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