

Designing Ethical Visuals

Ethically designed visuals means that they can be interpreted easily and correctly by our entire audience of viewers. When creating your visuals, keep the following ethical consideration in mind:

1. Use good data - make sure that the data is valid. Use current data and make sure that it's from a reputable source.
 - a. Verify data with several sources and ask yourself these questions from the Purdue Online Writing Lab (OWL):
 - i. Who is the author?
 - ii. How recent is the sources.
 - iii. What is the author's purpose?
 - iv. What type of sources does your audience value?
 - b. Consult experts if necessary
2. Design the visual fairly
 - a. We can choose the right type of visual to convey our message.
 - b. We can keep our visual clean and uncluttered.
 - c. We can frame the information without bias.
3. Give credit where credit is due - if you did not create a visual, you will need permission to use it. Each country has different laws regarding the use of copyrighted work so be sure to determine what is necessary to comply with existing rules.

Supplemental Materials

- Doumont, Jean-Luc. *Trees, Maps, and Theorems: Effective Communication for Rational Minds*. Kraainem: Principiæ, 2012.
- Wong, Dona. *The Wall Street Journal Guide to Information Graphics: The Dos and Don'ts of Presenting Data, Facts, and Figures*. New York, NY: W. W. Norton & Company, 2013.
- Kaplan, Isaac. "Art Copyright, Explained" last modified August 4, 2016.
<https://www.artsy.net/article/artsy-editorial-art-copyright-explained>