

Date: _____

The humanitarian snapshot is a collaborative product; the public information/reporting officer provides the key messages and writes the text and the information management officer collects data and visualizes it so that the design communicates the essentials of the story's message without overloading audiences with too much information. Start with an editorial meeting and use this form to explore the story with the team.

STAFF

DESIGNER: _____

EDITOR: _____

WRITER: _____

- Prioritize key issues and do not try to show everything.
- Use ONE compelling story line and make sure that elements used are all connected.
- Organize the content in a logical way: the most important information on top and the less important on the bottom right.

DATA AVAILABILITY

List the data you need:

- _____
- _____
- _____
- _____
- _____

Source:

- _____
- _____
- _____
- _____
- _____

STORY IDEA – MESSAGE

INFO/VISUAL HIERARCHY

MOST IMPORTANT INFORMATION

1 _____

Describe how to visualize it: _____

MAKE IT PROMINENT WITH: COLOUR SIZE POSITION

2 _____

Describe how to visualize it: _____

MAKE IT PROMINENT WITH: COLOUR SIZE POSITION

3 _____

Describe how to visualize it: _____

MAKE IT PROMINENT WITH: COLOUR SIZE POSITION

QUESTIONS READERS ASK

1 _____

ANSWERED BY: HEADLINE DECK FIGURE
 MAIN MAP SMALL MAP CHART

2 _____

ANSWERED BY: HEADLINE DECK FIGURE
 MAIN MAP SMALL MAP CHART

3 _____

ANSWERED BY: HEADLINE DECK FIGURE
 MAIN MAP SMALL MAP CHART

DECK = one or two sentences that summarize the focus of the headline.

SKETCH THE IDEA



TITLE:

Sub-title:

As of DD Month YYYY

