According to Kirk (2016), The essence of "Formulating Your Brief" is to "identify the context in which your work will be undertaken and then define its aims: it is the who, what, where, when and how." It could be formal or informal as any project you think you must make it. This phase is where you create a vision for your work.

Data Visualization is the representation and presentation of data to facilitate understanding.

According to Author Kirk, A. Data Visualization workflow involves in four stages:

1. Formulating your brief
2. Working with data
3. Establishing your editorial thinking
4. Developing your design solution

**Formulating your Brief:**

The main purpose of this step is to identify the requirement and how to achieve it. According to Kirk (2016), “In its simplest form a brief represents a set of expectations and captures all the relevant information about a task or project”. It is very essential to formulate the brief as it adds value to the visualization of the data. Formulating of brief by the concerned stakeholders is essentially important during the implementation of the project either formally or informally. When you are working with clients, it will be the concern of parties to have a mutual understanding of the project requirements and some compromise over the key output. Having a clear understanding of your client’s budget allows you to effectively manage their expectations as to what their money can get them, while also controlling how your team uses their time. When initially meeting with your client to scope out their job, make sure you allocate budget across all disciplines: research, design, copywriting, development, coordination, testing and review.

         A visualization process that lacks an initially articulated curiosity can lead to a very aimless solution. For an effective brief we need to analyze what our client likes to hear like charts etc. Make presentation according to your client scrutiny and the presentation should be collective and easy to considerate. Projects need to stay on time to stay profitable, that’s why schedules are a must have for your briefs. An effective schedule should not only highlight the final deadline, but also identify any progress milestones between the onset and endpoint of the project. While schedules are vital for keeping your team on track, they can also be valuable for your clients. Some clients you’ll work with won’t know how long it takes to research, design.

          To meet your client expectations, include specific design requirements in you brief, you can ensure you and your team has everything needed to work efficiently. To create an effective data set, we need to serve adequate amount of input to the visualization.

Here are some points which will help you to be more effective in your presentation:

* Analyze your client/audience.
* Define the objective of presentation clearly.
* Prepare the presentation slide according to given objective.
* Provide all the relativistic facts and figure.
* Use good color scheme for presentation.
* Always use effective font style and size.
* Don’t use all text in the presentation slide.
* Use charts and histogram for better understanding.
* Interpret the future result for this consult with the expert.
* Prepare your conclusion.

**Pros and Cons of this method:**

**Pros:**

* Active understanding of the requirements and a sensible designing form of the brief.
* Knowing audiences better would ease the preparation of slides and knowledge to be shared.
* Graphs, flowcharts and coloring would keep presentation more interesting and understandable to a variety of audiences.

**Cons:**

* Bright colors and boldness of text can disinterest the client.
* No matter how effective your presentation and data representation are, if it is not delivered to right audience it is waste of time of presentation.

**References:**

Kirk, A. (2016).

Data Visualisation: A Handbook for Data Driven Design.

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