

Graphics potential packaging form

Use this form to help determine the graphics potential for news, feature or sports stories. Answer the following questions to find the visual focus for a story package, and fill in the requested information to help brainstorm ideas for your graphics strategy.

STORY NAME: _____

PUBLICATION: _____

Graphics Potential

What are the three most important points of this story? Why should the reader care?

- a.
- b.
- c.

What are some possible headlines for this story?

- a.
- b.
- c.

Does the story refer to comparisons, breakdowns, trends, how to, how much, numbers, a time series or other concepts that can be illustrated? If so, outline the key points of those references.

- a.
- b.
- c.
- d.
- e.

Graphics Strategy

Check the types of graphics that apply to your story, and give a short, description of how:

Chart: _____

Table: _____

Timeline: _____

Diagram: _____

Map: _____

Interactive: _____