Introduction to Data Visualisation: Tipsheet
4.1: Writing a Data Visualisation Brief

Write your own brief for any data visualisation project by answering these questions. Try to be as specific as you can!

Audience
Who is this visualisation speaking to? What is their age group, or their demographic? What country do they live in? Be as specific as you can.

Function
What is the function of this data visualisation: to explain, to explore, or to exhibit?

Objectives
What is the goal of this visualisation? To communicate your brand? To compel people to donate or volunteer for your organisation? To raise awareness of a particular subject/event/situation?

Tone of voice
Should the tone of the data visualisation's design and annotation feel humorous? Playful? Serious? Urgent?

Audience Takeaway
After seeing this visualisation, what is the main message that you would like to have communicated to your audience?

Deliverables
Will the finished visualisation be published on the web, or be printed? If online, is it a full website? A video? A static graphic? And if print, is it a poster? Booklet? How many pages, and how many need to be printed?

Deadline
This is one of the most important pieces of information in the brief because it will inform us how much time we have to create the data visualisation.

Budget
The budget is as important as the deadline. It will decide what sort of design solutions will be possible for the project.

Descriptive words
Often besides a brief, I ask a clients for descriptive words to describe how the project should feel, as I find that can be a useful way of understanding the **tone** of the design from a client who might not be able to articulate what they want through using design terminology.

Descriptive words might include things like: beautiful, organic, playful, serious, urgent