

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:

- Total confirmed cases of COVID-19 around the world

This data can help guide their decision making because they:

- Planned to travel in the next month

This data is important to them because:

- They have family who live abroad
- Are at risk/have loved ones who are at risk

This data will encourage someone to act by:

- Practicing social distancing to reduce the total number of cases

2

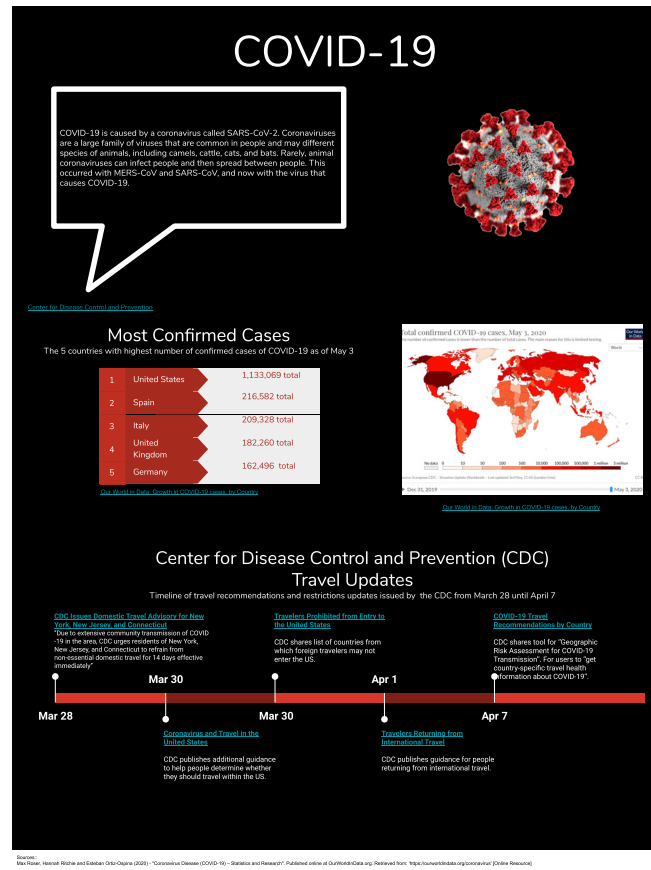
Part 2: Visualize Data

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.

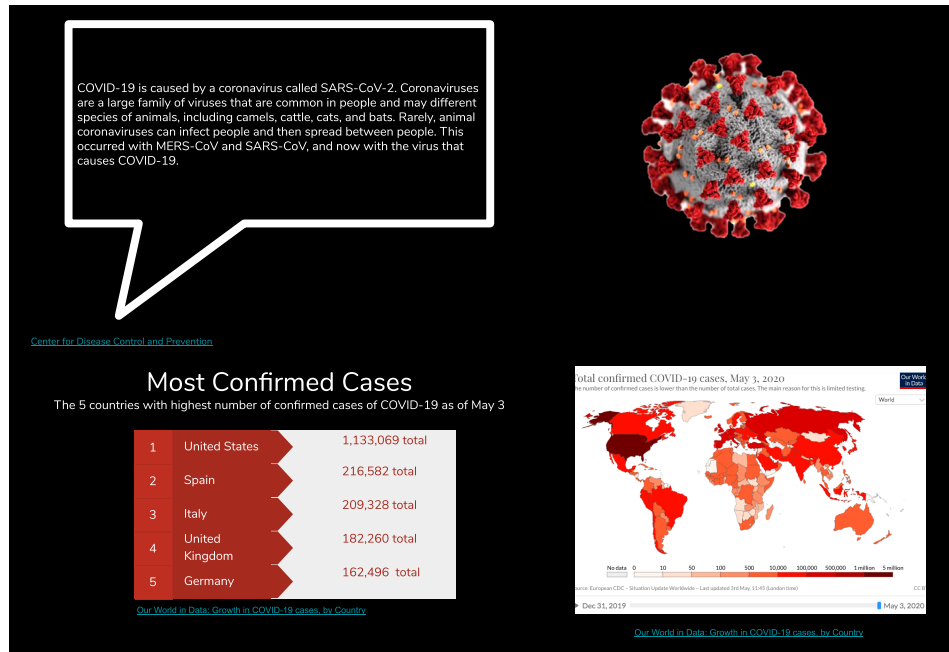
Select two (or more) of the following choices:

- 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 _____

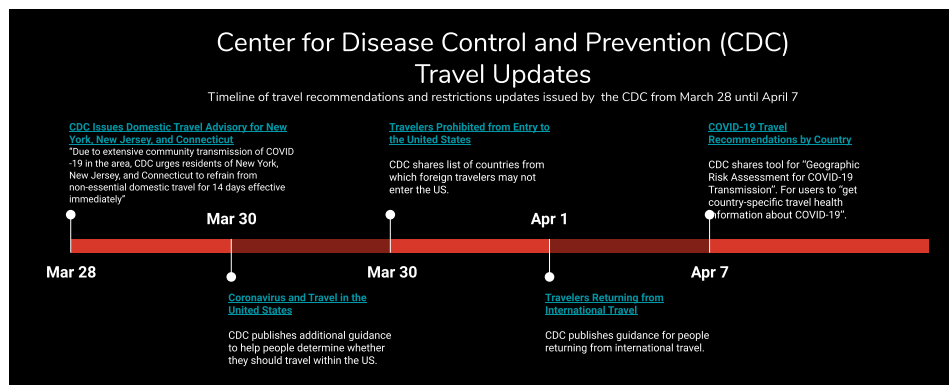
Describe, sketch, or paste in your visualization:



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



I designed this infographic for a person who has family living abroad. I included data for the five countries with the highest number of cases to help inform this person on where the virus has spread in the world. This may help the user determine if his/her family is at risk.



I designed this infographic for a person who is interested in traveling. I created a timeline from travel updates provided from the Center for Disease Control and Prevention (CDC). The purpose of this timeline is to give the user an idea of how travel restrictions have changed over time. This may help the user determine whether they still want to travel.

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?

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:



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?