

**Visual Communication Check List**  
**Or, Thirteen Ways of Looking at Tables and Figures**

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1. Is the purpose/focus/subject of the visual (table, graph, etc.) clear at a glance? Is the visual needed?
2. Does the visual have a caption or heading?
3. Has the appropriate visual device been chosen (table vs. graph, etc.)? Consider the vast array of options at: [http://www.visual-literacy.org/periodic\\_table/periodic\\_table.html](http://www.visual-literacy.org/periodic_table/periodic_table.html)
4. Is the visual readable (appropriate resolution, size and font of lettering, etc.)? Does the visual take into account appropriate color selection, and does it anticipate printing on B/W printers?
5. Does the visual communicate appropriate impressions about accuracy?
6. Does the visual specify units of measurement, and is the scale accurate?
7. Are terms and symbols defined and consistent; are key assumptions explained?
8. Does the visual (where necessary) cite or reference its source?
9. Is the visual appropriately numbered?
10. Is a summary list of tables and figures needed?
11. Is the visual referenced in the text?
12. Is the visual appropriately placed in the text?
13. Does the text explain or “unpack” the visual?