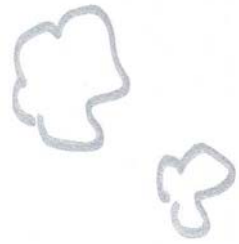# Reporting to be Remembered

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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.
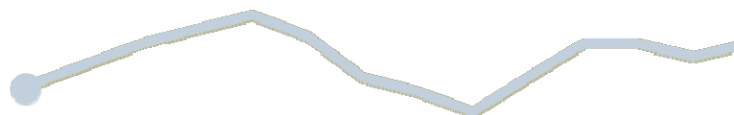
pictorial
superiority
effect

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.

Very Important Point

serif

Type

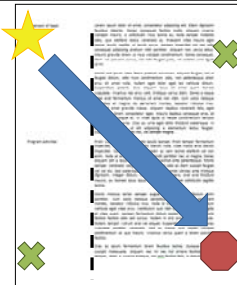Serif fonts have little feet on the end of the characters. Great for narrative body reading.

Sans serifs have no little feet. Great for headings and call out boxes.

Fontpark.net

Fontsquirrel.com

myfonts.com/WhatTheFont

stephanieevergreen.com/ finding-fonts-passing-them-on

Arrangement

Star = primary optical area

Dotted line = axis of orientation

X's = fallow areas

Arrow = reading gravity

Stop = terminal area

or consider Rule of Thirds

Group text with graphic

Align, align, align

vanseodesign.com/web-design/3-design-layouts/

Graphics

Powerful graphics are emotional and positioned to point toward the text.

Icon graphics can be used to communicate evaluation findings.

Iconfinder.com

Iconarchive.com

Istockphoto.com

Look for 300 dpi for printing on paper.

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

Color

Narrative text should be black on a white background.

Sidebars and callout boxes can be on a different color, but be careful of legibility.
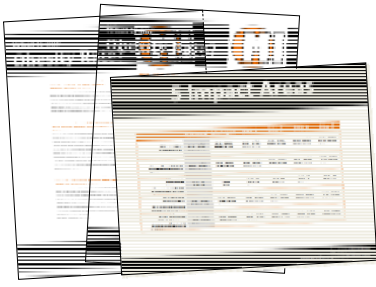
Try kuler.adobe.com

Use RGB codes to customize colors in your report.

Save them to make life easier.

design-seeds.com

colourlovers.com

Break it down & Add it up

Scaffold your communication so that you deliver just what your audience needs, right when they need it.

Invest in the extra time to create a handout. The payoff is better information retention.

Organize the dissemination with a style sheet template.

stephanieevergreen.com/ organize-your-reporting-with- a-style-sheet-template/

Your Turn

Sketch some ideas here and then go make it happen on your computer.