**Data to Visual (D2V) Worksheet**

Moving from data to a visual display of that information can be broken down into a few simple steps. This worksheet should help guide your thinking as you work through these steps.

*Getting to KWYRWTS*

No communications can be successful without a strong focused message. You need to Know What You Really Want to Say (KWYRWTS). You also need to Know What Your Data is Saying (KWYDIS). And finally, you need to Know What Your Audience Needs to Hear (KWYANTH). Figure out these three things, and you are 50% of the way there. It’s not as easy as it sounds.

Getting to KWY[whichever] requires asking a lot of questions. You could say that getting to KWY means asking WHY over and over and over again. That is why this exercise is arranged around a series of WHY’s.

Please talk as a team for up to 5 minutes, and summarize your KWYRWTS on the following lines. You have your data, what do you think this infographic should be about? What do you want to say? Summarize it in a sentence or two.

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Next, I want you to play devil’s advocate. Push yourself a bit on that initial answer. Ask “why” you said what you said. Is there any way to narrow that focus? Or to come at it from another angle? Don’t allow the answer above to stand. Ask “why” and come up with a better answer below.

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One more time. Why is that the right KWYRWTS? Is there another approach to this? What’s another way of thinking about it?

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*Getting to KWYDIS*

You may want to say something, but what is your data saying? If you don’t have the data to say what you want to say, you can’t say it!

Talk as a team, and summarize your data. What fields do you have, what is the data telling you? Use regular language – try not to get technical here. What is the data trying say – imagine it’s a person speaking.

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Does your KWYDIS match your KWYRWTS? If not, rewrite your KWYRWTS so that it aligns with the data you actually have.

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*Getting to KWYANTH*

You may want to say something. And your data may allow it. But does your audience care? Get in their heads. Who are they? What actions do you want them to take from this experience? What do you want them to learn? What do they need to hear to do that? Summarize your KWYANTH below.

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Does your KWYRWTS match your KWYANTH? If not, rewrite your KWYRWTS again.

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*Headlines*

Write 10 headlines for your project. Please write 5 “New York Times” headlines and 5 “New York Post” headlines. Your headline should summarize your KWYRWTS or at least act as a temptation based on KWYANTH or tease your KWYDIS or maybe a combination of the 3. It should entice further action. It is, after all, a water cooler moment. Be irreverent (in some), be funny (in some), be bizarre (in some), etc. Make them great!

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*Story*

Based on your KWYRWTS, you should have a story in mind. There should be a beginning, middle and end. And maybe a climax. Think about that structure, even if you’re creating a very simple chart. Summarize that story below, using boxes to indicate sections of stories (think about it as series of comic strip panels.) Along with the brief description, indicate what parts of your infographic will represent each part of the story. And if it’s counterintuitive (the headline is the climax, not the introduction, for example), be prepared to describe your thinking for that choice.