

Data Visualization and Infographic Key Takeaways

Who is your audience?

What actions do you want the visualizations to incite? What is your goal?

What is the key takeaway?

Why do you want to present it?

What story do you want to tell? What is the theme of the visualization?

What is your hook?-Catchy title

What do you want people to learn more about or ask more about when they see it?

Why is it relevant?

How does the information flow?

What data do you want to present?

How can you simplify it?

What is the best format to present this information?

How can it be presented clearly?

Do you have qualitative and quantitative data to make your point?

5-10 pieces of information max (~3 minutes of a reader's attention)

What is the best way to group this information?

How will you distribute this information?

Data visualization and design is a multi-step process

How can you make it easier to understand?

Can you annotate the image to guide the reader?

When planning, draw it out!

Tableau example for Southern Africa:

<https://tinyurl.com/SA-PIIRS-FY-16>