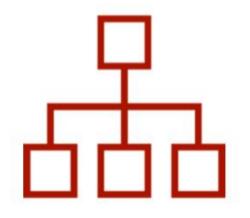
# KEY PRINCIPLES







**Focus** 

What's the most important thing here?

Contrast

How can we separate things?

Unity

What can we delete?

# Here's the distance between...

two lines

two paragraphs

the header and the main body text

the main body text and the screen border

# 4 eras in Western European writing

### Greek majuscule

(9<sup>th</sup> – 3<sup>rd</sup> century B.C.) in contrast to the Greek uncial script (3<sup>rd</sup> century B.C. – 12 century A.D.) and the later Greek minuscule

### Roman majuscule

(7th century B.C. – 4th century A.D.) in contrast to the Roman uncial (4th – 8th century B.C.), Roman Half Uncial, and minuscule

### Carolingian majuscule

(4th – 8th century A.D.) in contrast to the Carolingian minuscule (around 780 – 12th century)

### Gothic majuscule

(13th and 14th century), in contrast to the early Gothic (end of 11th to 13th century), Gothic (14th century), and late Gothic (16th century) minuscules

# SOME ADVICE ON TYPOGRAPHY

- 1. The best typeface is in your style guide.
- 2. The main body text should be black or grey (on white). Colored text is ok for a header or a couple of words.
- 3. The exact same rule applies to ALL CAPS.
- 4. Use bold and italics sparingly.
- 5. Don't underline anything unless it's a link.
- 6. Bullets should be bright and visible and set apart from the text.
- 7. Align left. Use centering only if you have one sentence on a page. Don't justify.
- 8. Watch out for orphaned words (remember Shift+Enter).
- 9. Don't confuse hyphens and dashes.

# Long lines of text are quite hard to read

# Shorter lines of text are a bit easier to read

Don't try to do
EVERYTHING
in a single TEXT BOX

### **Current Section 101 Landscape**

Decisions since Alice Corp v. CLS Bank (June 2014)

	Total	Total Invalid under §101	Percent Invalid
Federal Court Decisions	208	150	72,1
Federal Circuit	23	22	95,7
District Courts	185	128	69,2
Patents	410	132	32,2
Claims	12,016	7,548	62,8
Motions on Pleadings	106	76	71,7
PTAB CBM Institutions	105	89	84,8
PTAB CBM Final	38	38	100

Source: Fenwick & West's Bilski Blog, January 22 2016

### **Current Section 101 Landscape**

Decisions since Alice Corp v. CLS Bank (June 2014)				
	Total	Total Invalid under §101	% Invalid	
Federal Court Decisions	208	150	72.1%	
Federal Circuit	23	22	95.7%	
District Courts	185	128	69.2%	
Patents	410	132	32.2%	
Claims	12,016	7,548	62.8%	
Motions on Pleadings	106	76	71.7%	
PTAB CBM Institutions	105	89	84.8%	
PTAB CBM Final	38	38	100.0%	
Source: Fenwick & West's Bilski Blog, January 22 2016				

### Hawai'i's Ambitious Goals for 2018

100% proficient in reading and math by 2018

90% career- and college-ready high school graduation rate by 2018

62% college-going rate, with 25% more two- and four-year college degrees earned by 2014

Eliminate gaps in proficiency, graduation rate and college-going by 2018, especially for Native Hawaiians and Pacific Islanders









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in proficiency, graduation rate and college-going by 2018, especially for Native Hawaiians and Pacific Islanders

15 11 15



# What other benefits are provided by the National Team?

1

#### Help in Defining Survey Objectives

- State modelling for trip generation or activity modelling
- Travel demands forecasting or Long range plans

2

#### Identify Sample Size Approach

- Sample size
- Stratification of sample
- Missing data approaches
- Coverage issues

3

#### mple Questionnaire ach Development

- Consider role of respondent and interview mode
  - Cognitive issues
  - Cognitive testing
  - Administered issues
  - \*Format
  - Response format\*

4

#### Survey Monitoring

- Oversee the integration of sample and questions into the national program
- Data progress reports



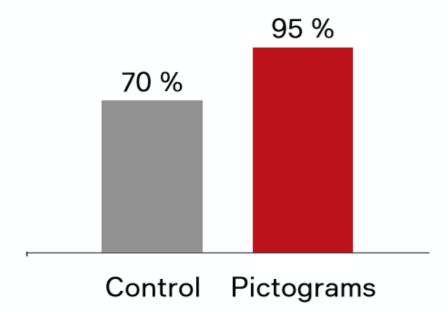
(2) Department of Responsible Sedent Highway Administration

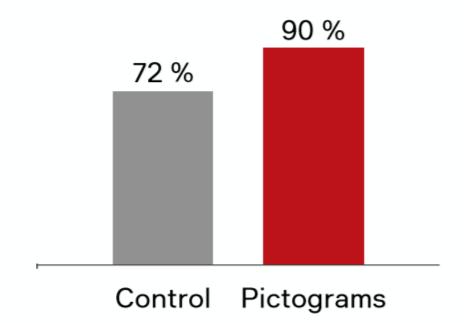
## Understanding

Adherence

+25%

+18%





# https://www.flaticon.com/

**Vector illustrations** 



### Questionnaire Development

- Consider role of respondent and interview mode
- Cognitive issues
- Cognitive testing
- Administered issues
- Format
- Response format

Images to the left

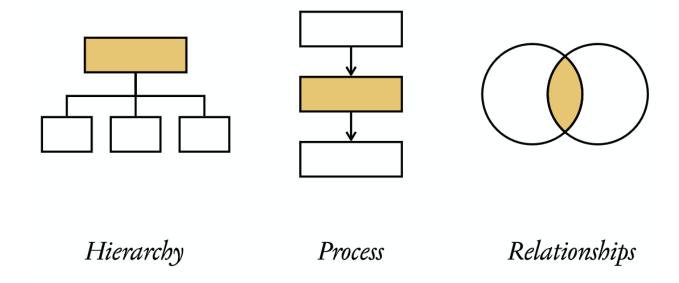
### With photos, BIGGER IS BETTER



71.4 million metric tons of oranges were grown worldwide in 2013



71.4 million metric tons of oranges were grown worldwide in 2013

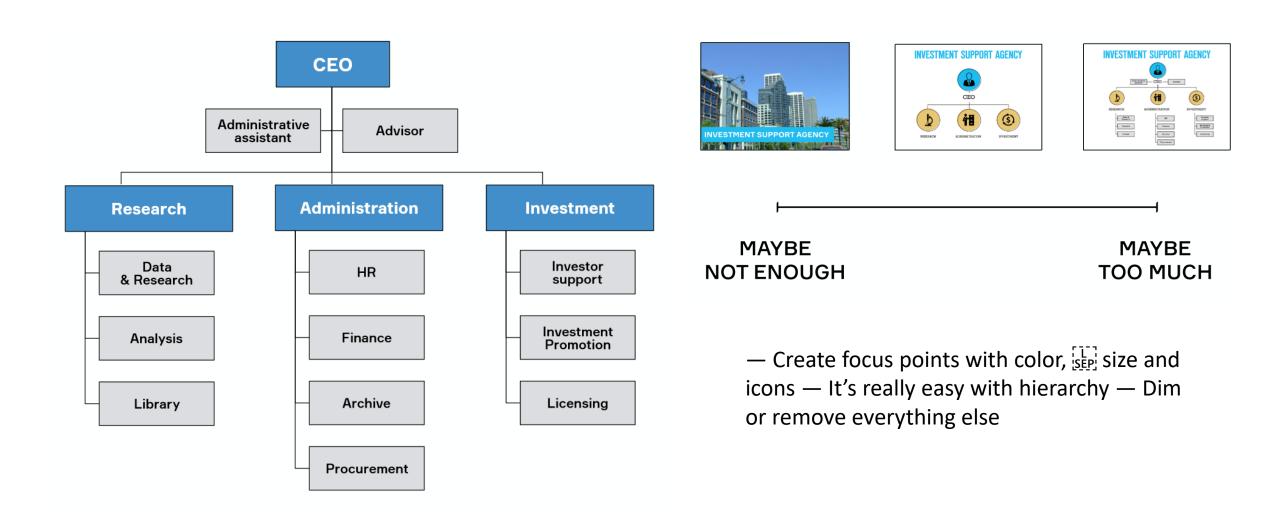


If you want — A BETTER LIST — use — PICTOGRAMS

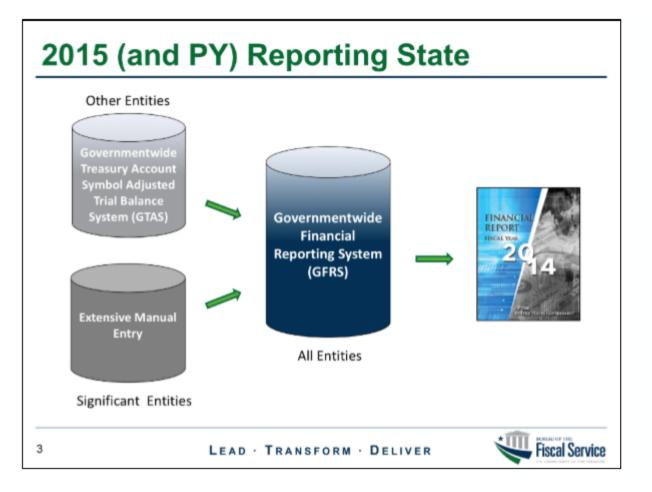
### HIERARCHY

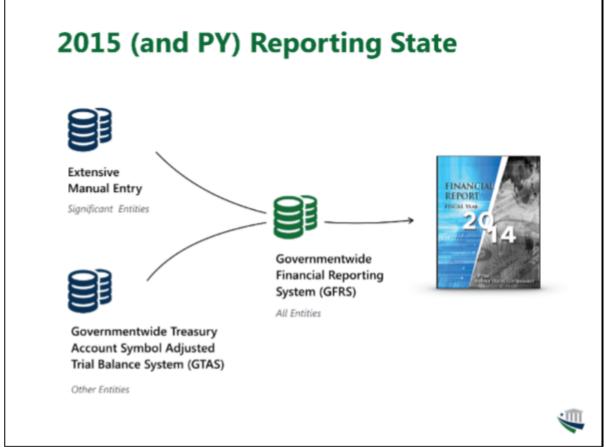
How many COLORED BOXES can you have on ONE SLIDE?

# 3-5 Have more than that and it will be a mess



### **PROCESS**





### **Schedule**

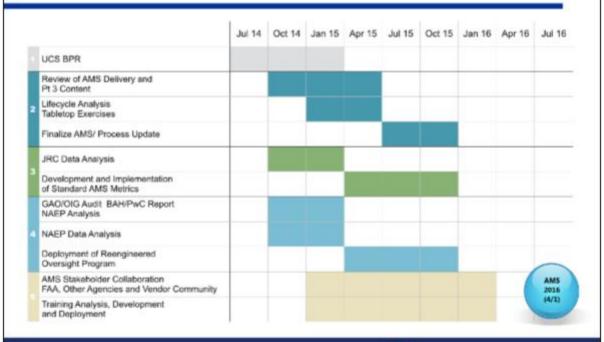
AMS 2016



Federal Aviation Administration

7

Schedule

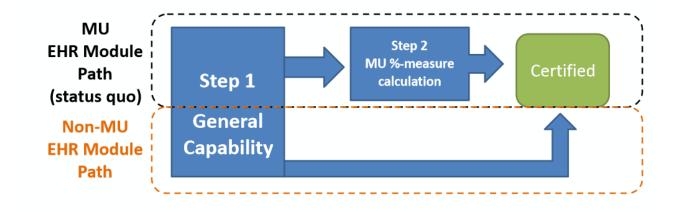


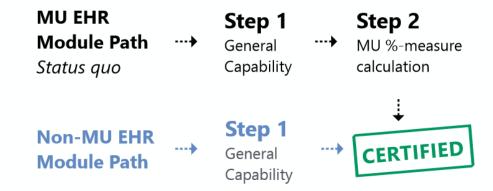
AMS 2016



24

### **PROCESS**

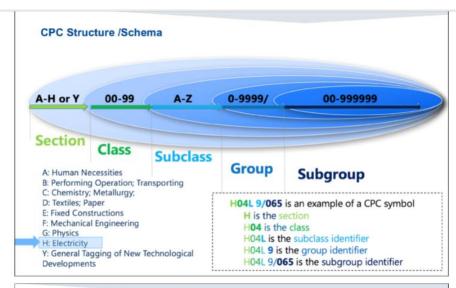


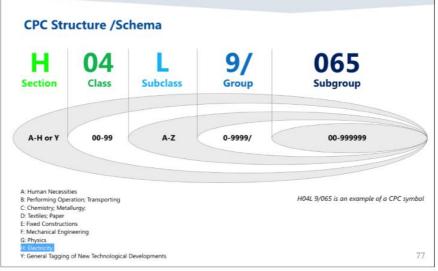


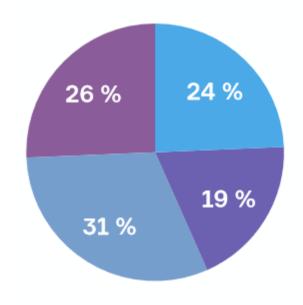
Create 3-5 focal points using color, size and icons — You have to really think about the meaning of the diagram — Dim or remove everything else

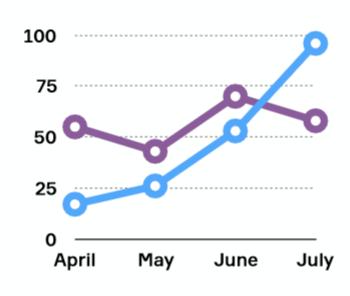
### **DIAGRAM**

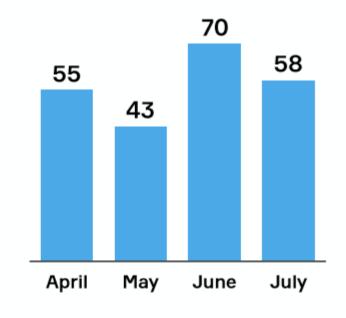
- 1. Why do we need the diagram? Can we do without it?
- 2. What's the key message? What's the decision?
- 3. Create 3-5 focal points for the eye to travel
- 4. Remove or move to the background everything else— Do we need that much color? Can we dim the connecting lines?— Do we need fills and borders?











Distribution

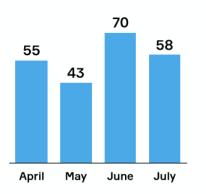
**Trend** 

Your default

Think THREE TIMES before using anything else

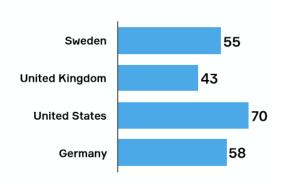
#### **COLUMN BARS**

#### Column chart

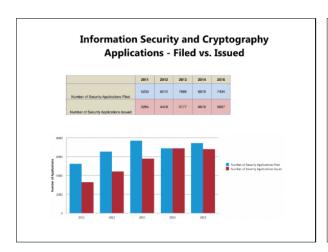


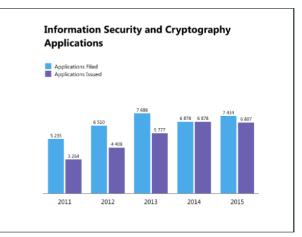
Time periods

#### **Bar chart**



Long labels

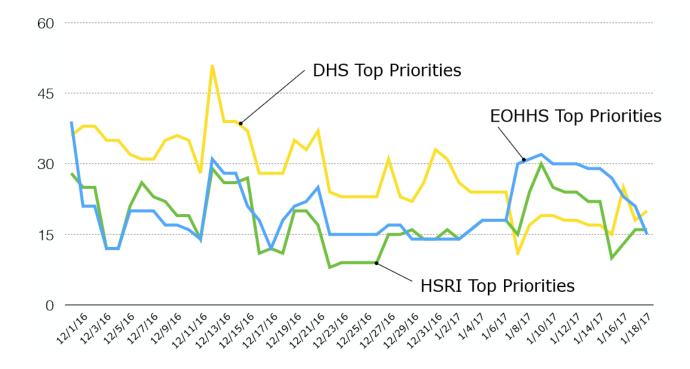




Eliminate details
Start at zero in y axis

If you have — 5+ DATA POINTS — consider a — LINE CHART

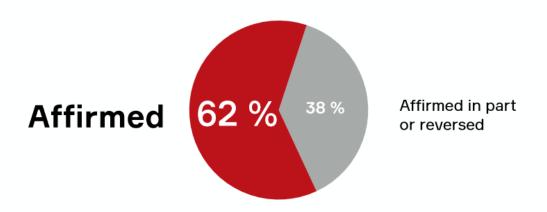
#### LINE CHARTS



- Avoid the legend
- Make sure the trend is visible
- 5 lines is the limit

PIE CHARTS

No, you don't ALWAYS need a chart



62% of the decisions were affirmed

## We've got some data!



**60%** 

of the applicants don't have skills to work with information



80%

of the students need help with their homework assignments



95%

of the students need help with various school tasks

- Parts should total 100%
- Please no 3D
- No legend either
- 3-6 wedges, no less, no more
- Don't use them if you need comparisons