Some questions to ask yourself when **creating** plots

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Purpose: This set of questions is meant to help you think about data visualizations (which we will refer to as "plots") when you are creating one to communicate information. Ask yourself these questions as you think about the plot(s) that you intend to create.

1. What message(s) are you trying to convey? In other words, what questions are you trying to answer, or what are you trying to communicate about your dataset(s)?

2. Who is the intended audience of this plot, and what kind of plots do they expect to see? How will this affect the plot that you make?

3. What types of plot might convey the message that you wish to send? Which one are you choosing, and why? (I.e., why is the one that you chose the most effective one?)

4. When examining each graphic element in your plot:

   (a) Why is this element in your plot?
   (b) Why did you make it appear that way?
   (c) How can it be changed to more clearly communicate information?