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?

Visualizing

**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.

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**Story-summarizing title**
Summary reinforcing subtitle that adds detail.

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

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For more, see: https://kathep.github.io/ethics