1. Be clear in your **purpose** for visualization.  
*Is my purpose to experiment with visualization methods? To explore the data? To explain my results?*

2. Create a **hierarchy** of messages and information.  
*What is the primary message? What is secondary? Tertiary?*

3. Emphasize the **information/data**.  
*Is the key data (or key message) the boldest element on the page?*

4. Match data **variables** to retinal variables.  
*Does more than one retinal variable (color, shape, location, shade, pattern) change when one data variable changes?*

5. **Prototype** with humility. (Iterate, iterate, iterate!)  
*Have I tried other ways to represent this information? Have I solicited feedback from others?*

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**Economy Map 2.0**

Economy Map uses economic input-output life-cycle assessment (EO LCA) data to provide a visual explanation of how economic demand signals in one part of the economy drive environmental impacts elsewhere in the economy. In developing the project, we started by experimenting with different visualization methods before settling on these visual modes: circle, bar, and flow. In the next phase, we used the flow (network) mode, in particular, to explore the data, looking for significant leverage points in the economy where policy or advocacy might achieve positive influence. Finally, we created a set of custom visualizations to explain our conclusions: that eight key supply chains drive 50–99% of environmental impacts in the US economy.

*Data source: CED3 3.0*

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**The 3% Solution**

TRUTHstudio developed a series of charts that visually communicate key messages of The 3% Solution, a WWF/CDP/McKinsey report that describes the Economic, Environmental, and Social Benefits of Cutting 3% of Global CO2 Emissions. They recommend that by reducing CO2 emissions by 3% (2.3 Gt CO2e) before 2020, we could avoid over $1 trillion in health costs and other social costs by 2030. In 2018, they achieved a 3% reduction in CO2 emissions.

*Data source: CED3 3.0*

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**Food Waste in North America**

These charts show where food waste is generated in five key supply chains in North America. The data is drawn from the excellent 2012 NRDC report, *Wasted: How America’s Love Affair with Food Goes to Waste*. The original chart in the report did not provide an intuitive visual understanding of where waste occurs in each supply chain. The revised version, proposed as an alternative to the graphics published in the original report, emphasizes the most important data: the amount of food wasted in each supply chain phase.

*Data source: NRDC*
6. Create a consistent visual **vocabulary** in a series.
   Have I minimized variation of background context across multiples in a series?

7. **Integrate** visual information wherever possible.
   Is there redundancy that can be eliminated?
   Can different graphics be combined?

8. **Focus** information design where it counts.
   Where should I invest design time for maximum understanding?

9. **Specify** your needs, priorities, and audiences.
    Where do I want graphic design? Infographics?
    Information design?

10. **Learn** from existing examples.
    Have others visualized similar issues?