

■ CHECKLIST for Usability of Visuals

(Numbers in parentheses refer to the first page of discussion.)

Content

- Does the visual serve a legitimate purpose (clarification, not mere ornamentation) in the document? (292)
- Is the visual titled and numbered? (334)
- Is the level of complexity appropriate for the audience? (334)
- Are all patterns in the visual identified by label or legend? (302)
- Are all values or units of measurement specified (grams per ounce, millions of dollars)? (301)
- Are the numbers accurate and exact? (301)
- Do the visual relationships represent the numerical relationships accurately? (330)
- Are explanatory notes added as needed? (301)
- Are all data sources cited? (301)
- Has written permission been obtained for reproducing or adapting a visual from a copyrighted source in any type of work to be published? (301)
- Is the visual introduced, discussed, interpreted, integrated with the text, and referred to by number? (334)

- Can the visual itself stand alone in terms of meaning? (334)

Arrangement

- Is the visual easy to locate? (334)
- Do all design elements (title, line thickness, legends, notes, borders, white space) work to achieve balance? (334)
- Is the visual positioned on the page to achieve balance? (334)
- Is the visual set off by adequate white space or borders? (334)
- Is a broadside visual turned 90 degrees so that the left-hand side is at the bottom of the page? (300)
- Is the visual in the best location in the document? (334)

Style

- Is this the best type of visual for your purpose and audience? (295)
- Are all decimal points in each column of your table aligned vertically? (301)
- Is the visual uncrowded and uncluttered? (334)
- Is the visual engaging (patterns, colors, shapes), without being too busy? (334)
- Is the visual ethically acceptable? (330)