Data Visualization Checklist

Guidelines	Rating (2, 1, 0, N/A)
1. The type of graph is appropriate for data: Data are displayed using a graph type appropriate for the relationship within the data.	
2. Text information are used correctly including labels, title/subtitle, legend, tick marks etc.	
3. Maximize data-ink ratio. Chart should be readable, without unnecessary details	
4. Proportions are accurate. Axis scales should be appropriate. Graphs can have a minimum and maximum scale that reflects what should be an accurate interpretation of the data	
5. Color scheme is intentional and color is used to highlight key patterns	
6. Avoid chart junk (i.e. heavy or dark grid lines, unnecessary text, inappropriately complex or gimmicky font faces, ornamented chart axes, and display background)	
7. Graph is two-dimensional. Avoid three-dimensional displays, bevels, and other distortions.	
8. Graph has appropriate level of precision. Use a level of precision that meets audiences' needs	
9. Graph highlights significant finding or conclusion	
10. Individual chart elements work together to reinforce the overarching takeaway message	
Total Score	