

DATA VIZ TIPS & RESOURCES

USE A CHECKLIST

We use a checklist to organize our team's responsibilities when creating any materials, including data visualization. (See page 2)

A SPECTRUM OF DATA VISUALIZATION TOOLS

The tools you use depend on your team members and your communication needs. There are plenty of inexpensive tools that you can use quickly and easily for some projects. For more complex projects, you may benefit from more technical software or from hiring a graphic designer or data visualization specialist.



SIMPLE:

Canva.com, Microsoft, Google Products

COMPLEX:

R Studio, Photoshop, Illustrator

OUR FAVORITE DATA VIZ BEST PRACTICES

- ◆ **Choose the right graphs to represent your data story:** Use the clearest graphs to describe **percentages, comparisons, relationships, and more**. Example: Pie charts are less effective than bar charts because it is easier to visualize data in straight lines than angles.
- ◆ **Keep it simple:** Remove gridlines and any unnecessary components to focus on the story you want to tell.
- ◆ **Add text:** Make your key message explicit with a catchy title and/or clear annotations.
- ◆ **Stay inspired:** In Ann K. Emery's **Great Graphs**, she describes printing out effective data visualizations that she sees throughout her day, whether it is on social media, in an academic publication, or in the news. She posts them in her workspace to stay inspired and creative when it comes to the unique projects that she is working on!

OTHER RESOURCES

- ◆ [Data Viz Reference Guides](#)
- ◆ Ann K. Emery's [Depict Data Studio](#)
- ◆ Stephanie Evergreen's [blog](#)



Upper Midwest Agricultural Safety and Health Center

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RESOURCE DEVELOPMENT CHECKLIST

The UMASH team uses a checklist like this to stay organized during the process of creating materials that communicate complex information. Please feel free to use or modify this checklist with your team.

PHASE 1: DRAFTING

INFORMATION

Who is drafting?

What medium?

When is it due?

Where will it reside?

Audience: Who is this made for and why?

DEPARTMENT

DONE?

NOTES

CHECKLIST

- Add to planner
- Share draft with the team
- Resolve all comments
- Send to the design team

PHASE 2: GRAPHIC DESIGN AND OUTREACH

INFORMATION

Who is creating?

What medium?

When is it due?

Where will it be saved?

DEPARTMENT

LINKS/NOTES

CHECKLIST

- Proof-read draft
- Use a style guide
- Design a prototype
- Test links and proof-read
- Send out to the team
- Send to external Staff
- Create promotional materials

PHASE 3: SOCIAL MEDIA/MARKETING

INFORMATION

Email Campaign:

Audience:

Format:

When is it due?

When will it be sent out?

Social Media

Audience:

Who is posting?

Where?

Format/Platform:

When will it be posted?

Link:

Engagement Rate:

DEPARTMENT

DONE?

CHECKLIST

- Create email campaign
- Send out email campaign
- Will this be a blog post?
- Update event calendars
- Add event to website
- Send to applicable stakeholders
- Schedule to post on social media

Additional Notes: