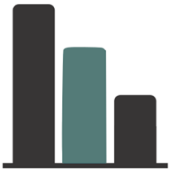




Presenting Data Effectively



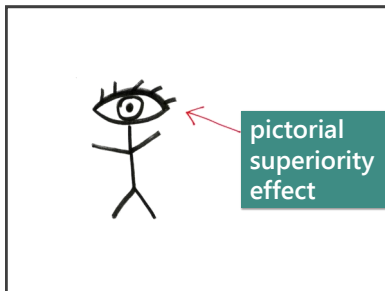
Stephanie Evergreen
stephanie@evergreenevaluation.com
stephanieevergreen.com/blog
twitter.com/evalu8r



Use this sheet to make notes about the takeaway lessons from this talk. What do you want to remember from this presentation? Write it here. If a visual pops into your mind, sketch it here. When a question springs to mind, write it down before you forget it.



This is your opportunity to create your own handout with the key takeaway points that are most relevant for you and your work.



Science of Communication

Graphic elements are good at grabbing attention.

Graphic design helps readers digest our information.

The more they digest, the more they will retain in their long-term memory.



Graphics

Use large, full bleed images.

Repeat image or pieces of it.

Develop icons for quick visual communication.

Work with fee-based stock photo sites.

Image sources:

images.google.com

Morgue File

Library of Congress

usa.gov/Topics/Graphics

TinEye Labs MultiColr Search

Iconfinder

IconArchive

Shutterstock

■ stable, personable	■ economic growth
■ adventuresome, risk	■ refreshment
■ mysterious, sensual	■ safety, energetic
■ formality, control	■ reliability, strength

Color

Choose one light, one dark, and one emphasis color.

Control the colors to make your key points more clearly understood.

kuler.adobe.com

design-seeds.com

colourlovers.com

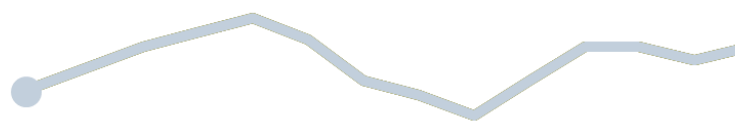
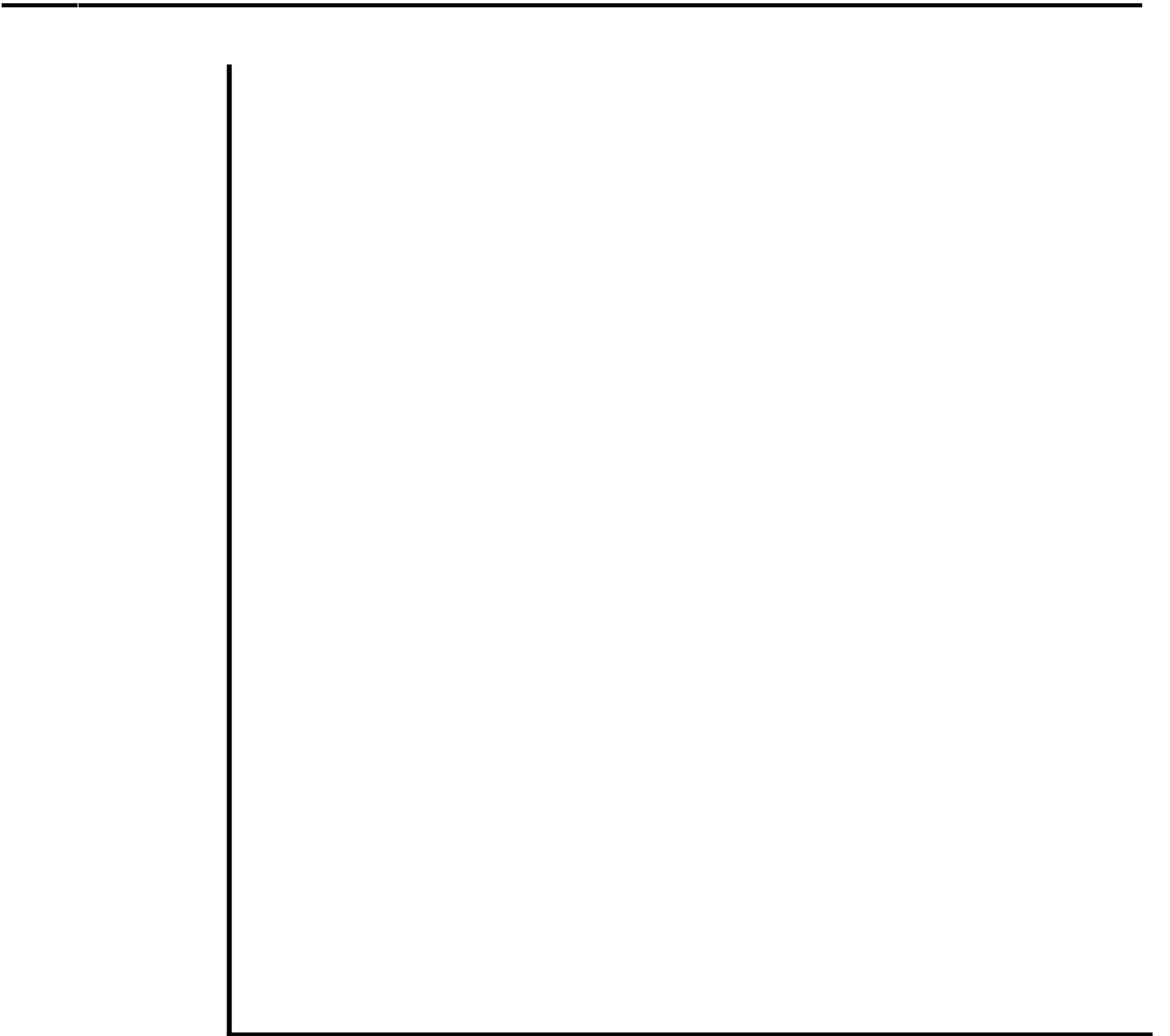
vischeck.com

colororacle.org

ColorBrewer2.org

achronism.com

cjolliffe.com/Resources/CJGA-Color-Theory.pdf





Fonts

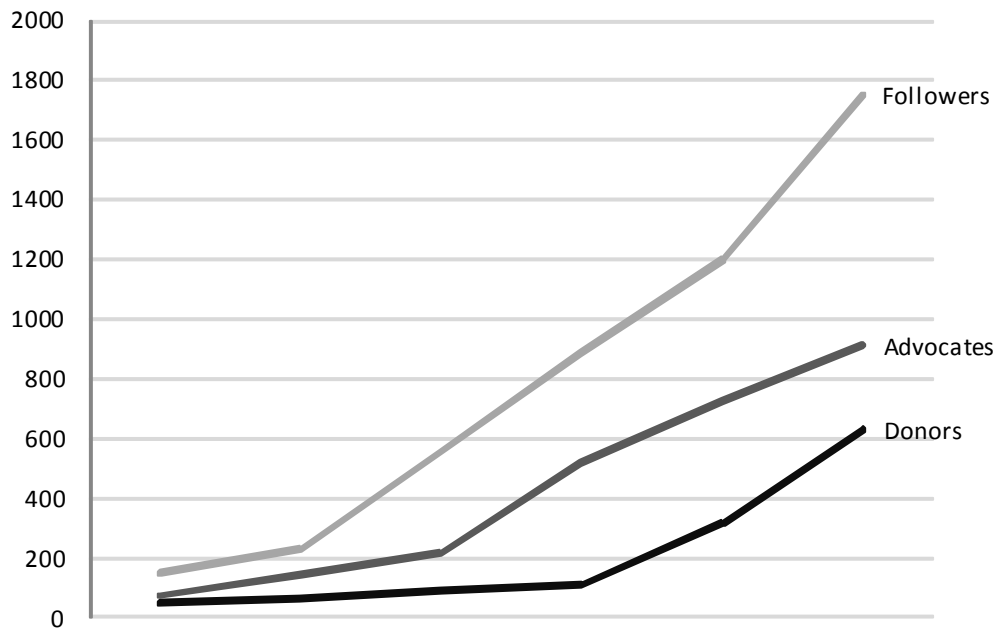
Use serif for narrative reading.

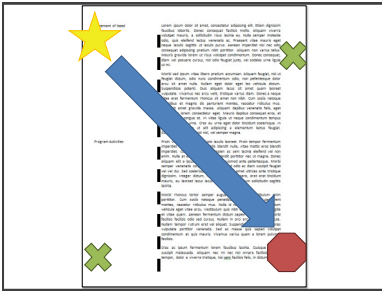
Use sans serif for shorter bursts of text and screen display.

Embed fonts to ensure stability across platforms, programs, and computers.

<http://www.fontsquirrel.com/>

myfonts.com/WhatTheFont/





Arrangement

Important information should be positioned in the top left.

Use graphs or images in typically empty corners.

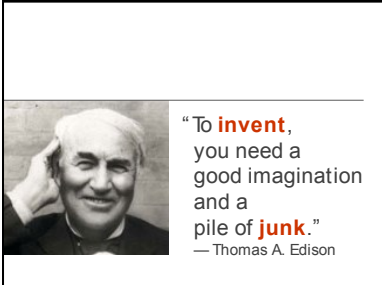
Reduce space between text and image.

Line everything up with everything else.

Group like items.

See Stephanie's Rule of Thirds Template

More design layouts at <http://www.vanseodesign.com/web-design/3-design-layouts/>



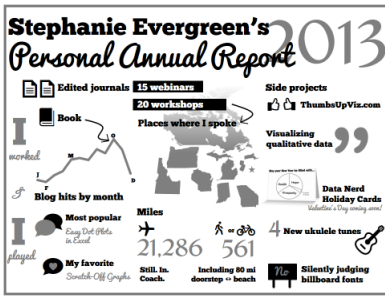
Qualitative Data

Avoid using italics because they are hard to read. Usually a large indent and quote marks are sufficient.

Highlight just a few selected keywords that indicate the main point of the quote.

Whenever possible, add a picture to put a face to the voice, even if it is a stock photo model.

Watch Stuart Henderson



Pulling it all Together

Dashboards and infographics are popular methods for combining individual data visualizations. The same principles of simplify and emphasize apply.

Infographics can be cheaply generated through visual.ly, piktochart, and infogr.am but be careful. Ease of interpretation rules over flashy design.

thefunctionalart.com/2013/07/designing-infographics-with-adobe.html