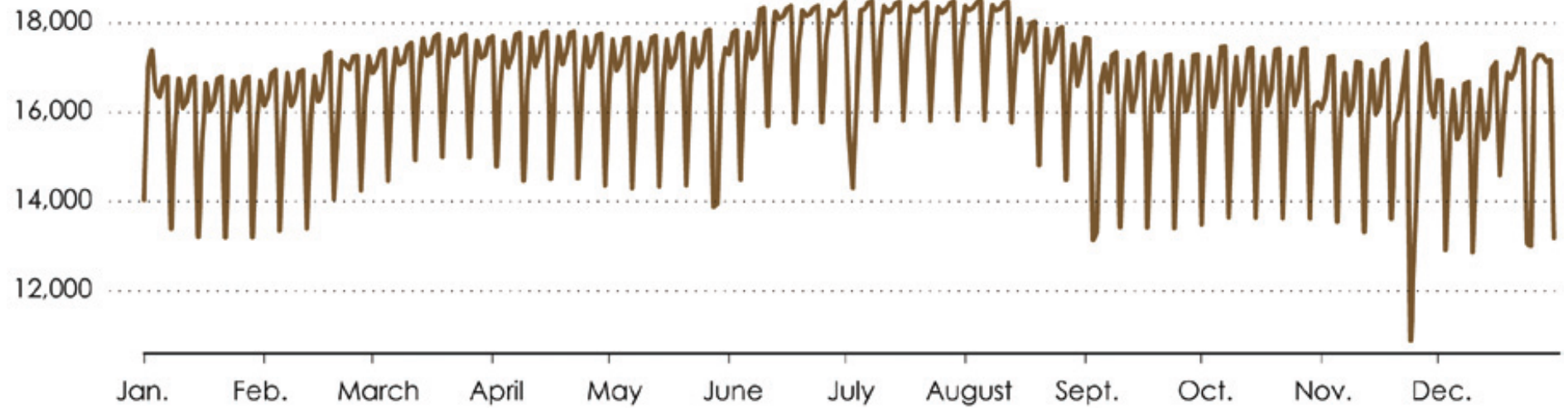
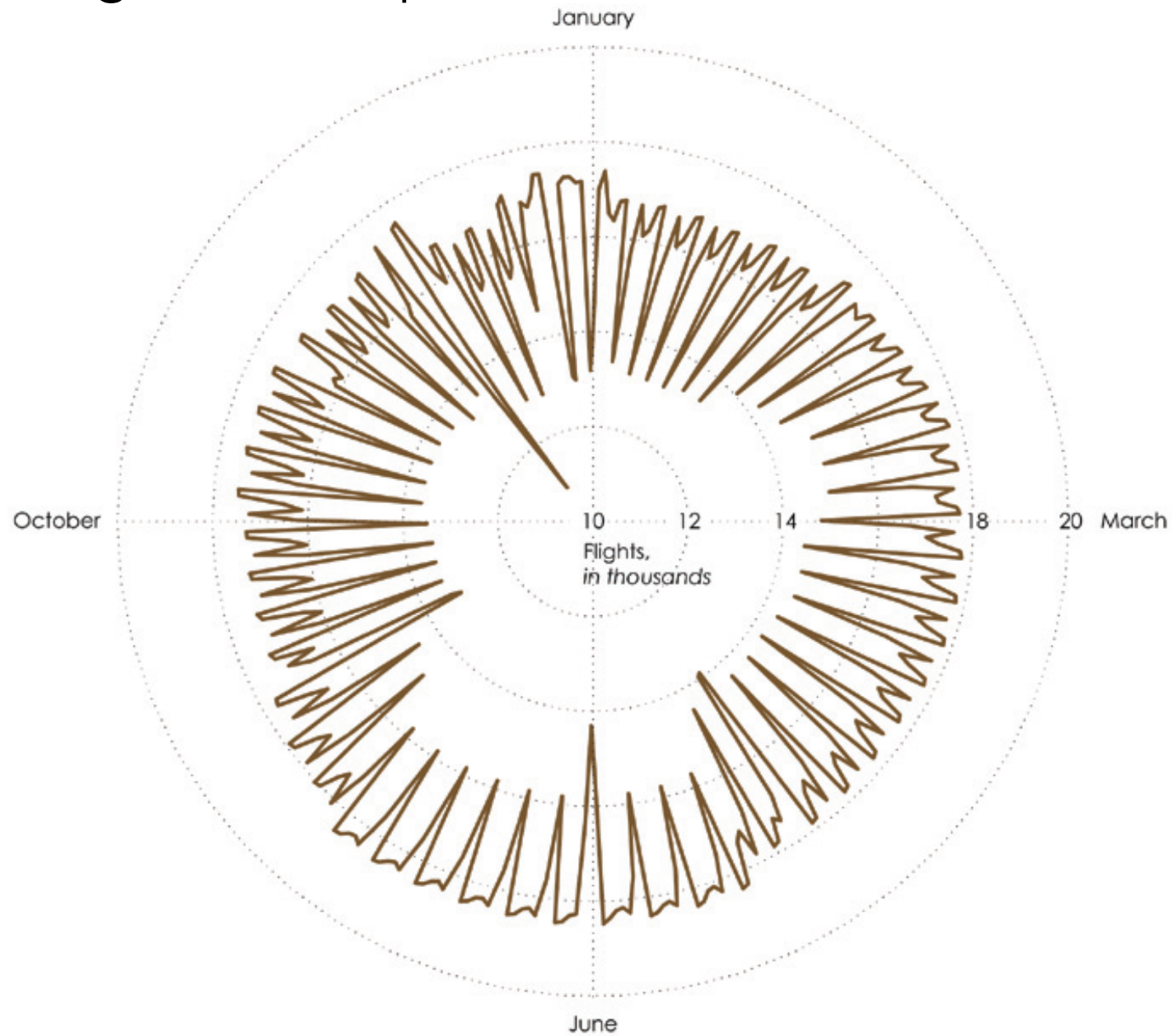


Airline Flights Example

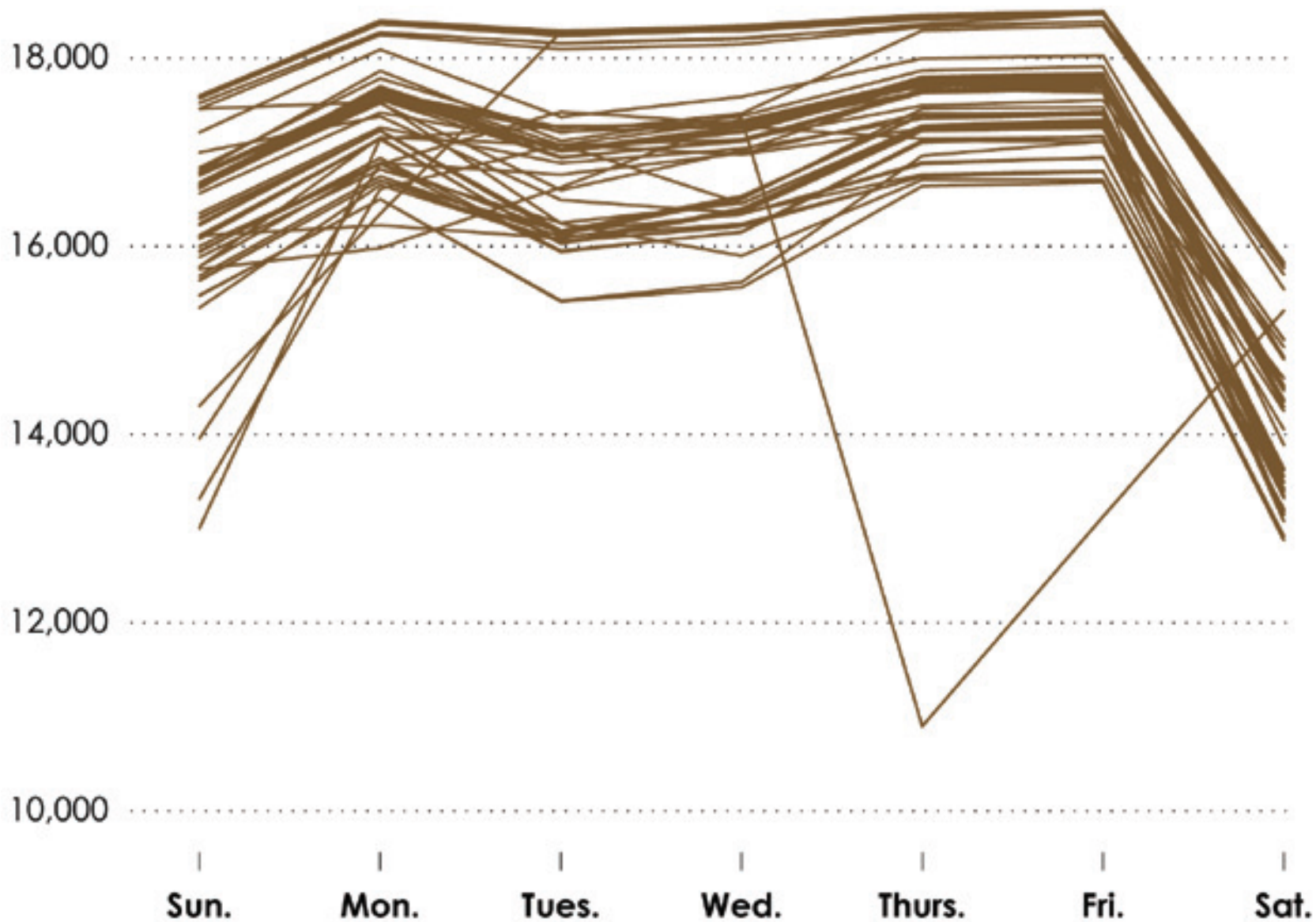
Flights by day



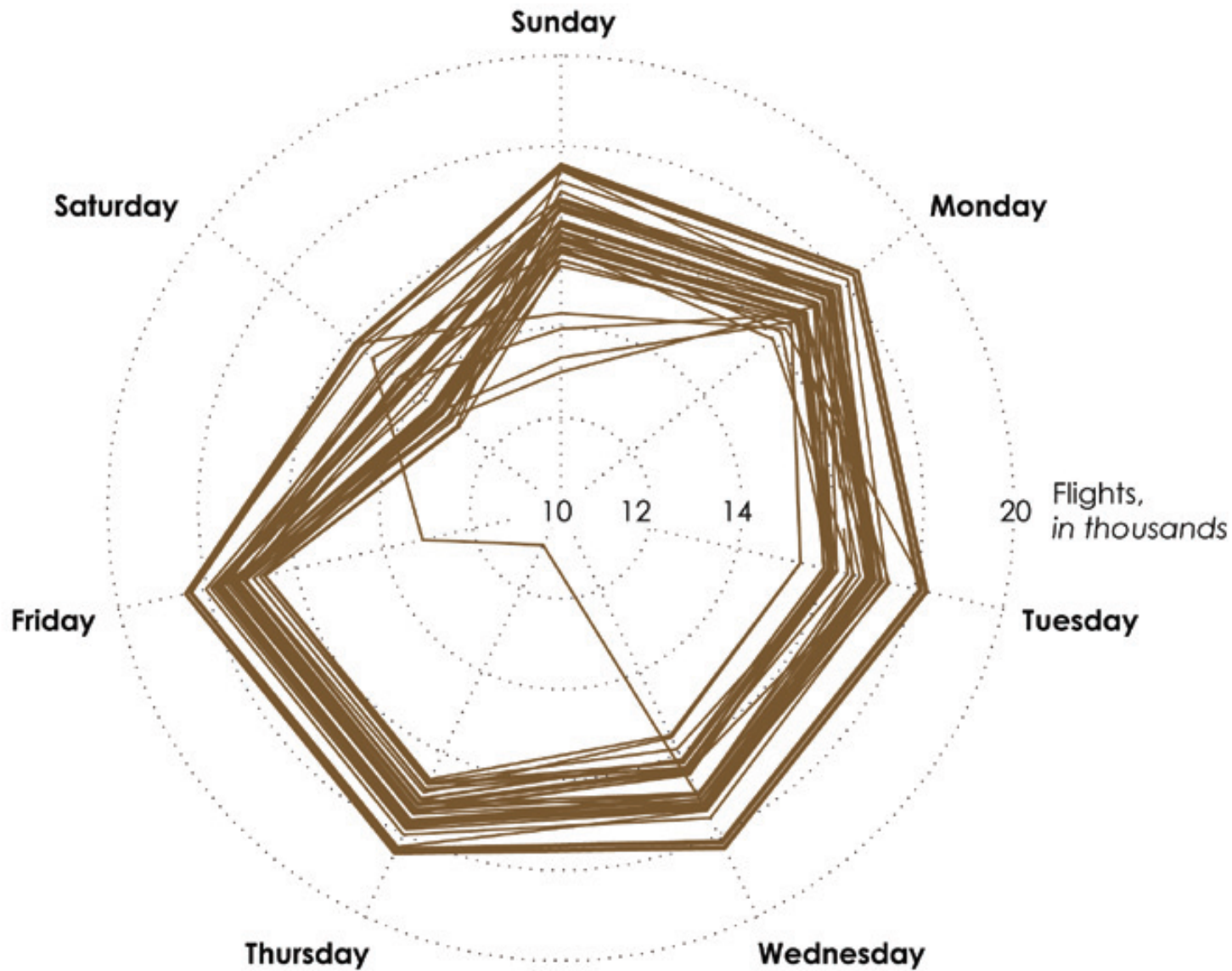
Airline Flights Example



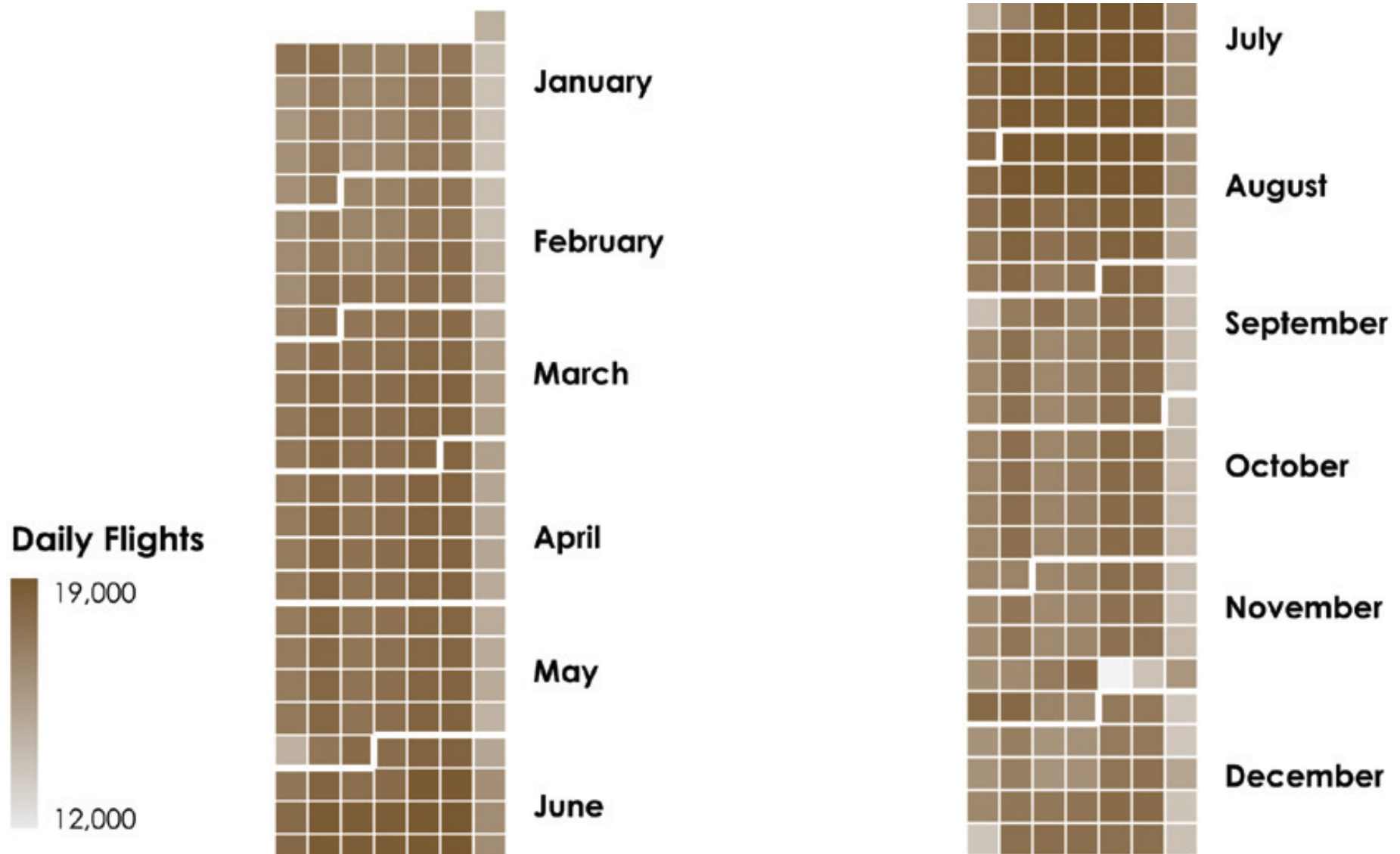
Airline Flights Example



Airline Flights Example



Airline Flights Example



Color Schemes

Sequential

The same or similar hues are used, and saturation varies for a single metric.



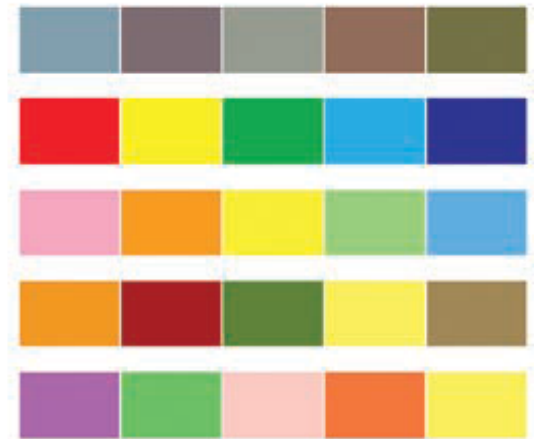
Diverging

Two hues are used to indicate a division, such as positive and negative values.

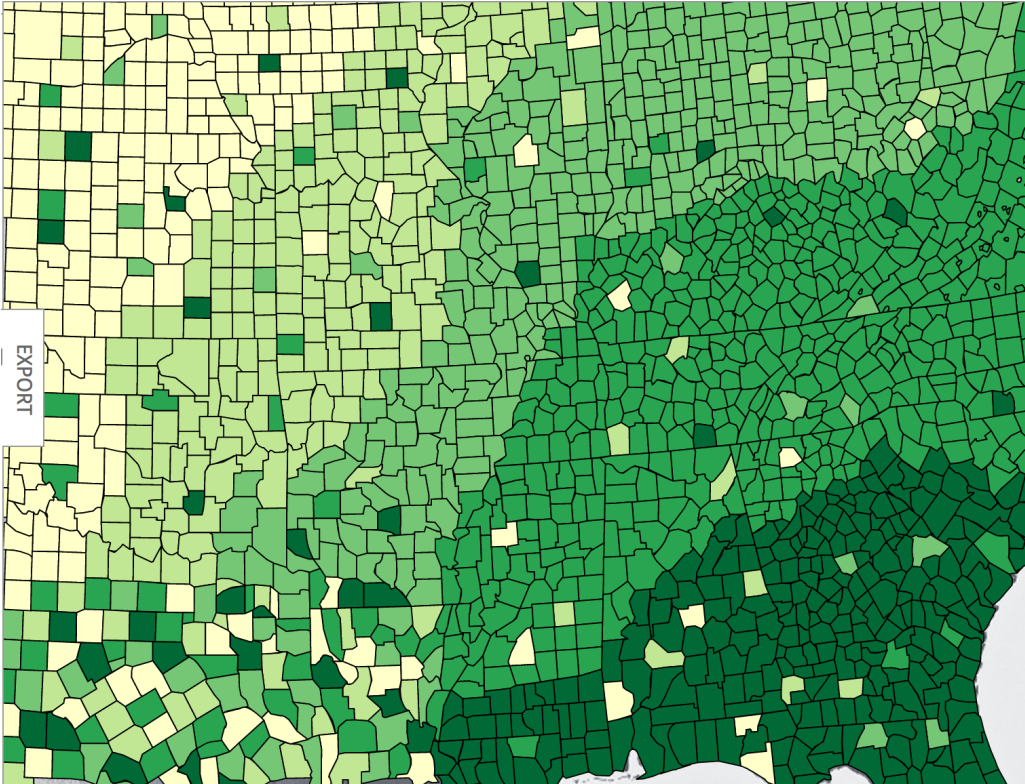
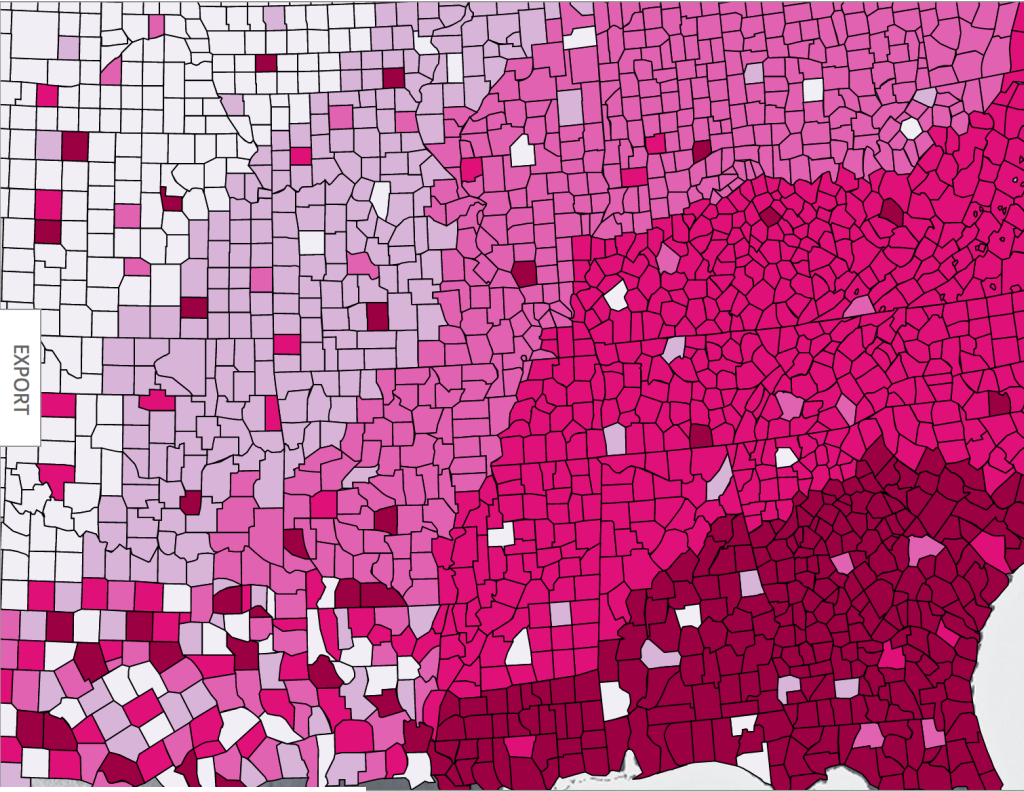


Qualitative

When data is non-numeric, contrasting colors are used for each category.

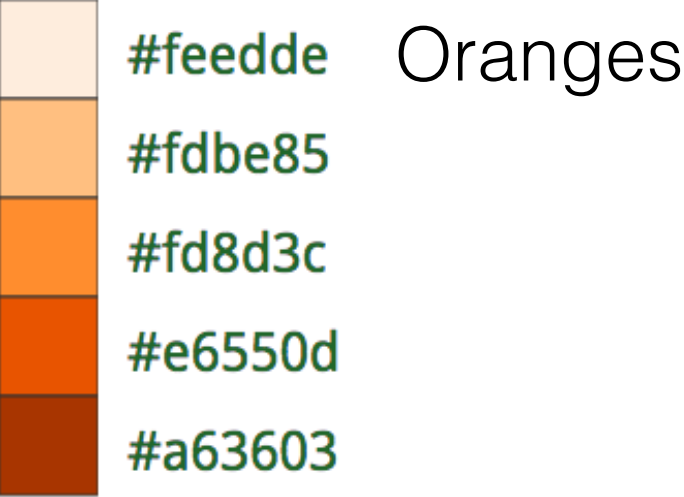
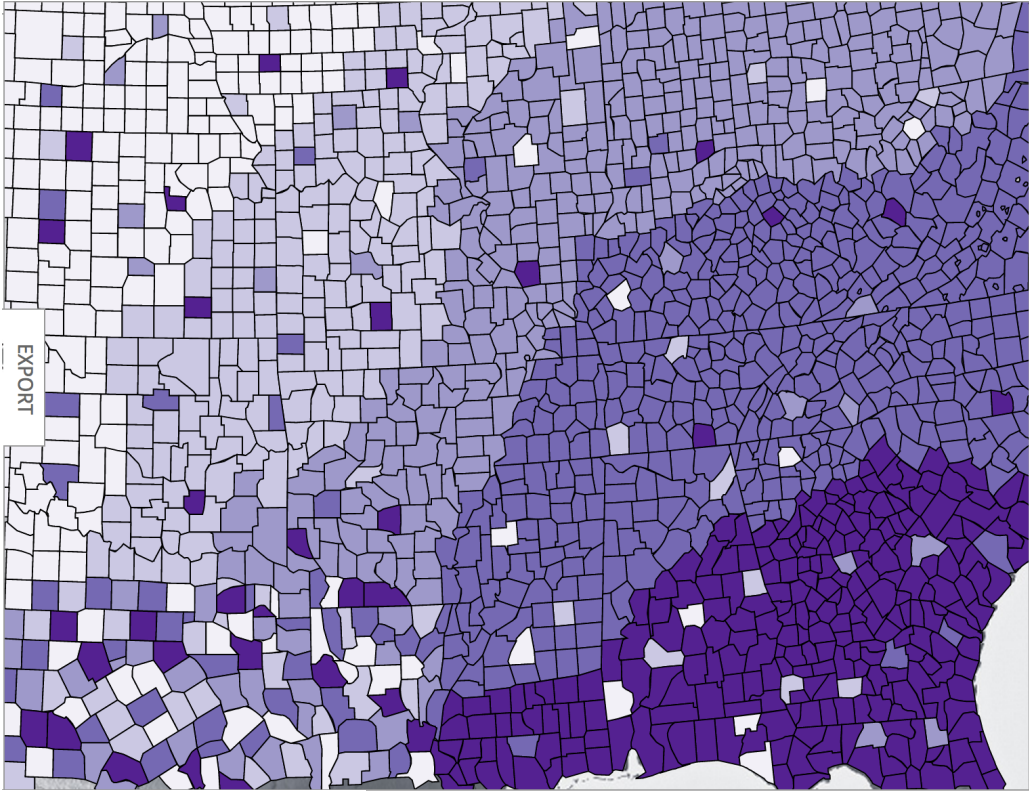
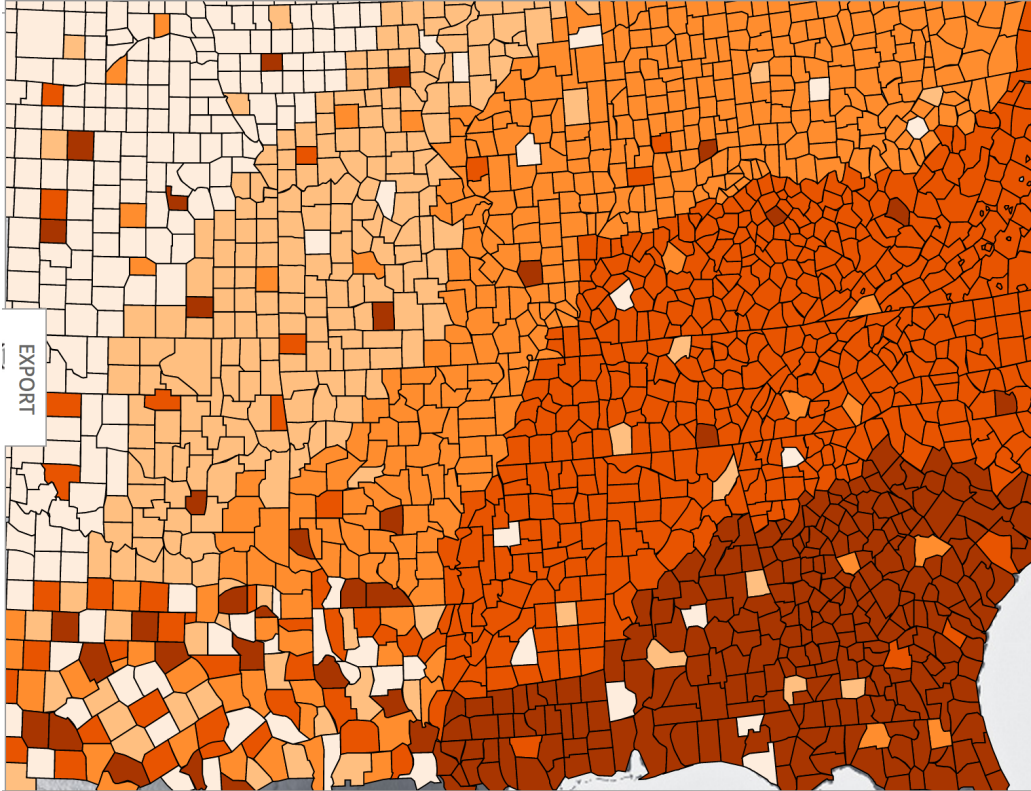


Sequential (Multi-Hue)



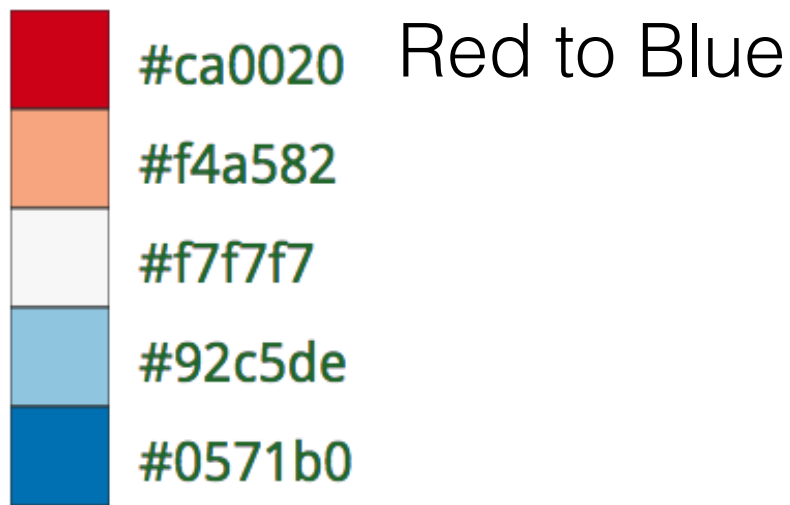
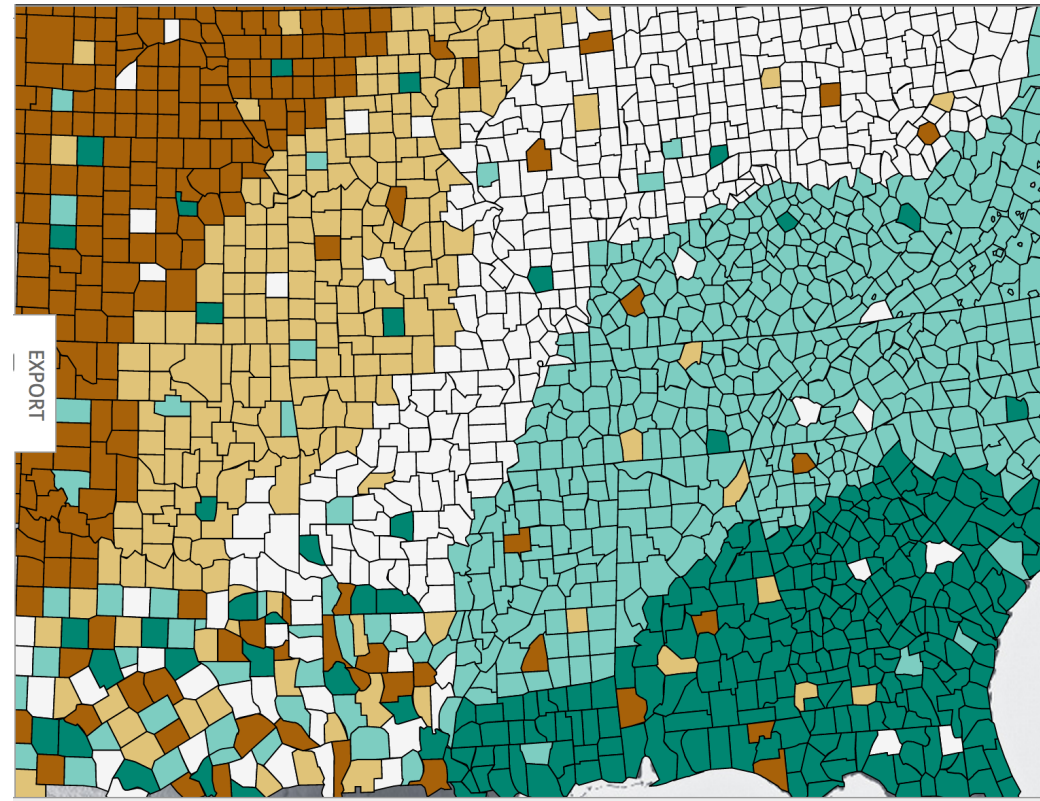
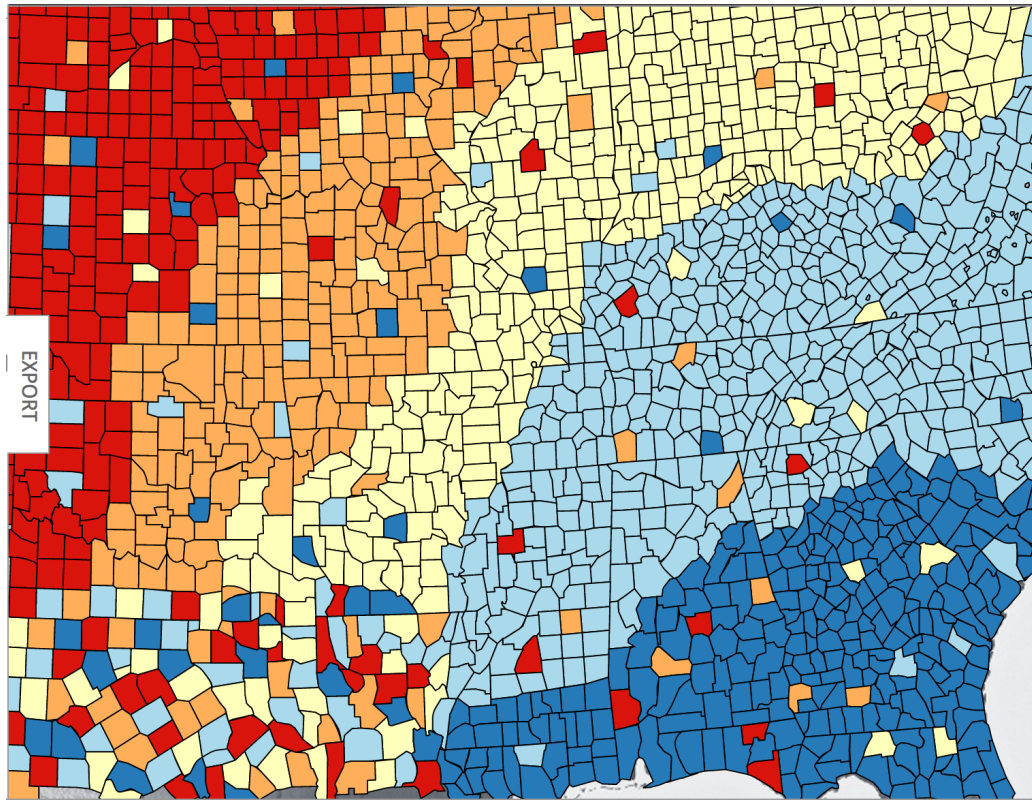
<http://colorbrewer2.org/>

Sequential (Single Hue)



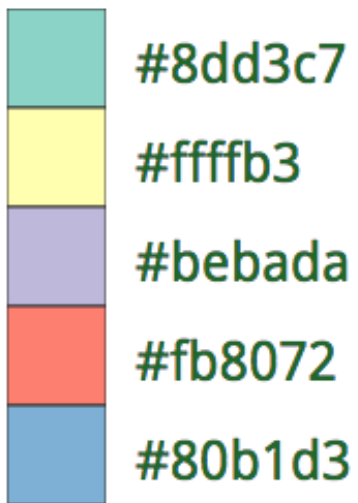
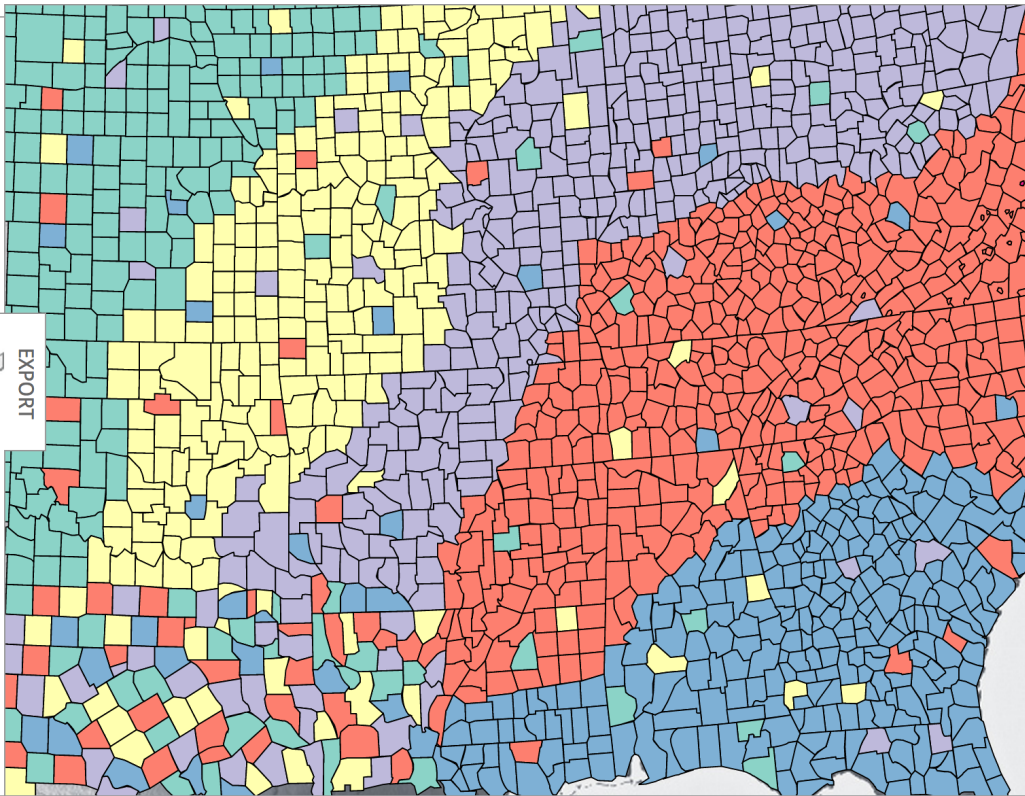
<http://colorbrewer2.org/>

Diverging

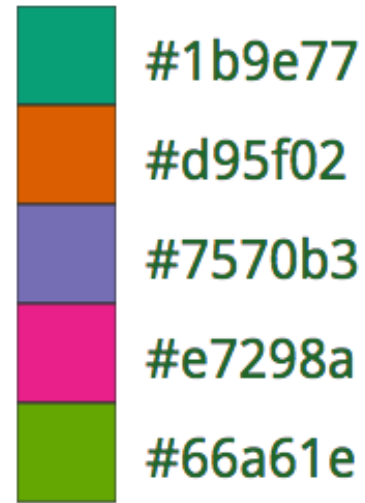
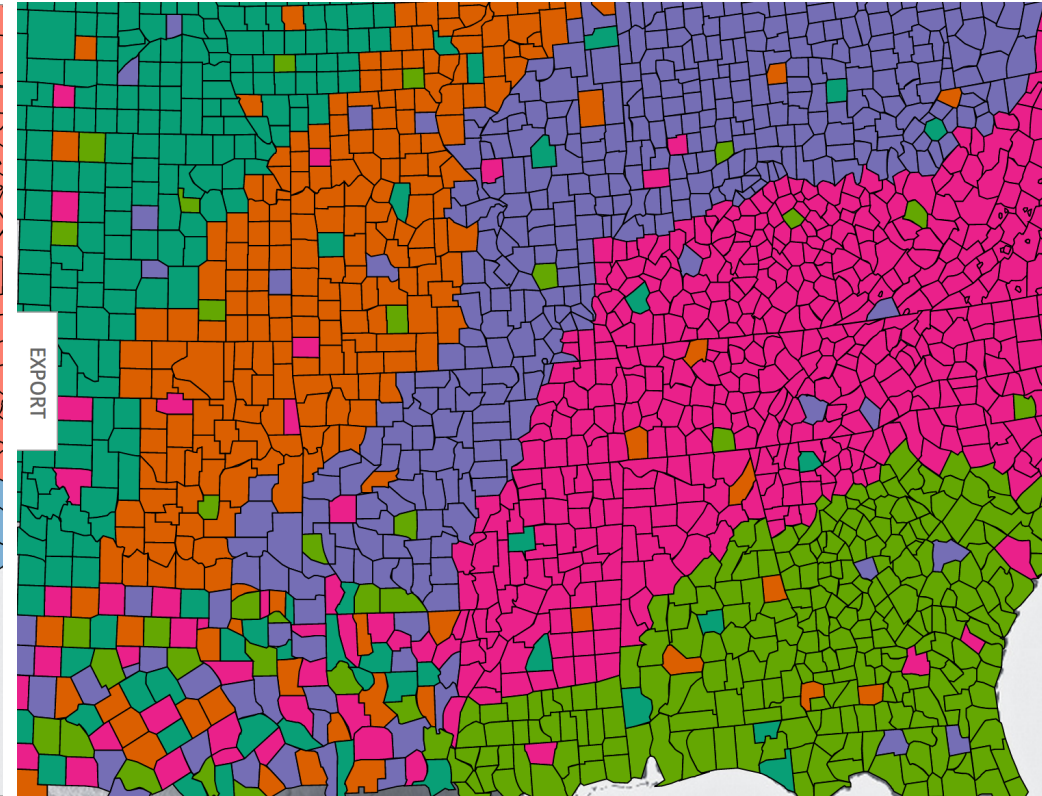


<http://colorbrewer2.org/>

Qualitative



<http://colorbrewer2.org/>



When would you use each type of color scheme?

Sequential

Diverging

Qualitative/Categorical

Types of Maps

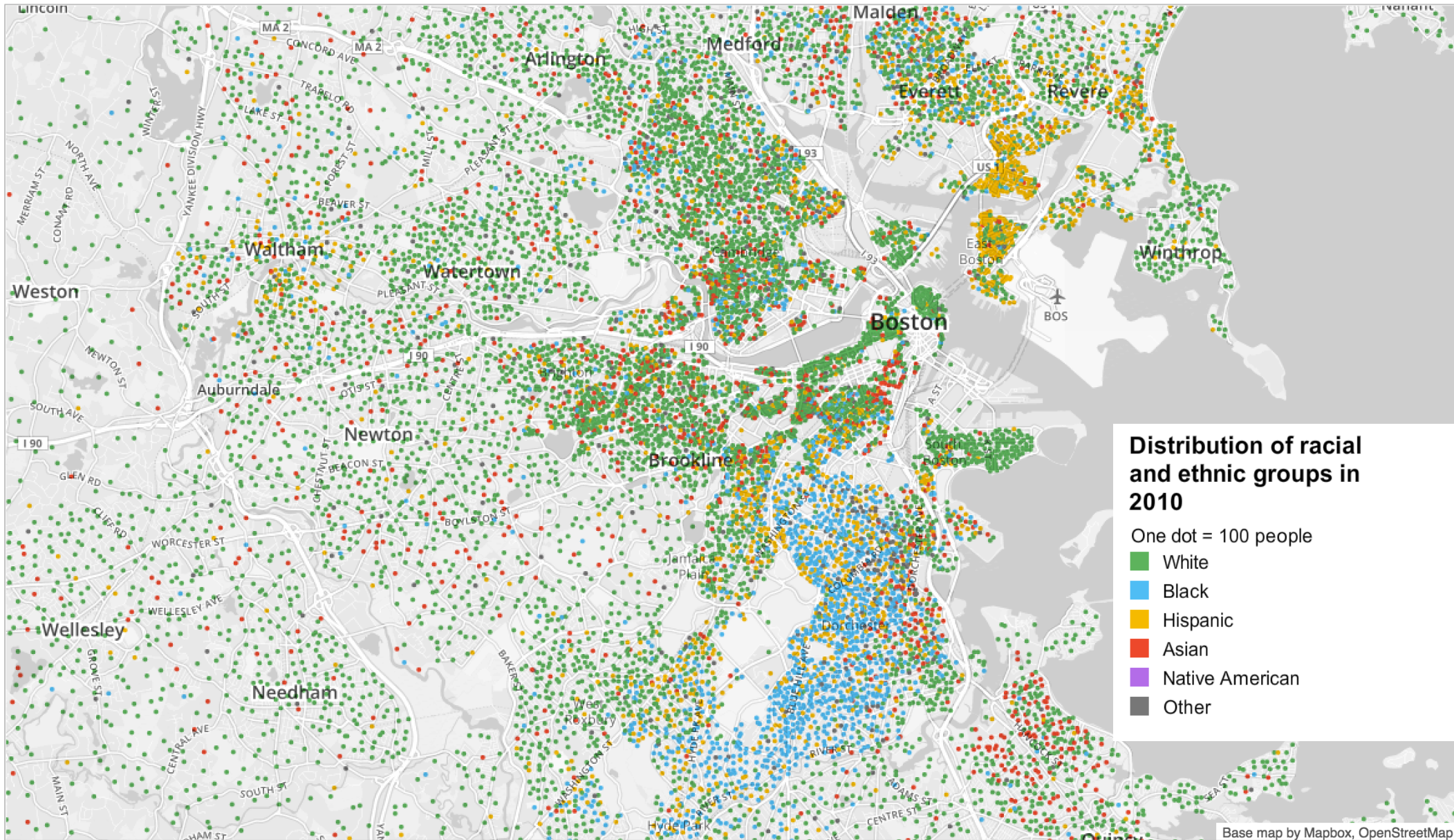
Dot Distribution Maps

Graduated Symbol Maps

Choropleth Maps

Isometric and Isopleth Maps

Dot Distribution Maps



Graduated Symbol Map

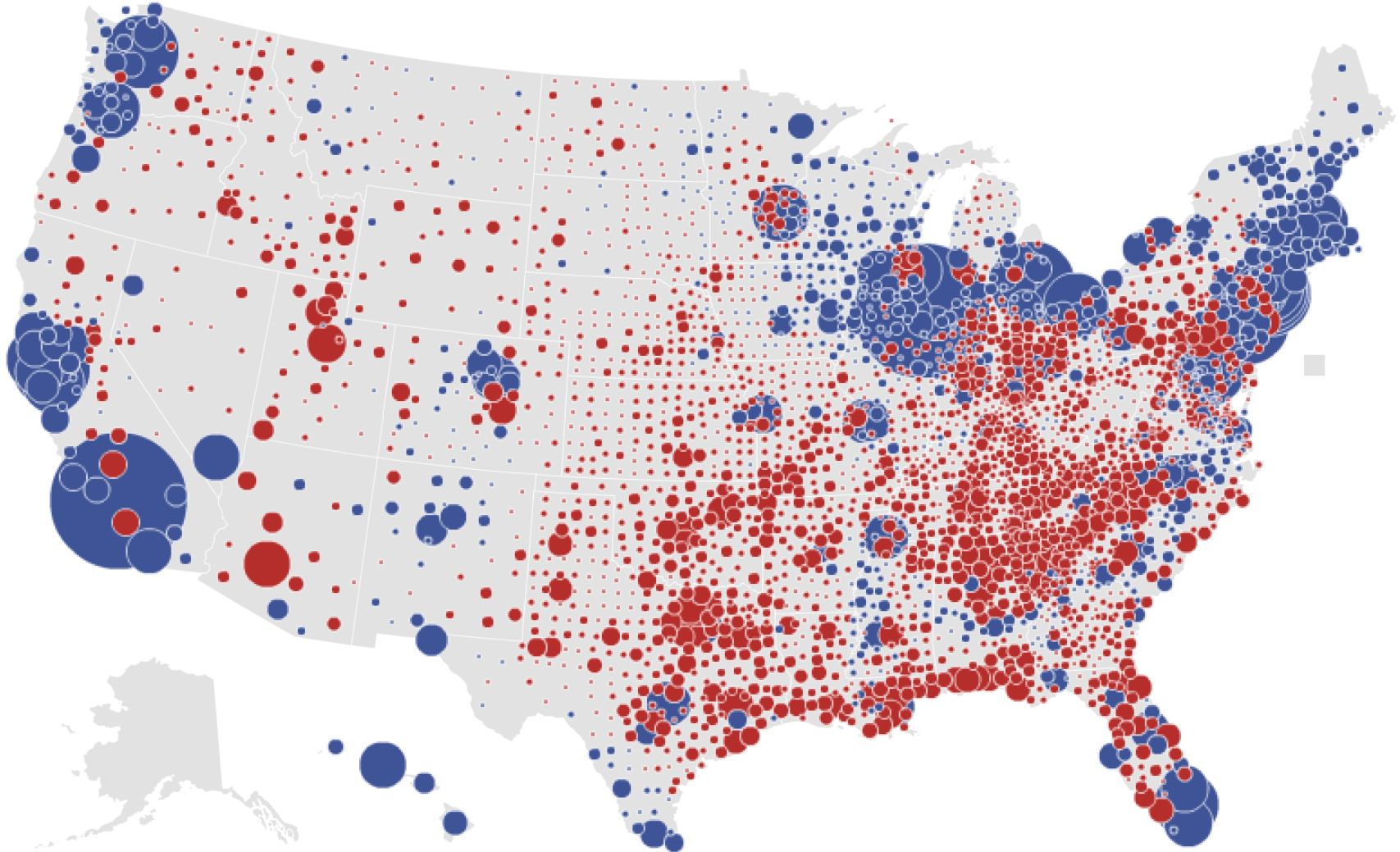
State winners

County bubbles

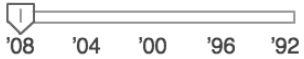
County leaders

Voting shifts

ZOOM IN



Year



Map key

Circle size is proportional to the amount each county's leading candidate is ahead.



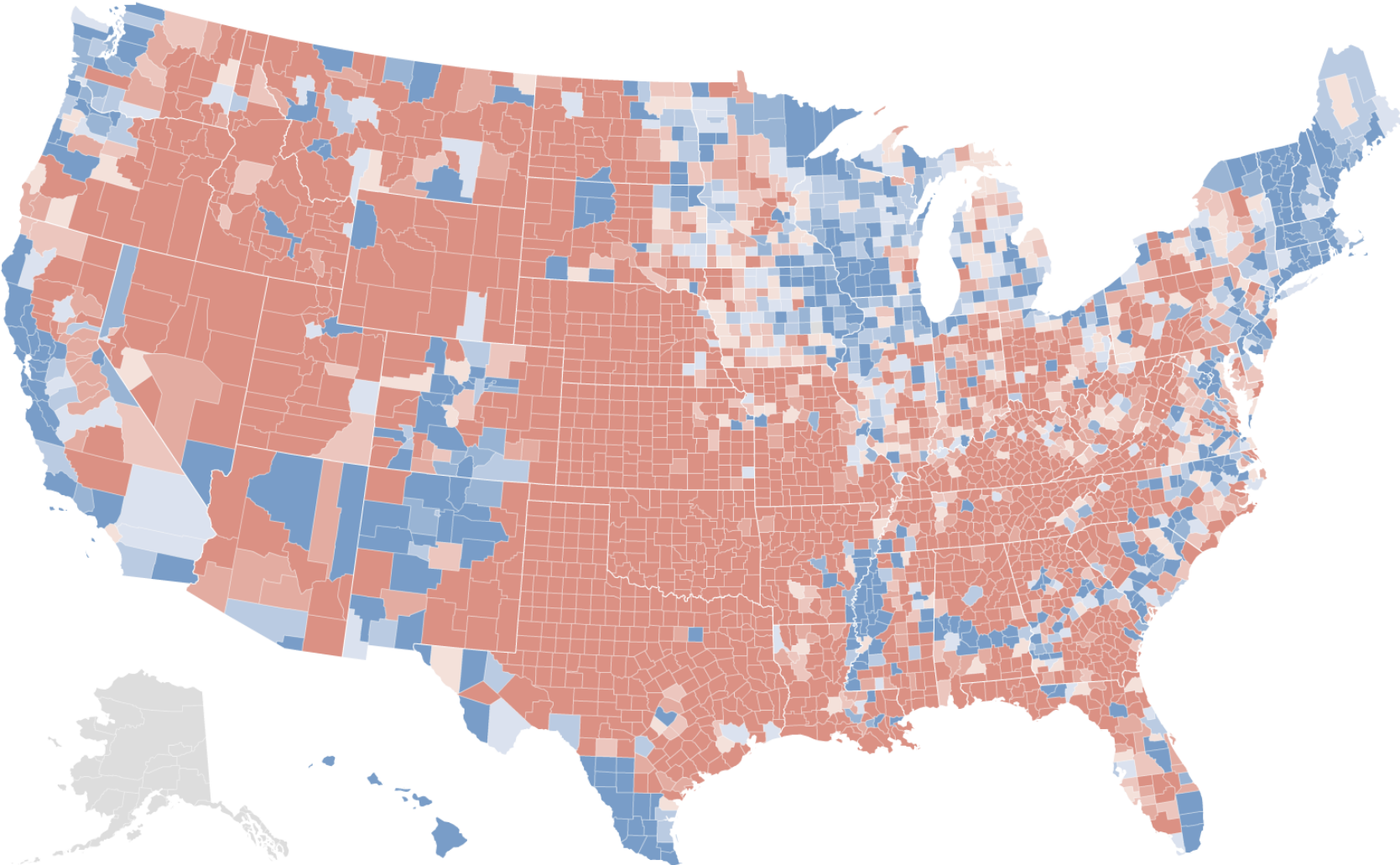
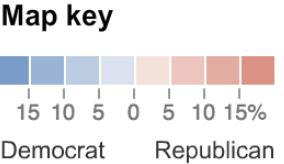
Choropleth Map

- State winners
- County bubbles
- County leaders**
- Voting shifts

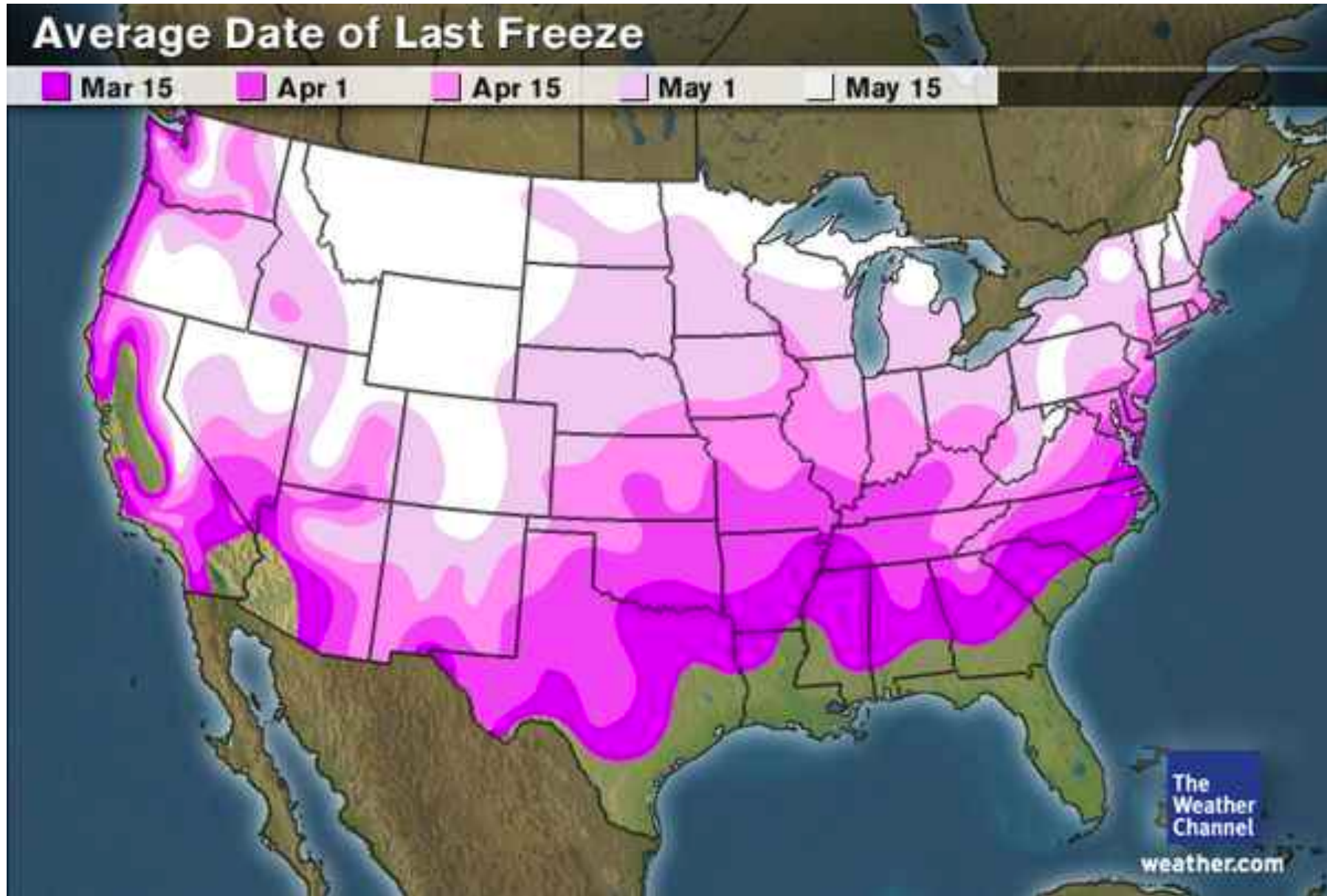
ZOOM IN

Year

'08 '04 '00 '96 '92



Isopleth Map



http://www.weather.com/maps/activity/garden/usnationalnormallastfreeze_large.html