DVa
FOR DATA VISUALIZATION PLANNING

Time Needed:
Less than 1 hour and two cups of coffee.

Materials Needed:
- Access to data
- Computer *or* pen and paper (printed form)

Difficulty Level:
Easy

Tool Creators:
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Version:
1.0, 30 April 2017

TOOL PURPOSE:

This tool can help you plan data visualisations that effectively communicate your message(s), prepare better data visualisation briefs for your designer, and also evaluate your data visualisations for clarity of message.

PREREQUISITES:

To use this tool, we recommend that you have basic data literacy skills to be able to locate and understand different sources of data.

Finally, this tool works best when you are well-versed with the data you want to visualise, the issues you would like to cover and the audience you want to reach.

WHO TO INVOLVE:

DVa is intended to facilitate direct communication between project managers, communications officers and designers.

STEPS TO TAKE:

As a document in your computer or using the pen-and-paper method, answer the following questions as concisely and clearly as you can.

1. **Be clear about your objectives:** Why do you want to make an infographic (with the help of a designer)?

2. **Take stock:** What data do you have to deliver your message?

3. **Identify your target audience:** Who should you be targeting?

4. **Understand your users:** What is an interesting and relevant fact that your users care about?

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5. **Get the story right:** What is the story you want to deliver?

6. **Choose the relevant information:** From the data you have identified, what is it that you want to visually present?

7. **Visualise:** What's the most suitable layout, font, color scheme, text including title, heading and body?

8. **Distribution channel and strategy:** How do you reach your users?

RESOURCES:

You can also download and print the DVa form available in the succeeding page for an easier reference as you fill in the needed information.

SOUTHEAST ASIA OPEN DATA INNOVATION WEEK

This tool was created by participants of the Southeast Asia Open Data Innovation Week event held last November 2016, as part of the Open Data Innovation Toolbox. There are more tools to check out and use on our website!

Visit   http://labs.webfoundation.org/projects-2/open-data-innovation-week/   to read about the project and see the other tools. For more information on the event, you can also get in touch with us by email at info@labs.webfoundation.org.
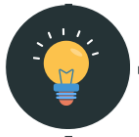
DVa Tool

1. Why do I want to make an infographic?

2. What data do I have to deliver my message?

3. Who should I target?

4. What's an interesting/relevant fact my user needs to know?

5. What is the story I want to deliver?

6. What information do I want to visually present?

7. Layout
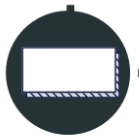
8.a Font
Heading:
_____

Body:
_____

8.b Color Scheme
Hex Code1: _____
Hex Code2: _____
Hex Code3: _____
Hex Code4: _____
Hex Code 5: _____

9. Title or Heading

10. Distribution Channel or Strategy