

Data Practices: Communicating Data

1 Part 1: Determine the Audience

Before creating a visualization of data, consider your audience. Respond to the prompts below to consider why this data might be interesting or important to other people:

This data will help them share knowledge about:

This data can help guide their decision making because they:

This data is important to them because:

This data will encourage someone to act by:

2

Part 2: Visualize Data

There are many ways to visualize data (beyond just graphs!). Take a look at some different examples from [Information is Beautiful](#) and [Visual Capitalist](#). Consider how you could design a visualization to help you explain data to your audience.

Select two (or more) of the following choices:

- Combine/aggregate data
- Use shapes and/or colors to illustrate aggregates of data
- Eliminate information that isn't important
- Illustrate relationships
- Insert pictures
- Include multiple languages
- Another idea I have _____

Describe, sketch, or paste in your visualization:

Annotate your visualization to explain how your design choices help you describe your data to your audience:

3

Part 3: Evaluate Visualization

Show your visualization to a partner. Is their understanding of the data the same as you intended? Are there modifications you can make to the design to clarify the message to your audience?