

Ethical & Effective Visualization

YOUR GUIDE TO MAKING AN IMPACT
BY RESPONSIBLY VISUALIZING DATA

Understanding

STRATEGY

GOAL

Are you visualizing for...
 decision-making?
 education?
 outreach?
 other?

TEAM

Who builds your capacity
to achieve this goal?

DATA

DISCOVERY

What data have you got?

DATASET

What context and structure
enables telling that story?

PEOPLE

STAKES

Who needs this data,
and how badly?

STORY

What story makes it
relevant to them?

CURATION

Selecting platform, chart type(s),
and data to visualize the story.

LAYOUT

Arranging all elements so they
can understand the story.

LANGUAGE

Using titles, labels, and captions
to reinforce the story.

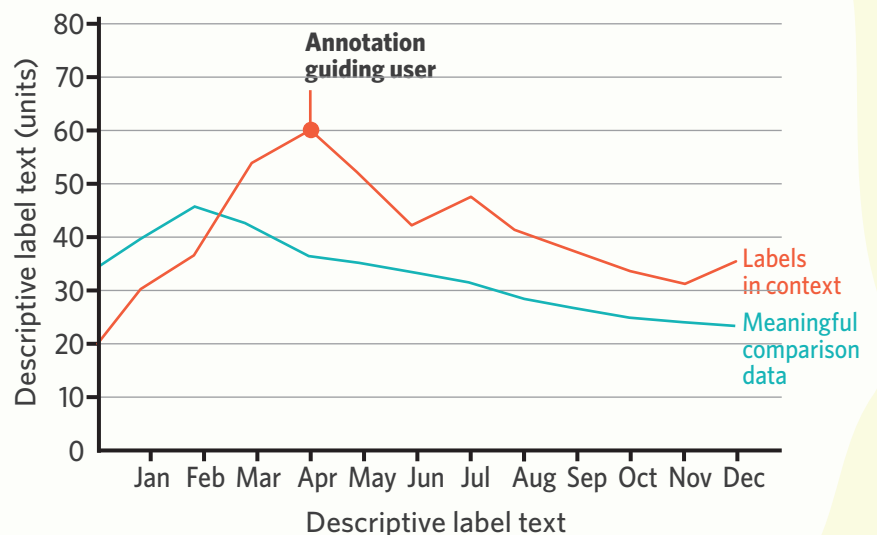
GUIDANCE

Guiding them through the story with
annotations, nudges, and animations.

Visualizing

Story-summarizing title

Summary reinforcing subtitle that adds detail.



Caption. Provides an opportunity to reinforce the most
important takeaways from your story.