

C4D: Visualise data

What is it?

Data visualisation is the process of representing data graphically. It can make it easier to see trends and patterns. Data visualisation can be used during data analysis as part of making sense of data. It can also be used to communicate results as part of producing the reports.

General information

The Rainbow Framework includes advice on [choosing data visualisation techniques](#) to suit different kinds of data. This page is recommended background reading before considering methods to apply to C4D.

Applying the C4D principles

Participatory

Data visualisation as part of participatory processes of analysis can enable better engagement and analysis by stakeholders. Some methods (such as mapping, photovoice) generate visual data to begin with and this can also be useful (see [Collect and/or retrieve data \(methods\)](#) for more information) .

Complexity

Data visualisation tools are particularly in complex situations. Trialling a range of different ways to visualise data during analysis can reveal unexpected relationships and change trajectories.

Critical

From a communication of results perspective, data visualisation can help as many groups as possible to engage with data and findings. This has overlaps with the [Ensure accessibility](#) task.

Recommended methods and adaptations for C4D

Resources

- [Visualise data](#)

There are thousands of resources online about data visualisation (or 'dataviz') but this page remains a good place to start when exploring options for visualising different kinds of data.

- [American Evaluation Association Blog Data Visualisation category](#)

This blog category includes a wide range of resources, links and discussions about data visualisation. Ideas and topics include doing sketches and drawings first before transferring to digital, and graphical recording.

- [Conquering the dusty shelf report: data visualisation for evaluation](#)

A blog post outlining three strategies for data visualisation. The third tactic includes an example of incorporating qualitative quotes with a bar graph, which is particularly useful in C4D where qualitative data is common.