Activity: Assessing Visual Displays of Data

Use this checklist as a revision guide for your own data visualizations. Consider how the context of your visualization changes some of these assessment points.

Visual Issues
- Are all titles, subtitles, axes, or annotations legible?
- Are any elements of the visualization blurry?
- Is there sufficient contrast between colors and/or black, gray, and white shades? (If color is used, goes the contrast provide an accessible readership experience for readers accessing the information on screen or for colorblind readers?)

3 E's of Displaying Data
- *Effective:*
  - Can readers easily find the information promoted in this visualization? Are appropriate elements clearly labeled to attract readers' attention?
  - Does this visual reinforce and enhance accompanying text, content, or verbal explanations?
- Ethical:
  - Is this visualization an honest portrayal of the data? Are any data inflated, exaggerated, or misrepresented in the visual display?
  - Are all unoriginal data cited or properly attributed?
- Efficient:
  - Does your use of color (if applicable) align with the publication or digital display guidelines for your specific venue?
  - Is the use of color and space pleasing for the readers' eye? (I.e. do you use more than four colors? Are the visual elements crowded on the page or screen?)

Overall Composition
- What elements of the visual are effective? How does this visual help readers access information?

- What elements of the visual are ineffective? How could the author improve the display of information?

- Are there any spelling or grammatical errors in labels, titles, subtitles, or axes?