Information Design Drafting Plan

Name: _____

As you begin to plan your draft, address the following questions. This worksheet will help ensure that you are effectively writing about data in your draft.

Remember, your audience is your peers and the purpose is informational. As you make decisions about what to include in your report, keep in mind the needs of your audience and the purpose of the document.

Project Goals

- Create appropriate visuals from numeric data
- Analyze visuals to support a specific point or argument
- Apply principles of design to create a visually appealing, readable document
- Write using a professional style that emphasizes clarity, concision, and accuracy.

Keep these goals in mind as you plan your draft and create your visuals.

Thinking about Your Data and Your Goal

1. What is the point/argument you will use your data to make? What do you want your peers to know about?

2. Out of all the data in your dataset, identify the data that you plan to use for each visualization? How and why did you pick this data to make your point?

Thinking about Your Visualizations

Figure 1. Types of Visuals and Their Purposes

Visual	Purpose
Tables	Presents large quantities of information for ease of comprehension
Chart	Shows parts of a whole (e.g., a pie chart that gives percentage of one whole thing; or a organizational chart that shows the whole of a organization and people's roles in it
Graph	Shows relationships between variables (e.g., a line graphs show trends over time; a bar graph focuses on two or more variables)
Pictures	Provides true representations of things
Map	Displays relative positions, locations, and relationships between physical locations or among an array of data.

3. For all three visualizations, identify the types of visual you are including in your report (see Figure 1). Using the information in *RAWWr* Chapter 6 Visual Design, explain how you determined that each type of visual you have selected is appropriate for that data you are visualizing?

4. For each visualization, explain how it connects to your point/argument. What does each visualization tell the audience? What do you want your readers to know from this data?