

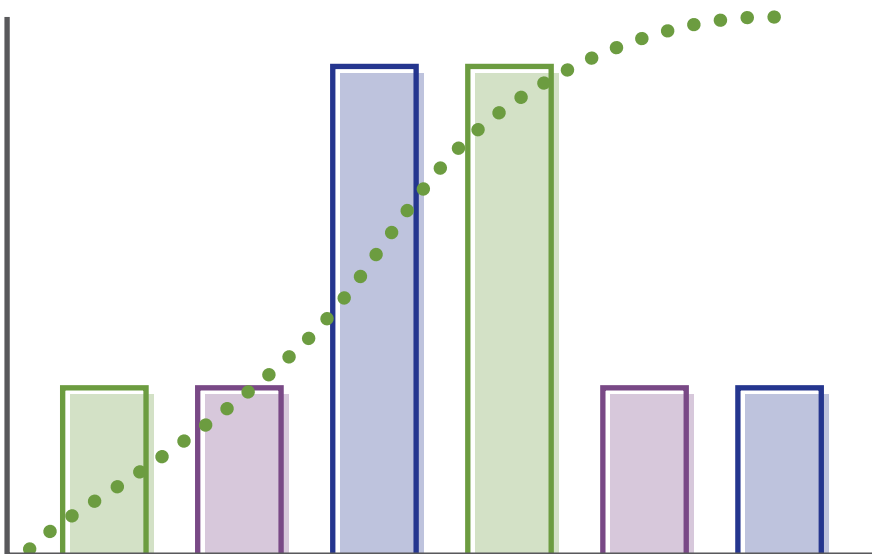
CREATE A VISION

with your data



IDENTIFY YOUR TAKEAWAY MESSAGE

Before you create a visual, define the key metrics and the message you want to convey.



GIVE SHAPE TO YOUR MESSAGE

Choose the type of chart or graph that best supports your message.

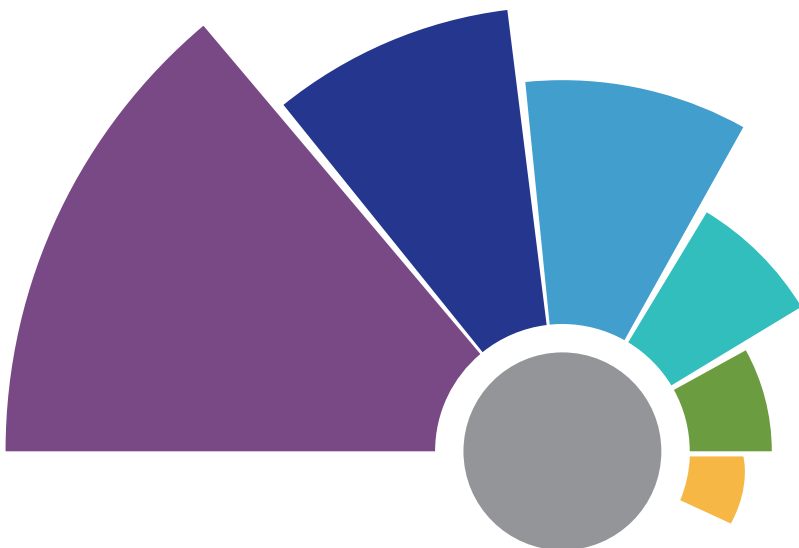
KEEP IT SIMPLE

Limit your data visual to convey one main point with a minimal amount of text.



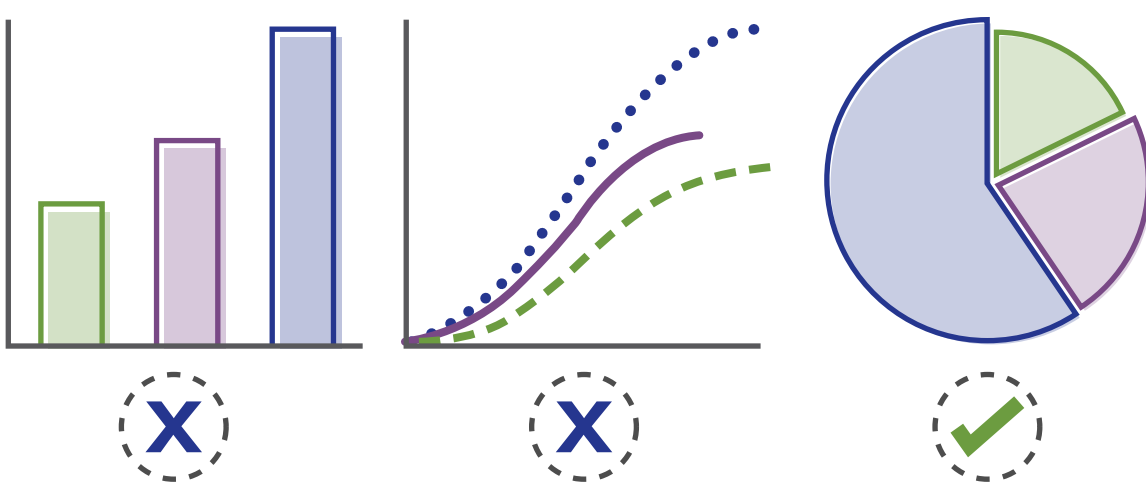
CHOOSE COLORS

When selecting a color, consider the meaning it conveys. Yellow school bus. Red stop sign.



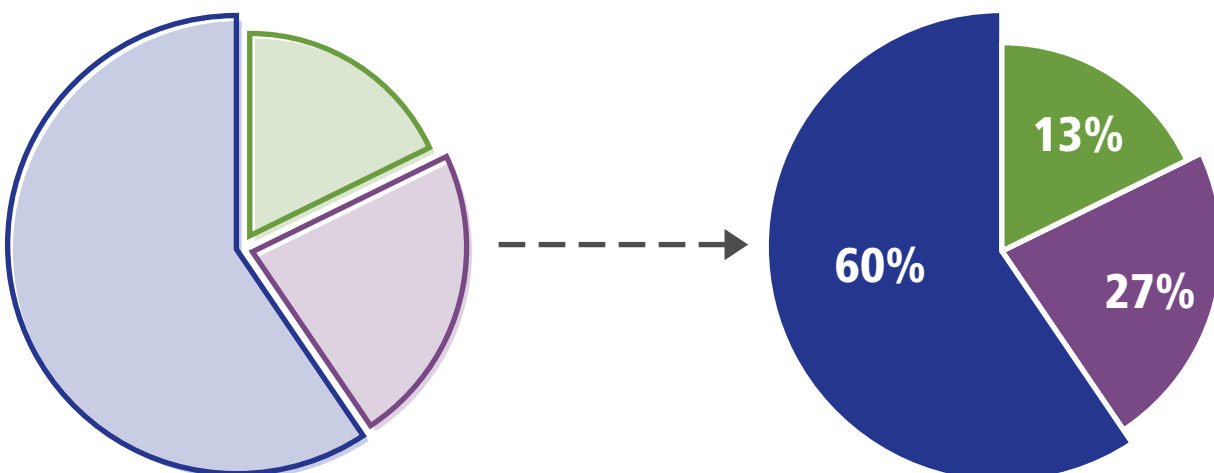
GET FEEDBACK

Share your draft data visualization with your colleagues. Reflect upon their comments and suggestions.



REVISE

Does your data visualization communicate the message you intended without additional information? If not, revise.



Utilize the feedback you receive to ensure that you clearly convey the message you intend.

PUBLISH THE DATA VISUAL

Data visualizations are powerful tools that can be used to persuade stakeholders, demonstrate progress, or project future circumstances. How will you use yours?

