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| --- | --- | --- | --- | --- | --- |
| **Category** | **Description** | **2** | **1** | **0** | **N/A** |
| **Overall** | **1.The type of graph is appropriate for data:** Data are displayed using a graph type appropriate for the relationship within the data. For example, change over time is displayed as a line graph, area chart, slope graph, or dot plot. |  |  |  |  |
| **2.Graph has appropriate level of precision:** Use a level of precision that meets your audiences’ needs. Few numeric labels need decimal places, unless you are speaking with academic peers. Charts intended for public consumption rarely need p values listed. |  |  |  |  |
| **3.Graph highlights significant finding or conclusion:**  Graphs should have a "so what?" – either a practical or statistical significance (or both) to warrant their presence. For example, contextualized or comparison data help the viewer understand the significance of the data and give the graph more interpretive power |  |  |  |  |
| **Arrangement** | **4.Data are intentionally ordered**  Data should be displayed in an order that makes logical sense to the viewer. Data may be ordered by frequency counts (e.g., from greatest to least for nominal categories), by groupings or bins (e.g., histograms), by time period (e.g., line charts), alphabetically, etc. Use an order that supports interpretation of the data. |  |  |  |  |
| **5.Proportions are accurate** A viewer should be able measure the length or area of the graph with a ruler and find that it matches the relationship in the underlying data. Y-axis scales should be appropriate. Bar charts start axes at 0. |  |  |  |  |
| **6. Axis intervals are equidistant**  The spaces between axis intervals should be the same unit, even if every axis interval isn’t labeled. Irregular data collection periods can be noted with markers on a line graph, for example. |  |  |  |  |
| **Lines** | **7. Graph does not have border line** Graph should bleed into the surrounding page or slide rather than being contained by a border. |  |  |  |  |
| **8. Graph has one horizontal and one vertical axis** Viewers can best interpret one x- and one y-axis. Don’t add a second y-axis. Try a connected scatter plot or two graphs, side by side, instead. |  |  |  |  |
| **Color** | **9. Color scheme is intentional**  Colors should represent brand or other intentional choice, not default color schemes. Use your organization’s colors or your client’s colors. Work with online tools to identify brand colors and others that are compatible. |  |  |  |  |
| **10. Color is used to highlight key patterns**  Action colors should guide the viewer to key parts of the display. Less important, supporting, or comparison data should be a muted color, like gray |  |  |  |  |