**PLAN**

* Why am I making this visualization?
  + Collection, cleaning, exploration, confirmation, validation, or communication?
* Who am I making it for?
  + Myself, colleague, other expert, general audience, policy maker?
* What are the constraints on how I will use and share it?
  + Static or dynamic/interactive?
  + Projector, paper, website?
  + Resolution? Color?
* What software can I use to make it?
* What story does it tell?
  + What do I expect the figure caption to say?
* Where are the bodies?
  + What do the variables mean, how are they defined, how did those definitions come to be?
  + Who does the viz affect? Who is left out?

**IDENTIFY**

* What are my data types?
* Quantitative variables
* Qualitative variables
* Ordered
* Unordered
* What is the function of the graphic?
  + Comparing specific values?
  + Showing how the data are distributed?
  + Evaluating how the values relate?
* What potential plot types are suitable?

**ENCODE**

* Marks:
* Channels:

**ADD INFORMATION**

* Does the caption describe the how and what of the graph?
* Are the labels clear?

**REVISE**

* Is the plot expressive?
* Is the plot effective?
* Is there any chartjunk?
* Are comparisons easy?
* **Are the data faithfully represented?**
* **Does the graphic tell a meaningful data story?**