Page

☐ Does it use the standard OCHA template?

The snapshot template is available on https://ochanet.unocha.org/OS/HQ_Branches_Offices/CISB/OCHA_Templates/Map%20Templates/Forms/AllItems.aspx

It is not mandatory to use the snapshot template but at least the generic OCHA visual template with the blue banner must be used.

☐ Is the file in CMYK?

Certain RGB colors that you can see on your monitor or camera (in particular, bright vibrant colors) simply cannot be replicated in printing. Make sure to save your work in CMYK to ensure the colors you see on your monitor will more closely match the final printed piece.

In ArcGIS, when your map is ready to be exported, go to:

1. File > Export Map
2. Toggle open the "Options" menu
3. Click on "Format" tab
4. Select "CMYK" under "Destination Colorspace"

In Adobe Illustrator:

1. File > Document color mode > CMYK

☐ Does it use the standard OCHA colours?

The OCHA's corporate blue is CMYK 90,57,0,0. Use the colour palette provided in the graphics style book p.5. Resist the temptation to add too many colours. Effective data visualizations rely on a clear and deliberate use of colour to help the reader digest the information quickly. Do not distract the reading by adding too many colours.

☐ Does it use the standard OCHA fonts?

Arial is the font of choice for OCHA infographics, as it is distributed with all major computer operating systems. Using Arial guarantees that products will appear as originally designed, regardless of what software or computer the reader is using. The only exception is using Times New Roman for rivers/watershed labels).

☐ Are all data used in the snapshot sourced?

Make sure to source all data used in the snapshot for transparency of information and proper acknowledgment of partners.

☐ Does it use the official UN map disclaimer?

EN	The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.
FR	Les frontières et les noms indiqués et les désignations employées sur cette carte n'impliquent pas reconnaissance ou acceptation officielle par l'Organisation des Nations Unies.
ES	Los Límites y los nombres y las designaciones que figuran en este mapa no implican su apoyo o aceptación oficial por las Naciones Unidas.

Jammu and Kashmir

EN	Dotted line represents approximately the Line of Control in Jammu and Kashmir agreed upon by India and Pakistan. The final status of Jammu and Kashmir has not yet been agreed upon by the parties.
FR	La ligne en pointillé correspond approximativement à la Ligne de contrôle du Jammu et Cachemire dont ont convenu l'Inde et le Pakistan. Les parties n'ont pas encore convenu du statut définitif du Jammu et Cachemire.
ES	La línea de puntos representa aproximadamente la Línea de Control en Jammu y Cachemira convenida por la India y el Pakistán. Las partes no han llegado todavia a un acuerdo sobre el estatuto definitivo de Jammu y Cachemira.

Sudan-South Sudan

EN	Final boundary between the Republic of Sudan and the Republic of South Sudan has not yet been determined.
FR	La frontière entre la République du Soudan et la Rèpublique du Soudan du Sud n'a pas été déterminée.
ES	Las fronteras definitivas entre la República del Sudán y la República de Sudán del Sur no se han determinado todavía.

Abyei

EN	Final status of the Abyei area is not yet determined.
FR	Le statut définitif de la zone d'Abyei n'a pas encore été fixé.
ES	La condición jurídica definitiva de la zona de Abyei aún no se ha determinado.

www.unocha.org
The mission of the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) is to mobilize and coordinate effective and principled humanitarian action in partnership with national and international actors.
**Coordination Saves Lives**

☐ Is the PDF exported properly, without hidden layers and in the smallest file size?

Invisible layers will magically reappear when an Illustrator PDF is loaded in certain non-Adobe products (for example, the Mac PDF reader Preview). To avoid this issue, deselect "Preserve Illustrator Editing Capability" and "Create Acrobat Layers from top-level Layers" in the "Save Adobe PDF" dialog:

1. File > Save as and select "Adobe PDF" in the "Save as type" and click "Save".

2. A new dialog will pop-up. Under "General", deselect "Preserve Illustrator Editing Capabilities" and "Create Acrobat Layers from Top-Level Layers".

This will reduce the file size by more than half as well.

If you are using some images in the file, click "Compression" and play with the resolution size to reduce the file size.
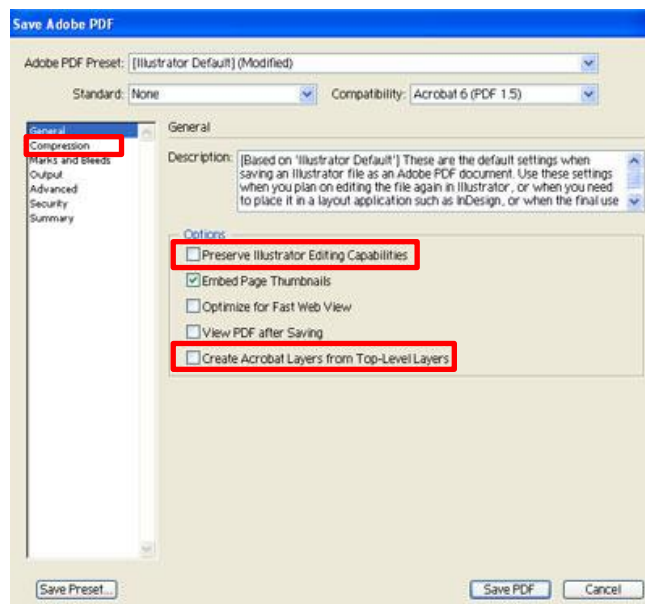
Editorial

Step back, look at the piece as a whole, and ask yourself, "Does it work?" The design and content must work together to meet a well-defined goal.

☐ Does the title intrigue, inform and invite readers in?

Avoid using acronyms and use a title that is meaningful to everyone. Do not simply use "humanitarian snapshot" but be more specific, to attract readers (e.g. Iraq: Influx of Displaced People – Humanitarian Snapshot). Keep in mind that most of websites will only list the title therefore it is crucial to have a stand-out and descriptive title.

☐ Does it tell one compelling story?

The aim of the snapshot is to raise awareness of the current situation in the country by providing a compelling visual story. Before producing it, the information management officer should work with the public information/reporting officer to determine the story line of the month.

☐ Does it state the problem/issue and show it visually to deliver the message?

The team should define how the data will be presented so that the design communicates the essentials of the story's message without overloading audiences with too much information. You can say more by saying less.

☐ Message is clearly recognizable and aligned with OCHA documents (reports, key messages).

☐ Themes are appropriate to the snapshot

Some content belongs to the dashboard and not to the snapshot: The key difference between the dashboard and the snapshot is that the snapshot is a map enriched with infographics designed to tell a story and visually illustrate a humanitarian situation for advocacy, whereas the dashboard aims to provide an overview of needs and response data that enables the monitoring of progress in the humanitarian response over time across and within sectors. Therefore, cluster/sectoral information, funding information, and needs, response and gaps information should not be part of the snapshot but dashboard.

☐ A snapshot has no more than three main themes, preferably one theme.

Humanitarian Snapshot is a visual product that tells the story of an emergency. It is intended to make complex information easier to understand, to seize the viewer's attention and to improve the situational awareness of the emergency.

The aim of the snapshot is not to try to show everything but only the key issues.

Layout

☐ Good layout

The overall layout has to be clean and organized.

The template will help improve the layout and organize the content in three columns (left column for key messages and figures, middle column with map and right column for trends and charts).

☐ The sequence of information presented makes sense.

Eye flow: Understanding how the eye scans a page will allow you to control the presentation sequence in getting your message out. Though this is somewhat culturally dependent, in general, one reads in a "Z" path, beginning at the upper left corner, across the top and down diagonally to the lower left and then to the right. The information that needs to be prominent must be on top and the less important is presented on the bottom right.

☐ Good visual hierarchy

The eye needs a single place to focus and rest. The dominant element will capture attention. Make sure you control which element this is and how it relates to the others within the document. Emphasis and proportion are related since the size of the various items impacts which we look at first. The larger, darker items carry the most weight. Enlarge and darken elements that you would like to make prominent and use a smaller size and lighter colour for elements that are secondary. By properly ordering the visual hierarchy, the most relevant important information will be the most visually prominent.

☐ Good balance

A page must not be too cluttered, nor should it have too much empty space. Do not fill each bit space: the effective use of white space adds a great deal to readability. White space is beautiful!

☐ All elements are aligned and follow a grid system

A grid system is a structure comprising a series of horizontal and vertical lines that intersect and are then used to arrange content. A grid system is a way of providing a background that designers can work with to structure and present content and imagery in a readable and manageable way. The grids provide organization, subdivide content, establish hierarchy and create balance.

Proper alignment will make your designs visually more appealing and will also make it easier for users to scan over a page, promoting a calmer reading experience. Alignment also allows us to make conscious decisions about where elements are placed and how they interact with each other. Creating good alignment bridges the visual gap between every element in your design, helping us to create relationships between the elements that we have. Otherwise, we'd have a design that has blocks of text and images all over the place, making little sense with no sense of structure.

Text

☐ The introduction text must be a lead to the visual and must work together.

☐ Spelling and grammar errors are absent.

Ask your reporting or public information colleagues to editorially review the text.

☐ All acronyms used are explained.

Most of the readers are not familiar with UN or humanitarian jargons.

☐ No use of very technical language, acronyms or UN jargon.

The text must be short, concise and clear. Please consult your public information officer/reporting officer for their support.

☐ Use rounded numbers

Round the number to hundreds or thousands as often, the numbers are changing regularely.

☐ Use of consistent Upper/lower case

Only the main title can be title case (all words capitalized). e.g. Iraq: Influx of Displaced People – Humanitarian Snapshot. The rest must be sentence case (only the first word is capitalized, except for proper nouns), including graphic titles.

Visual elements

☐ Good design

The data and story are visually presented in a beautiful and appealing way

A good snapshot focuses on finding the right color scheme, readable fonts, cool graphics, icons, characters and clever ways to illustrate digestible information.

☐ **All the visual elements relate back to the introduction text.**

If the data does not support the story, remove it. For example, if funding is not an issue, there is no reason to add it in the snapshot as it will be part of other products such the dashboard. Use only data that describes the key messages and eliminate any elements that do not directly contribute to the understanding of the story.

☐ **Data must be reliable and timely.**

Remove old information that is not pertinent anymore and focus only on key issues.

The data gathered for the snapshot should be from reputable sources and represent the latest accurate statistics available at the time. Use Governmental and UN data, followed by humanitarian partners. Avoid using media/news sources.

There should be no discrepancy in the figures presented in the snapshot and other most recent documents.

Chart

☐ **Use the right type of chart.**

There are different ways to visualize data and different types of visual representations. The different types are covered in the graphics style book. Choose a chart type that will be easy for your readers to understand and don't use an over-complicated chart type. The simpler, the better.

☐ **Create clear graphic titles.**

Don't leave your readers guessing about what the data items represent. Include time increments and units.

☐ **The chart must tell a story.**

The chart has good proportion, clear visual hierarchy and highlights the most important information. The chart must show something worthwhile. Use charts to highlight the important comparisons you want to make and use them sparingly to maximize their effectiveness. Use visual hierarchy to highlight elements.

☐ **The chart must be simple**

Simplify the chart by removing all unnecessary elements and keep the design minimal so the data can speak for itself.

[for a bar chart]

- Remove backgrounds and borders in chart elements can distract the viewer.
- Remove special effects like shading and shadows.
- Un-bold, un-italicize and un-underline all text, except for elements that you would like to highlight.
- Omit axes and baselines when data values are labelled.
- When axis lines are present, it is not necessary to label each data value. However, it can be useful to highlight the final value or other important data points.
- Start at the zero baseline! No exception. Do not clip the axis in order to highlight disparities at the top of the axis. Instead, try recalculating your data as percentages, or try another type of chart.
- Clearly denote currency or units.
- Convert your data to rounded, easily digestible values for chart labelling.
- Sort your data before charting so that readers can easily compare.
- Include the data sources in the metadata.

[for a line chart]

- Don't use the dashed lines and shape markers provided by excel to differentiate each line. You can use solid lines exclusively by limiting the chart to four or fewer lines. Varying weights and shades do the work of differentiating the lines more effectively than distracting patterns and markers.
- In a single chart, keep the maximum number of lines to three or possibly four if the lines are not intersecting at many points. The purpose of a multiple-line chart is to compare and contrast different data series.
- With four or more data series, an array of individual charts can display a pattern and allows better comparison among all lines (small multiples technic).
- The most important line should be one colour and the other lines should be shades of a second colour.

[for a pie chart]

- Start at 12 o'clock, not 3 o'clock
- Sort the data
- Never chart segments clockwise from smallest to largest; otherwise, the least important segment has the most prominent position. Place the largest segment at 12 o'clock on the right to emphasize its importance
- The best way to order the rest of the segments is to place the second biggest slice at 12 o'clock on the left; the rest would follow clockwise. The smallest slice will fall near the bottom of the chart, in the least significant position. This way, there is also more room for labeling the smallest slices.

- A pie should not have more than five slices. If there are more than five, combine the smaller and less significant segments to create a fifth slice and label it "Other". If the segments have to be represented separately, use a stacked or segmented bar chart instead.
- Just like in bar and line charts, direct labeling helps the reader to quickly identify individual segments and focus on the comparison between them.

Map

☐ The map is easy to read.

If the map is too busy and difficult to read, simplify it by removing unnecessary elements. Is it necessary to have all boundaries and all labels? Keep only the most relevant ones and remove the rest or make them less prominent by using lighter colours and smaller symbols. Create a visual hierarchy.

Remove the shaded relief that makes the map difficult to read. Remove shadows and special effects to simplify the reading.

☐ The map is the best visualization type

Some information will be better illustrated on a chart instead of on a map.

☐ The map follows OCHA's cartographic representation.

- Keep the shading simple. The goal is for the reader to compare the size of any segment to the whole pie efficiently.

☐ Add a short narrative that explains the chart for stronger message.

☐ Show trends.

Provide contextual information rather than just focusing on the current situation.

The best practice in mapping is to use polyline to represent the boundary. The use of outline of polygon is incorrect as you won't be able to represent "dash" or "dotted" lines correctly.

☐ Are the disputed areas and their representation correct?

Check annex 7 of the graphics style book for proper representation of disputed areas.

☐ Good use of icons.

Do not overuse the icons. Simple circle or square would often work better than using a complex icon.

☐ All important items represented in legend.