Problem

Chose a problem that your group agrees on (brainstorm)
Write it down as a single sentence (short, concise)

Text
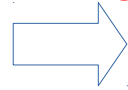
Audience

Who will be looking at your visual/visual narrative that you are going to produce & what do you want them to do?
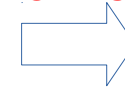
Text

Visual Context

What are the most known visuals/ visual stories already produced /used – also by your opponents that address your problem

Text/Drawing

Proposed Visual Narrative

Think of an image, series, a visual narrative that you believe would help you to influence your audience

Drawing

CLUE (look at it when needing help in formulating problem:

Is it a problem or a solution
Is it a problem or a symptom of it

TEST (look at it after you did the task – this stay invisible until then – keep in an envelope etc):

Why anyone should care about your problem?

What is the most difficult aspect of the given problem, the hardest to explain

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CLUE (look at it when needing help in formulating problem:

How does your audience consume visual information
What do you expect them (practical) to do after they engage with your visual?

TEST (look at it after you did the task – this stay invisible until then – keep in an envelope etc):

Why don't they do anything about the problem by now?

Are you sure these are the people who would actually engage with your visual and would act or be able to act on it?

CLUE (look at it when needing help in formulating problem:

Which are good, which are annoying, which are ineffective and which people engage with the most

TEST (look at it after you did the task – this stay invisible until then – keep in an envelope etc):

What specifically is working in all (good/bad) of them and what does not?

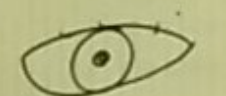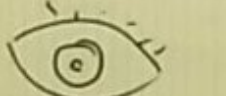**CLUE** (look at it when needing help in formulating problem:

List strongest arguments that in your opinion would make your ideas effective

TEST (look at it after you did the task – this stay invisible until then – keep in an envelope etc):

How would you test if these ideas are good and how would you know early enough they dont work?

Why do you think you chose the best medium to carry your visual(s) – eg why a poster?

Example from WRI Workshop Washington DC June 2016