I picked a color scheme that’s mostly blue because stocks are red and green etc

Tell a story with your data.

* What is your main message?
* What findings are actually important?
* What do you want others to care about?

What do you need to tell your story?

* The data should hold your story not your beliefs.
* Look at the big picture.
* Write all your findings down in one place.
* Are there specific results you need to highlight?
* How can you emphasize the appropriate data?

Mix and Mach your Tools.

* Want to emphasize certain singular numbers or benchmarks.
  + Use and infographic.
* Numbers or benchmarks?
  + Graph Tiles Tableau
* Need to demonstrate category frequencies.
  + Try a bar graph.
* Be Creative

Create a Framework First

* Begin with the end in mind.
* Outline your slides with headers.
* Split Slides if you see too much content per slide.

Start with the project conclusion and work backwards.

* Show not tell.
* Simplified, labeled, and highlighted to showcase the most important work.
* Your slide headers should summarize the findings for that slide.
* Clear data and slide labels that convey the message.

Design Principles

* Bullet Points
* No Complete sentences
* Large enough font min 14pt
* Clearly Readable Text and Graphics

Review the lesson on infographics for more design specifications.