

Data journalism — Visualisation checklist

- Have I indicated the source?
- Is the x axis labelled?
- Is the y axis labelled?
- Is the viz labelled with a title?
- “When” is this data? Do I need to specify something about the time period this refers to?
- Have we labelled the country / region concerned or assumed the viewer will know?
- Have I used only one font?
- How many different font sizes have I used?
- How many different font styles have I used?
- Have I been consistent: If I’ve labelled something one way, have I followed through for the other instances?
- Is my colour scheme coherent? (any ethical or welfare issues?)
- Does my graph work as a ‘standalone’ (as it should) – or are there labels / information that are actually in the accompanying prose?
- If I have information in rollover / pop-up boxes have I got *all the relevant information* but *only the relevant information*? (No latitude, longitude data for example)

Above all:

Can someone looking at this for the first time, without any preparation, explain the visualisation to me?