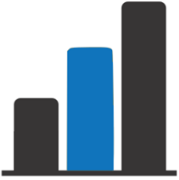




# PRESENTING DATA EFFECTIVELY

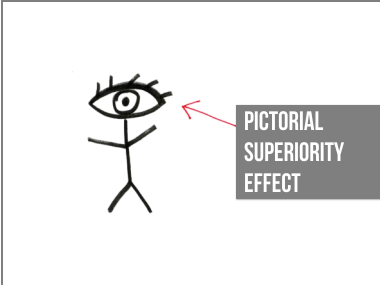
Stephanie Evergreen  
stephanie@evergreenevaluation.com  
stephanieevergreen.com/blog  
twitter.com/evergreendata  
stephanieevergreen.com/tag/step-by-step



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.

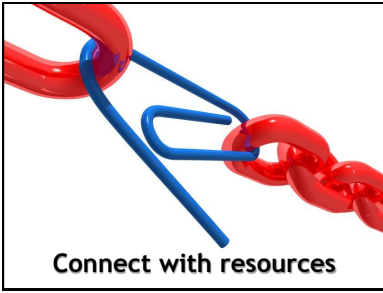


## SCIENCE OF COMMUNICATION

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](http://images.google.com)

Morgue File

Library of Congress

[usa.gov/Topics/Graphics](http://usa.gov/Topics/Graphics)

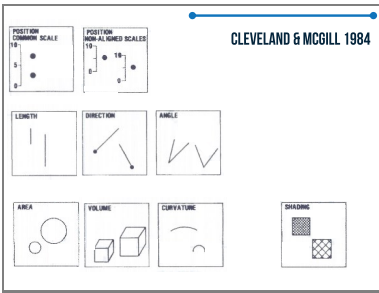
TinEye Labs MultiColor

Search

Iconfinder

IconArchive

istockphoto



## CHART CHOOSING

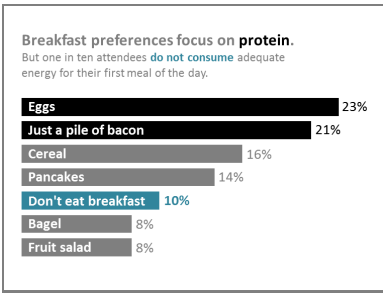
Area is hard to interpret accurately. Humans are better at judging length.

Pie charts produce errors in interpretation.

Graph as high up in the hierarchy as possible.

Map:

[presentationmagazine.com/editable-maps](http://presentationmagazine.com/editable-maps)



## GRAPH SHARPENING

Order greatest to least, most of the time.

Turn your title into a declarative statement that contains your takeaway point.

Embed your legend into the graph.

Color code so viewers know what to look for.



## 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/](http://myfonts.com/)

[WhatTheFont/](http://WhatTheFont/)

■ 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](http://kuler.adobe.com)  
[design-seeds.com](http://design-seeds.com)  
[colourlovers.com](http://colourlovers.com)

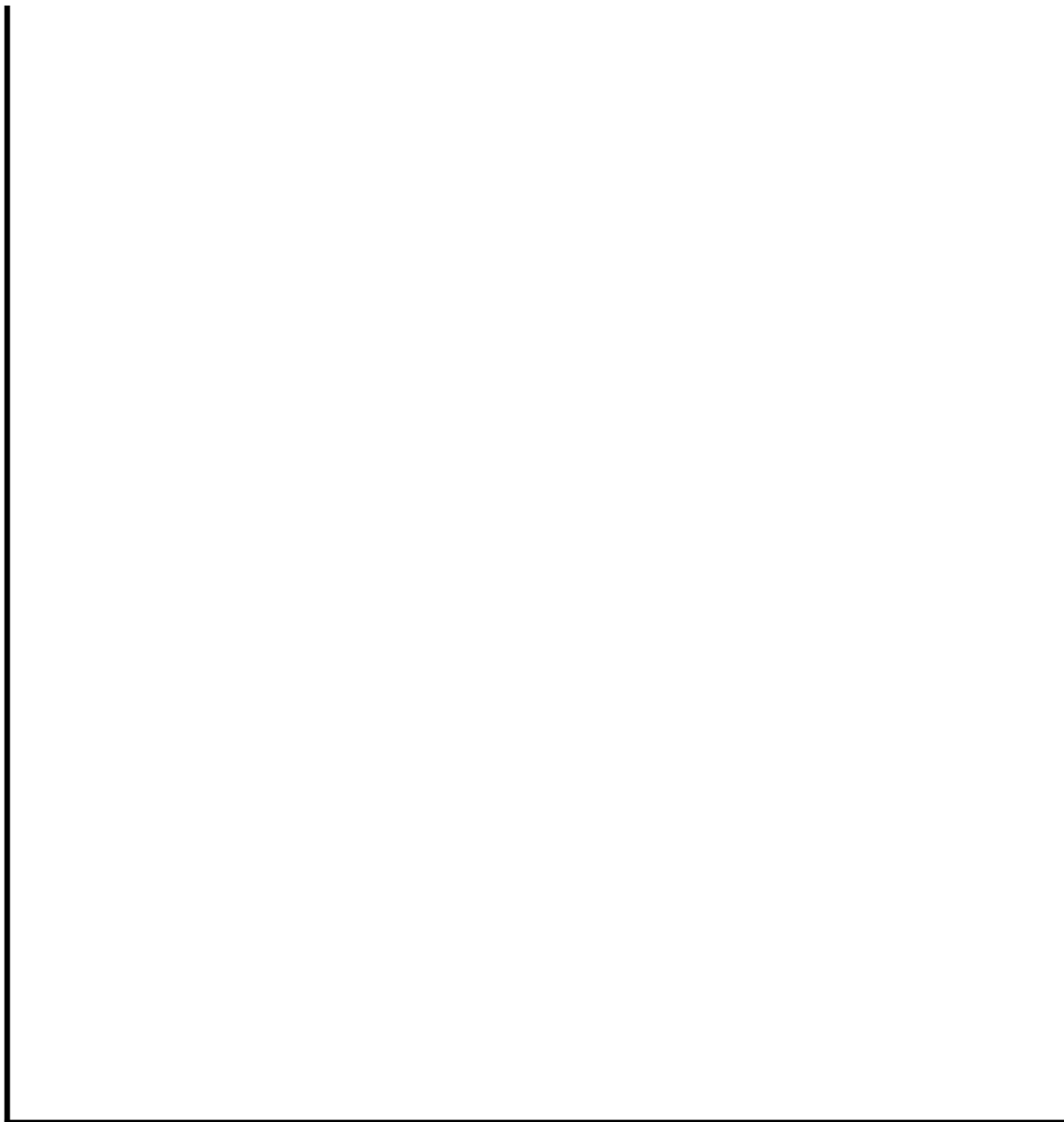
[vischeck.com](http://vischeck.com)  
[colororacle.org](http://colororacle.org)

[ColorBrewer2.org](http://ColorBrewer2.org)

[achronism.com](http://achronism.com)

[cjolliffe.com/Resources/  
CJGA-Color-Theory.pdf](http://cjolliffe.com/Resources/CJGA-Color-Theory.pdf)

---





## PULLING IT ALL TOGETHER

Data dashboards and infographics are popular for combining individual data visualizations. The principles of simplify and emphasize apply.

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

