

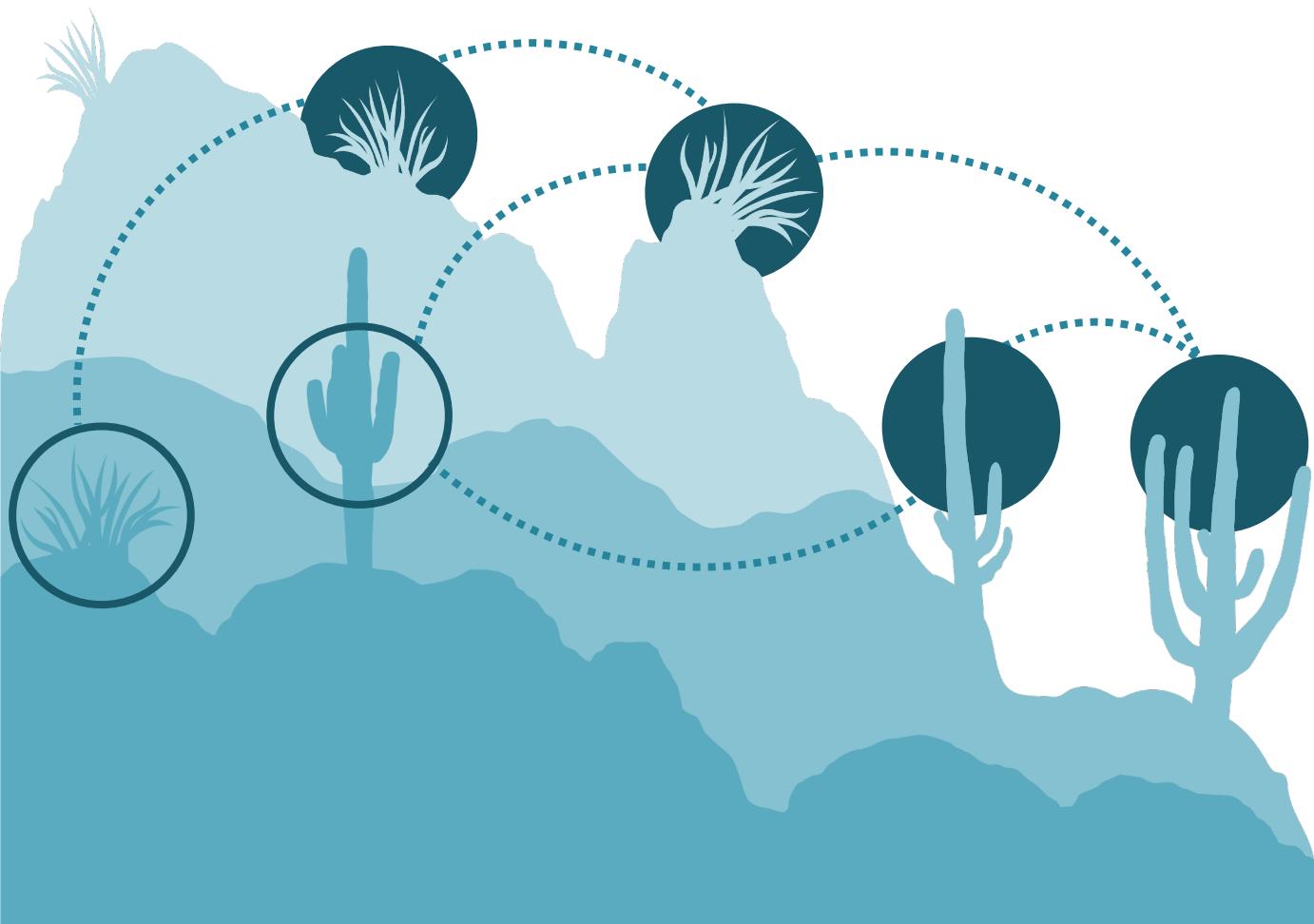
BUILDING BETTER FIGURES

WHAT FIGURES DO

COMMUNICATE IDEAS

UNITE CONCEPTS

ENTERTAIN

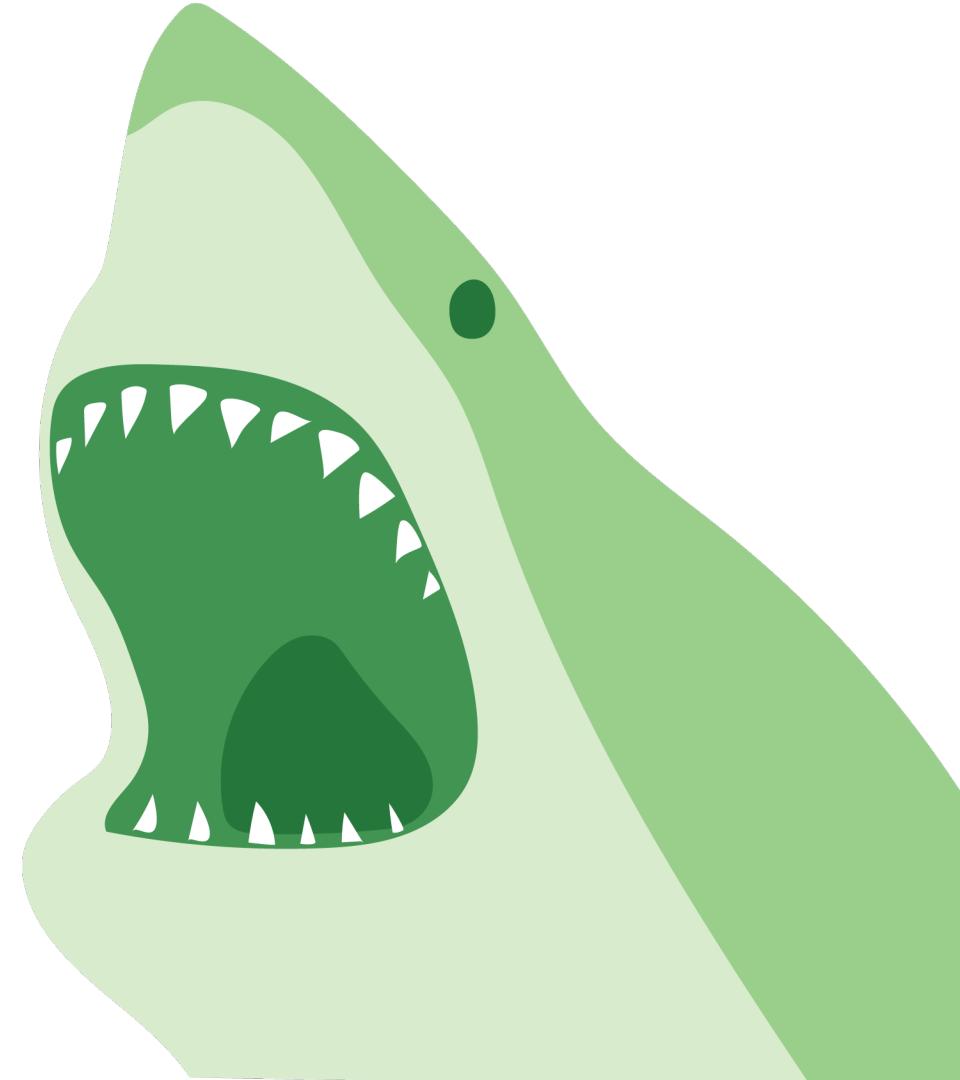


GOOD FIGURES

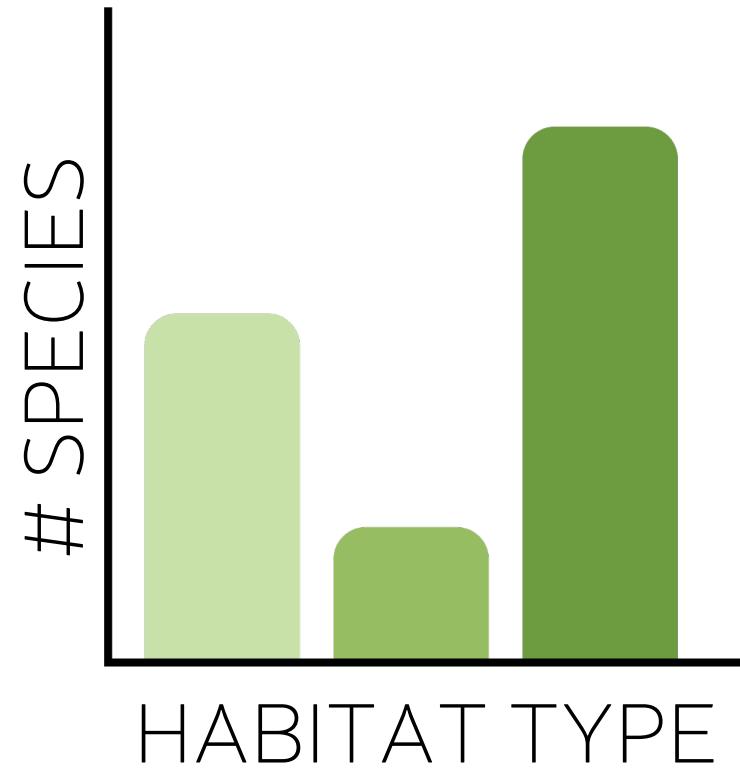
TELL THE *WHOLE* STORY

EASILY INTERPRETABLE

PLEASE THE EYES



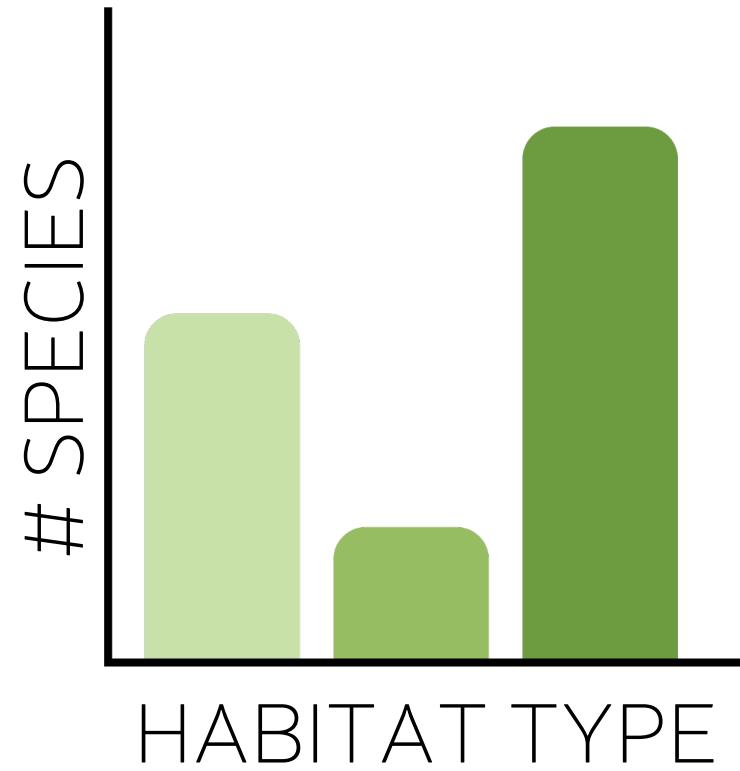
PAPER FIGURES



TALK FIGURES



PAPER FIGURES



MUST
STAND ON
THEIR OWN



POSTER
FIGURES

MOSTLY
STAND ON
THEIR OWN

CAN
RELY ON
YOUR TALK

TALK FIGURES



FILE TYPES

RASTER

- PNG
- JPEG
- GIF

VECTOR

- SVG
- PDF
- EPS



7x Magnification

Vector



Bitmap



RASTA RASTER



AESTHETIC PRINCIPLES

SHAPE



SPACE



COLOR

BALANCE



MOVEMENT



PROPORTIONS

S + H A P E

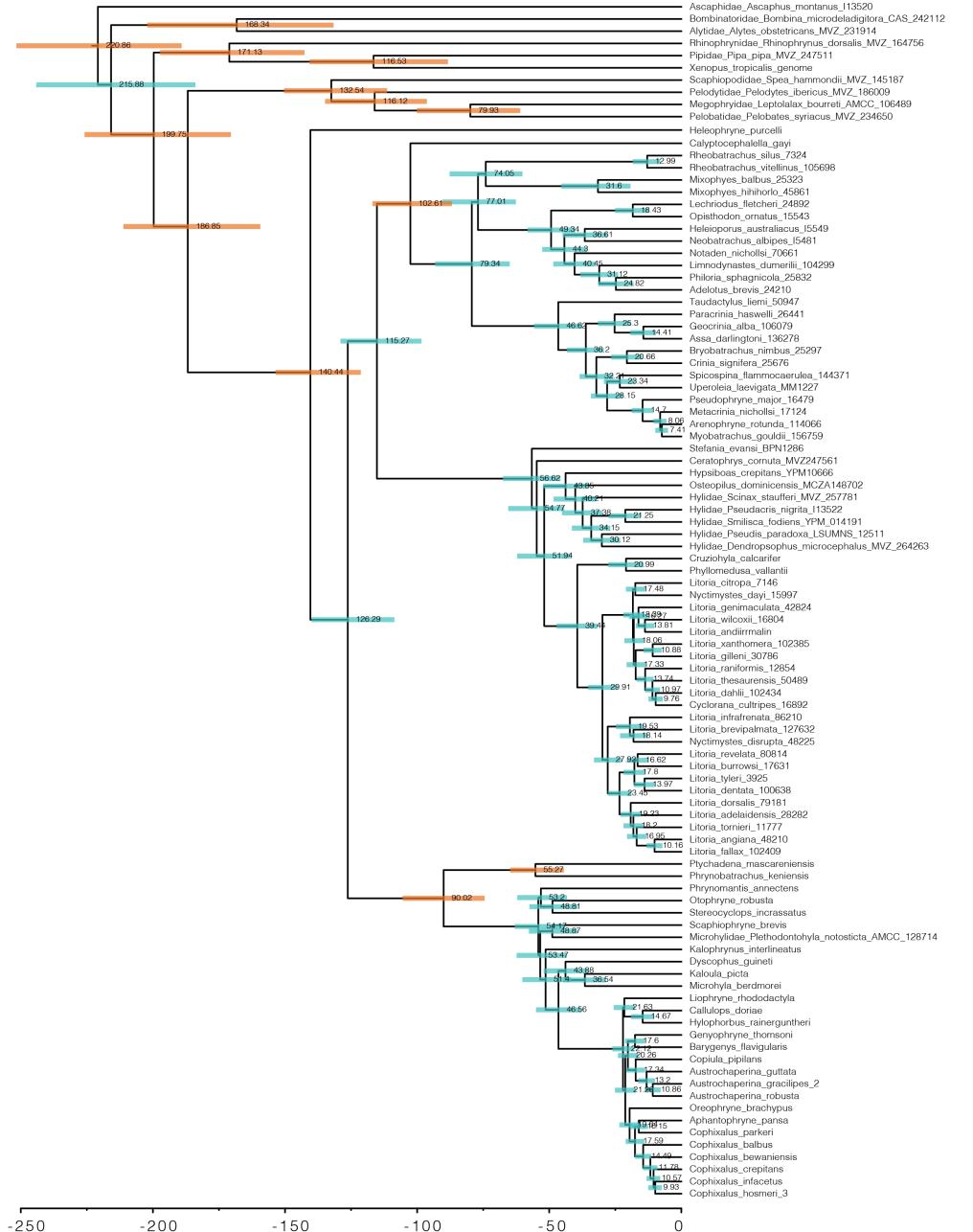
CAN I USE SHAPE TO CONVEY AN IDEA?



WHAT SHAPE SUITS MY PRESENTATION?



CAN SHAPE CONTRIBUTE TO FLOW?



S P A C E

DO ELEMENTS HAVE ROOM?



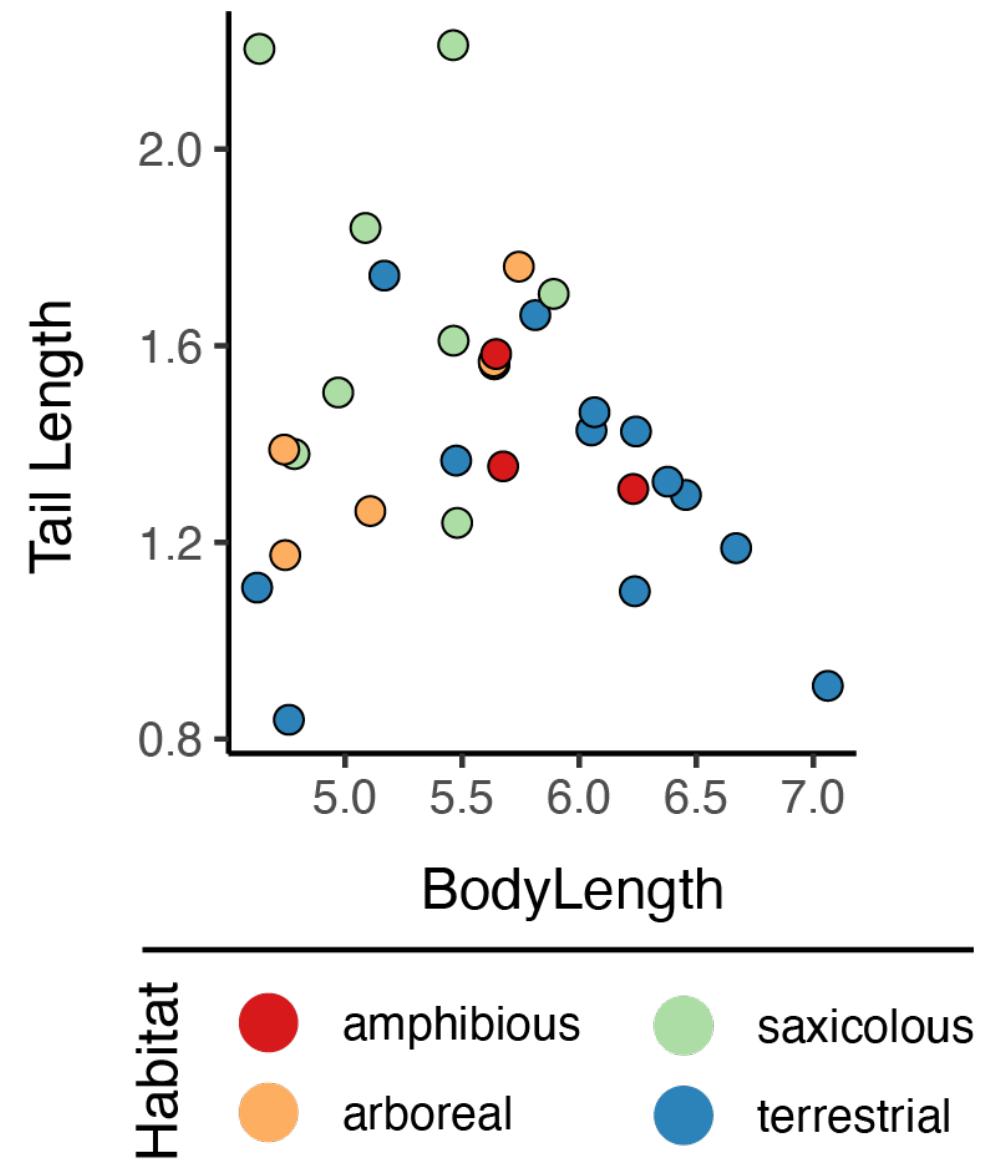
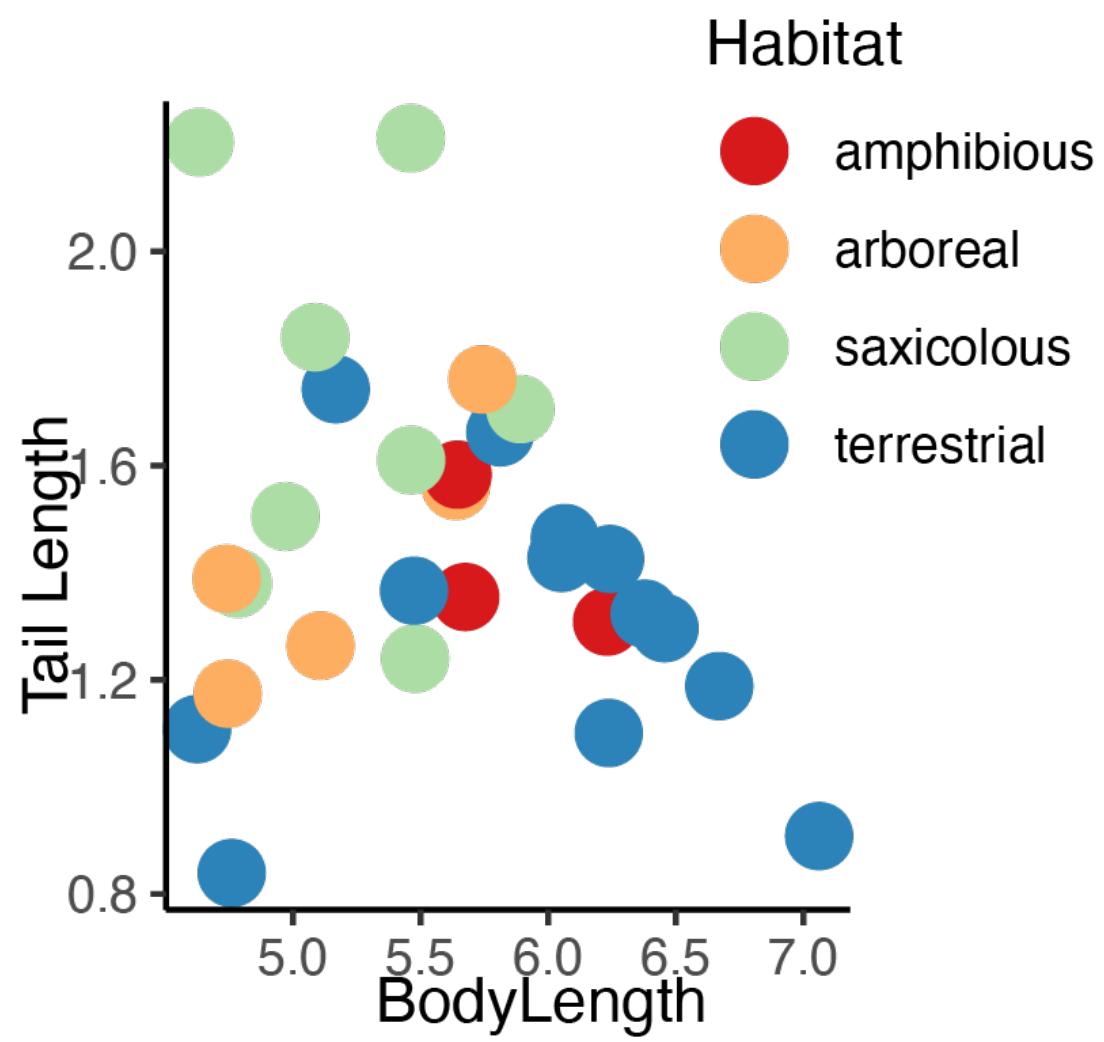
IS MY FIGURE CRAMPED?



ARE DIFFERENT IDEAS DELIMITED?



IS THERE *TOO MUCH* SPACE?



C O L O R

HUE



SATURATION



SHADE



OPACITY/TRANSPARENCY

C O L O R

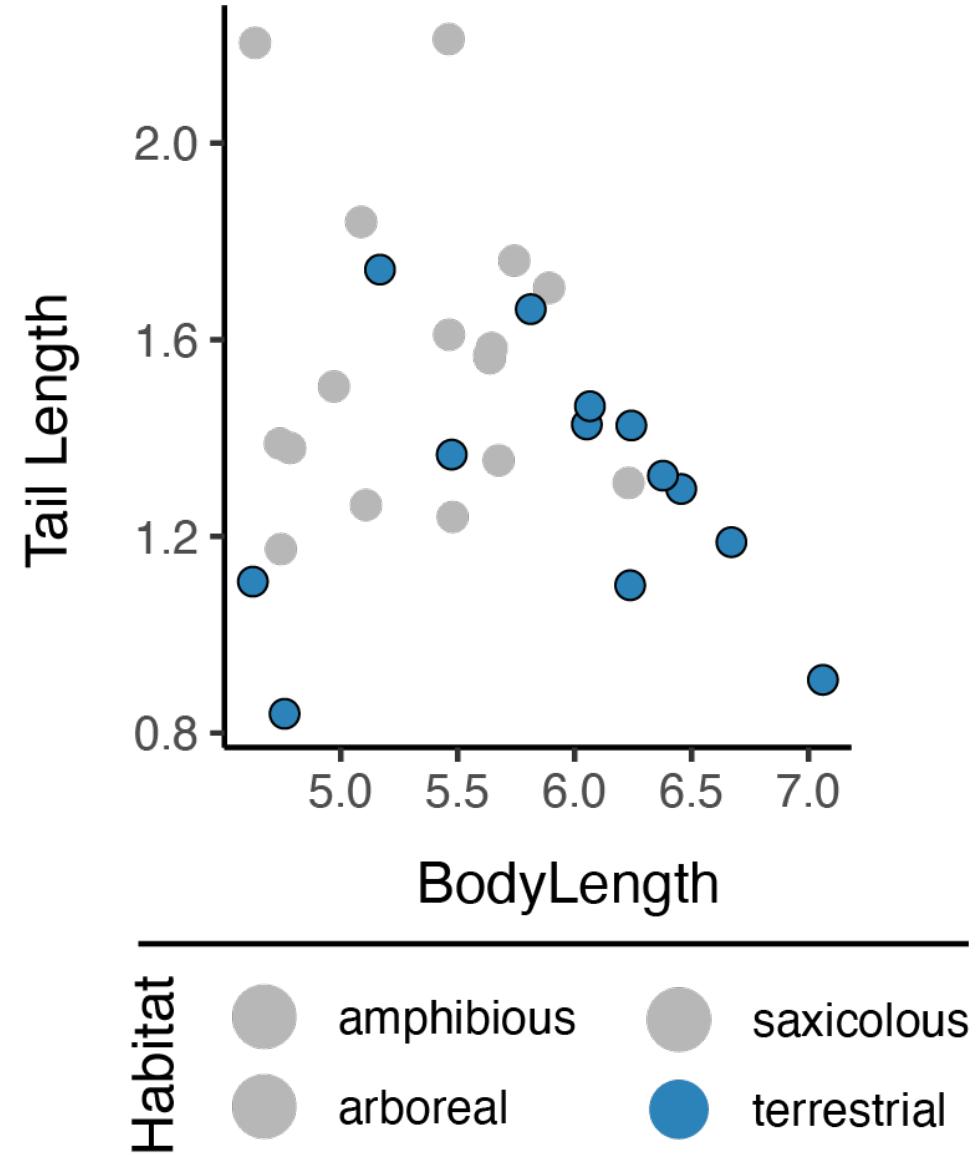
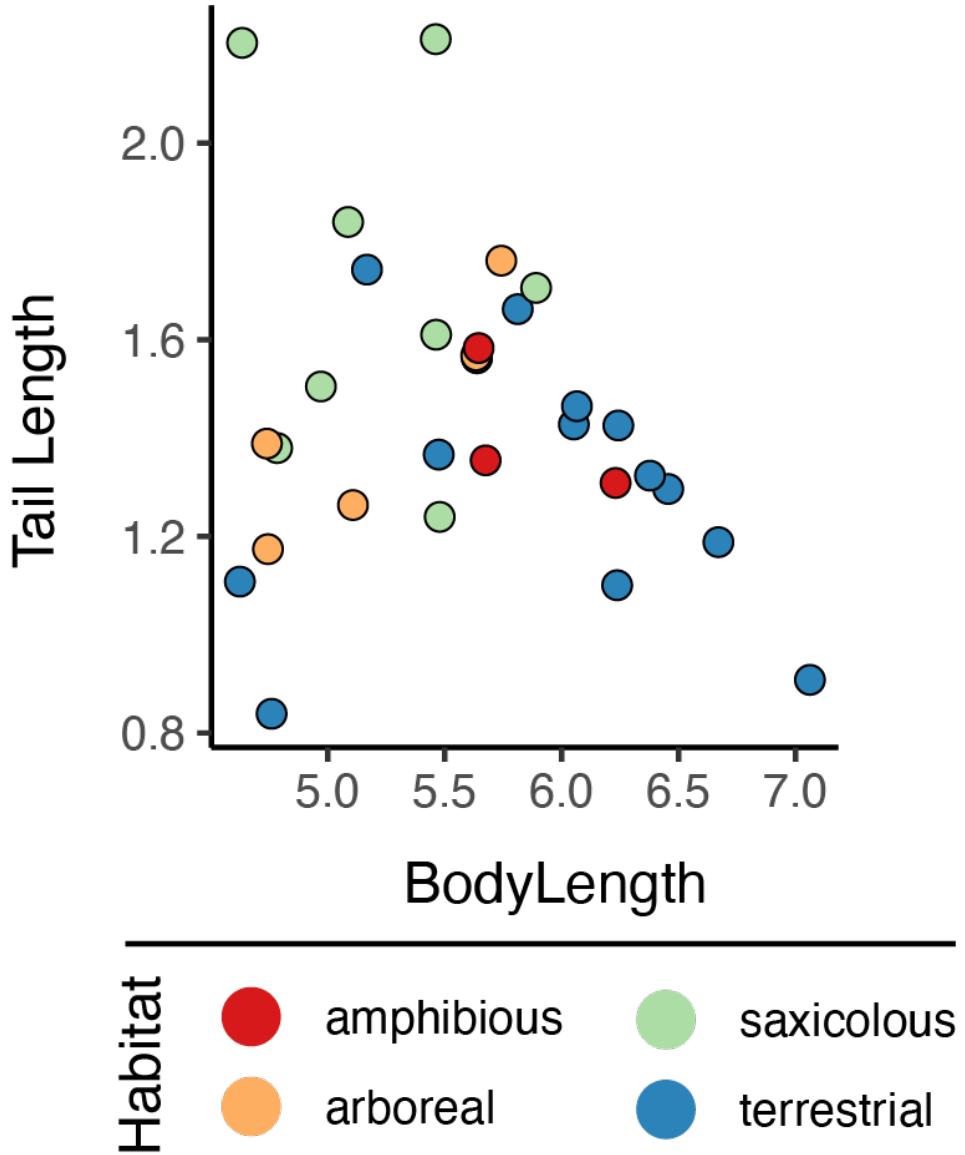
COLOR FOR EMPHASIS



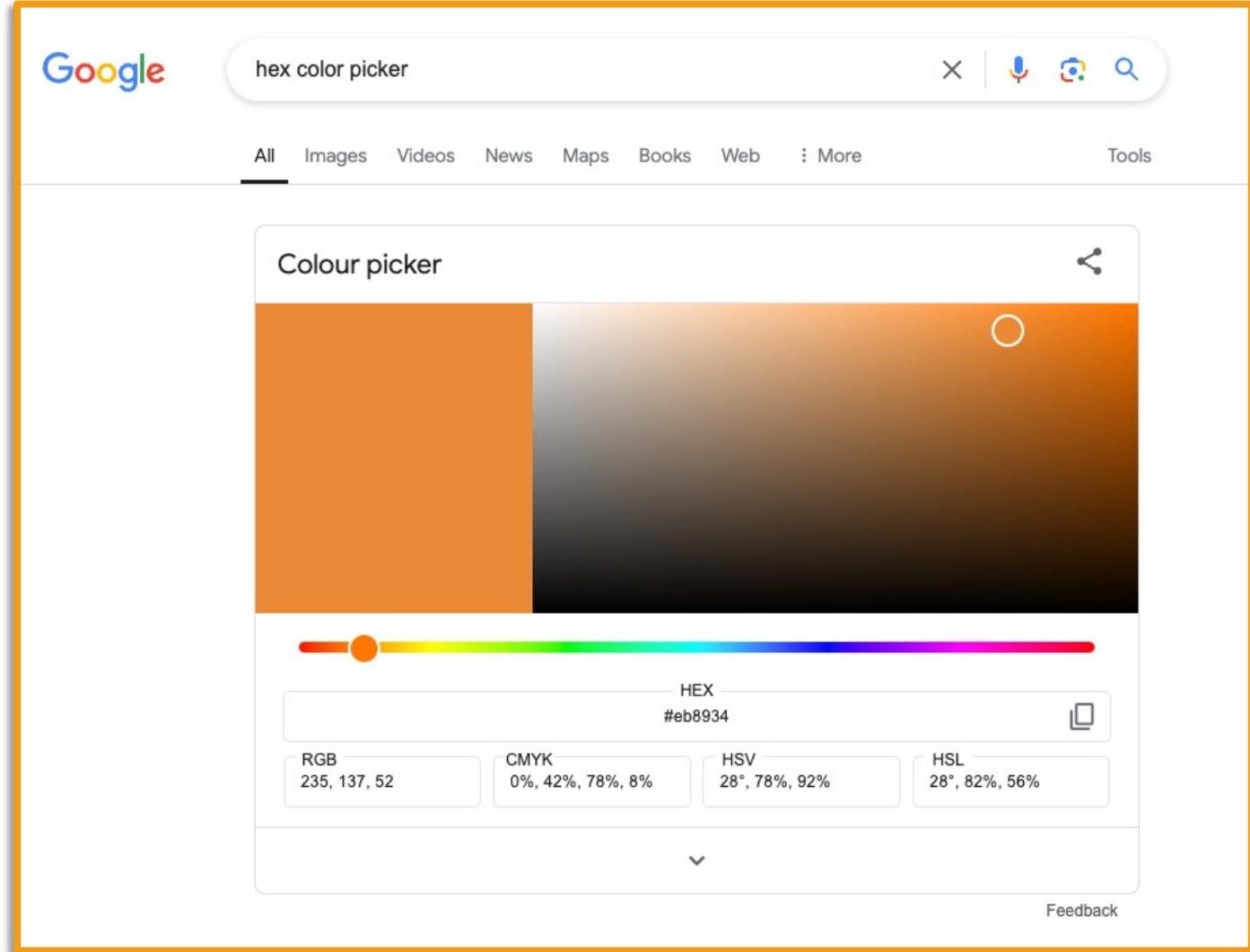
COLOR TO DISTINGUISH



COLOR FOR AESTHETICS



HEX COLOR PICKER



← MOVEMENT →

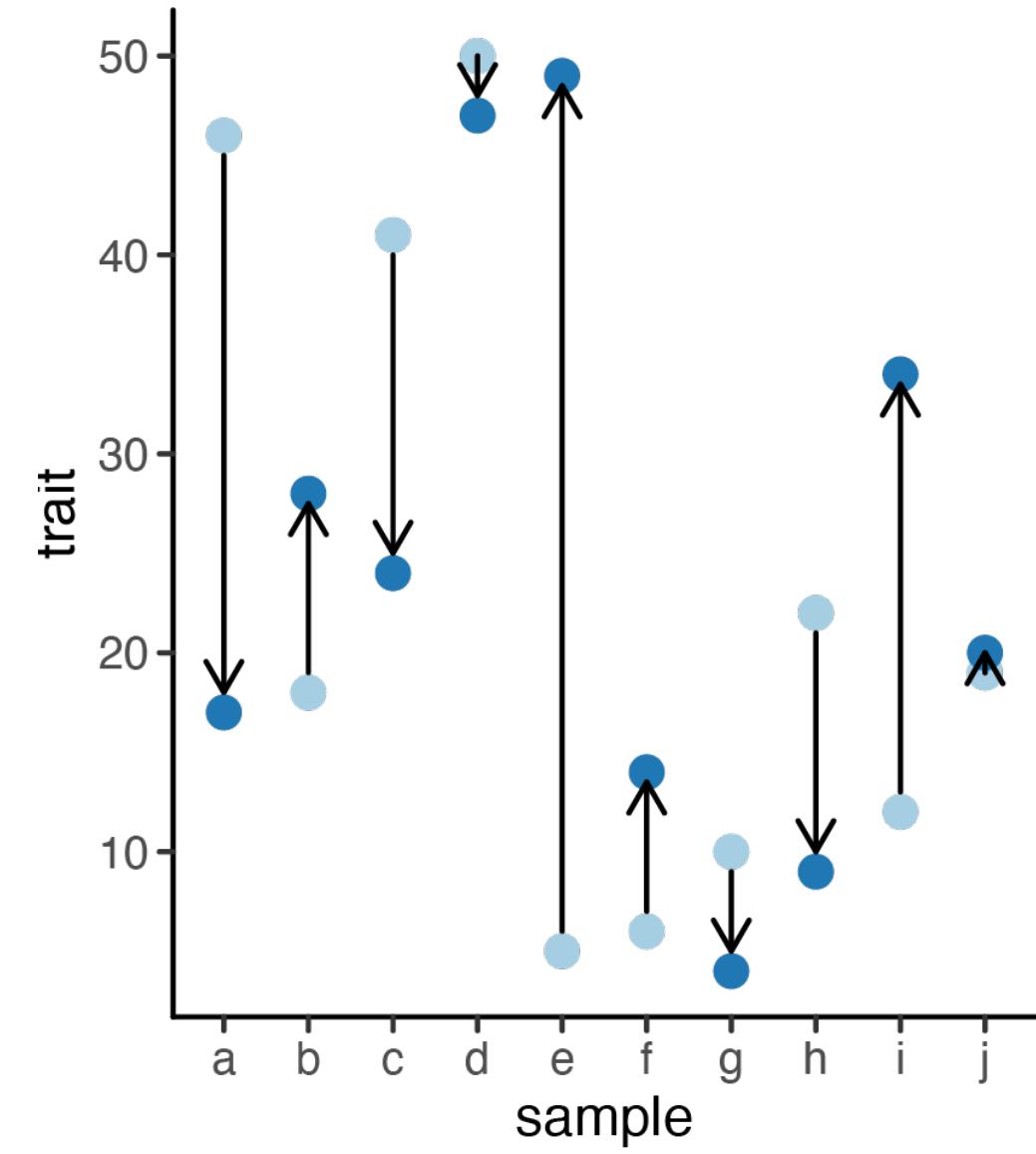
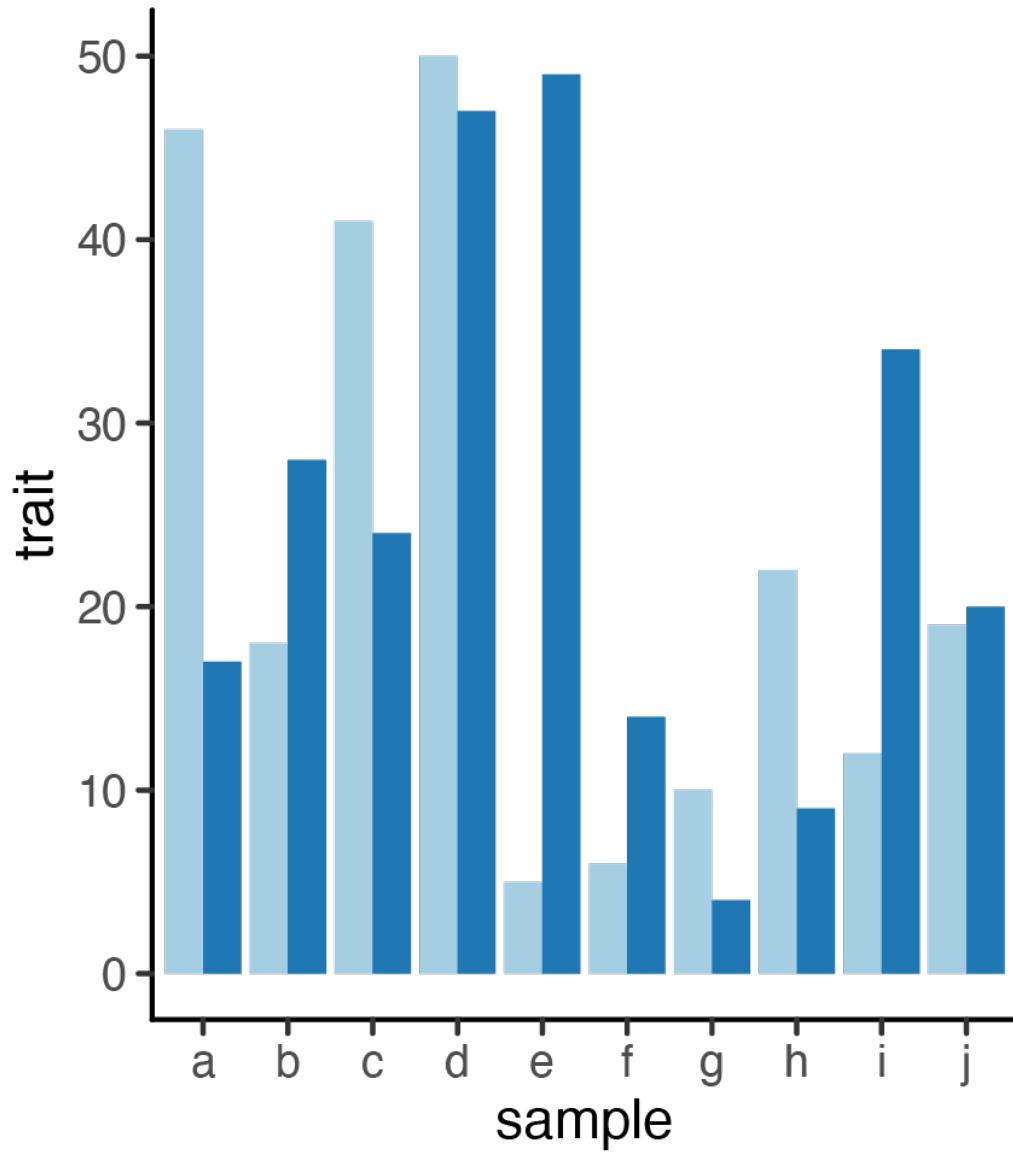
IS THERE A NARRATIVE?

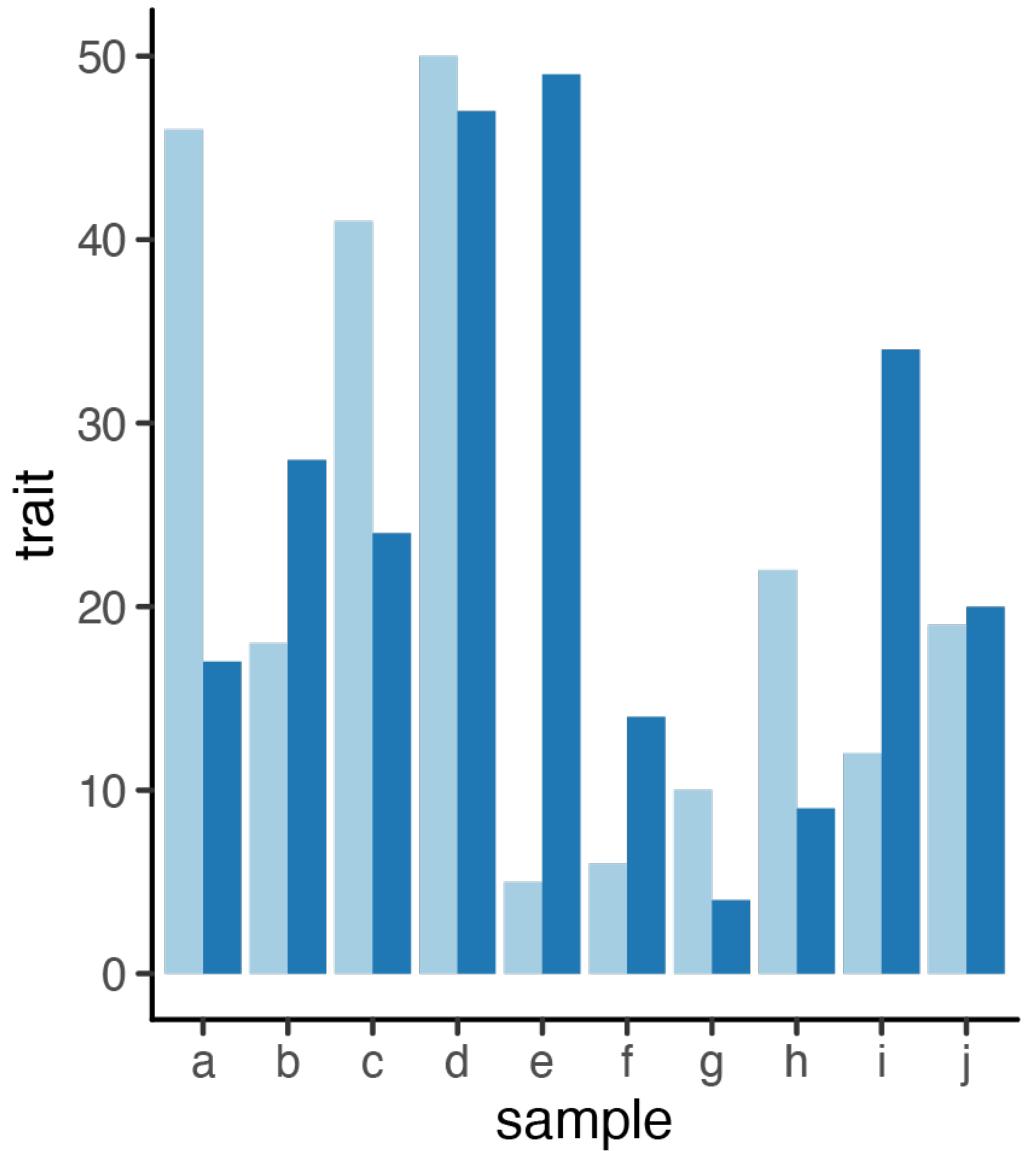


AM I LEADING THE VIEWER?

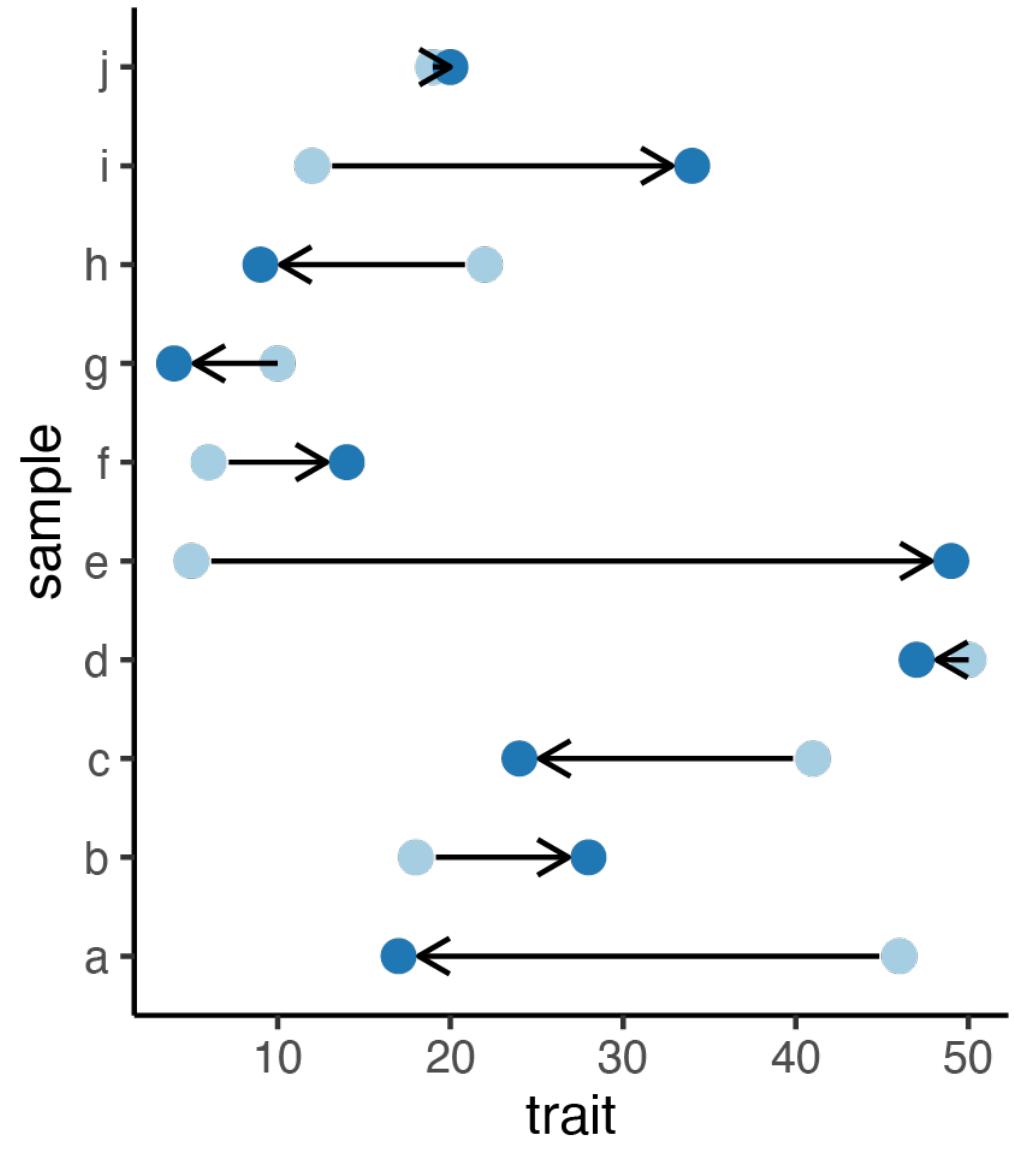


SINGLE OR MULTIPART FIGURE?





state one two



PROPORTIONS

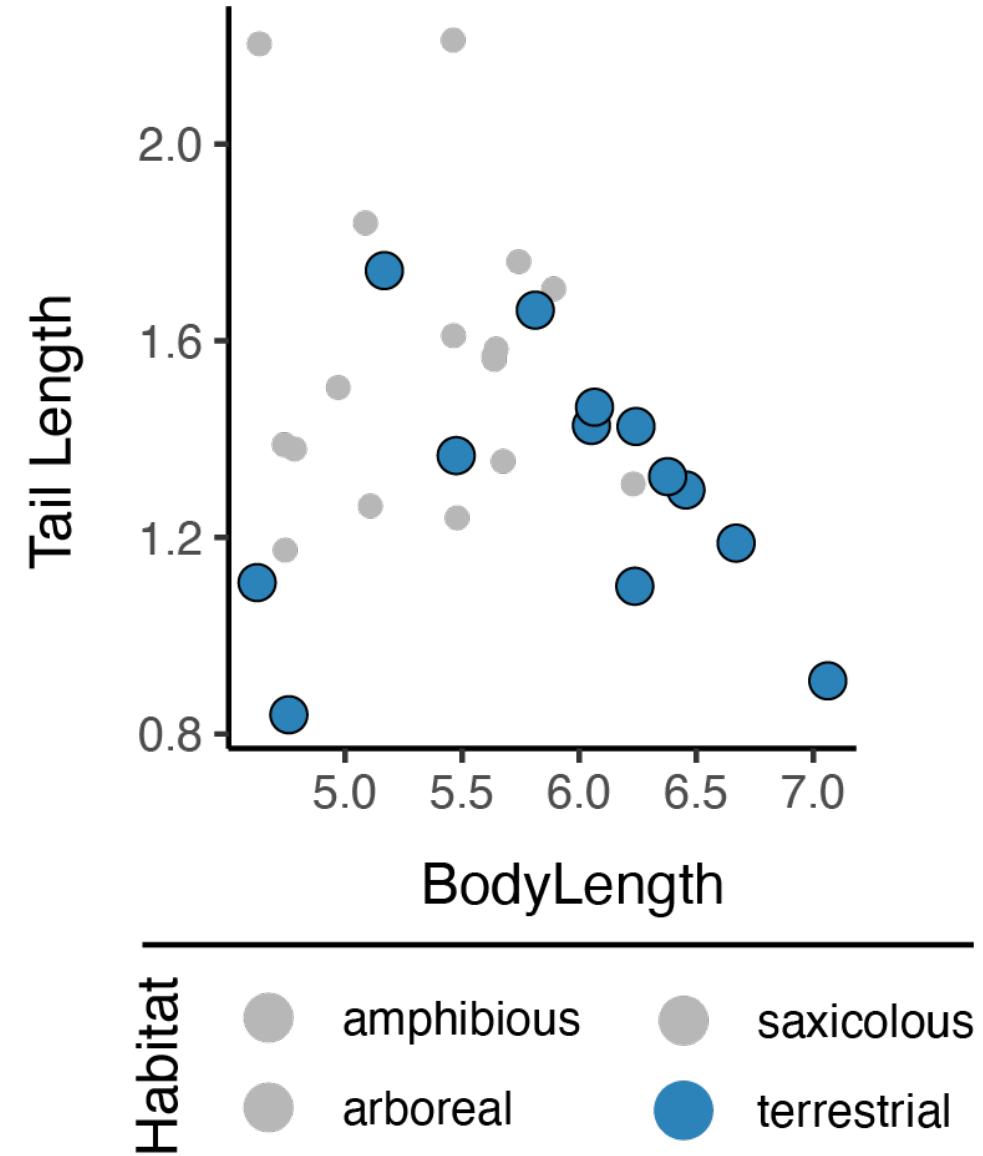
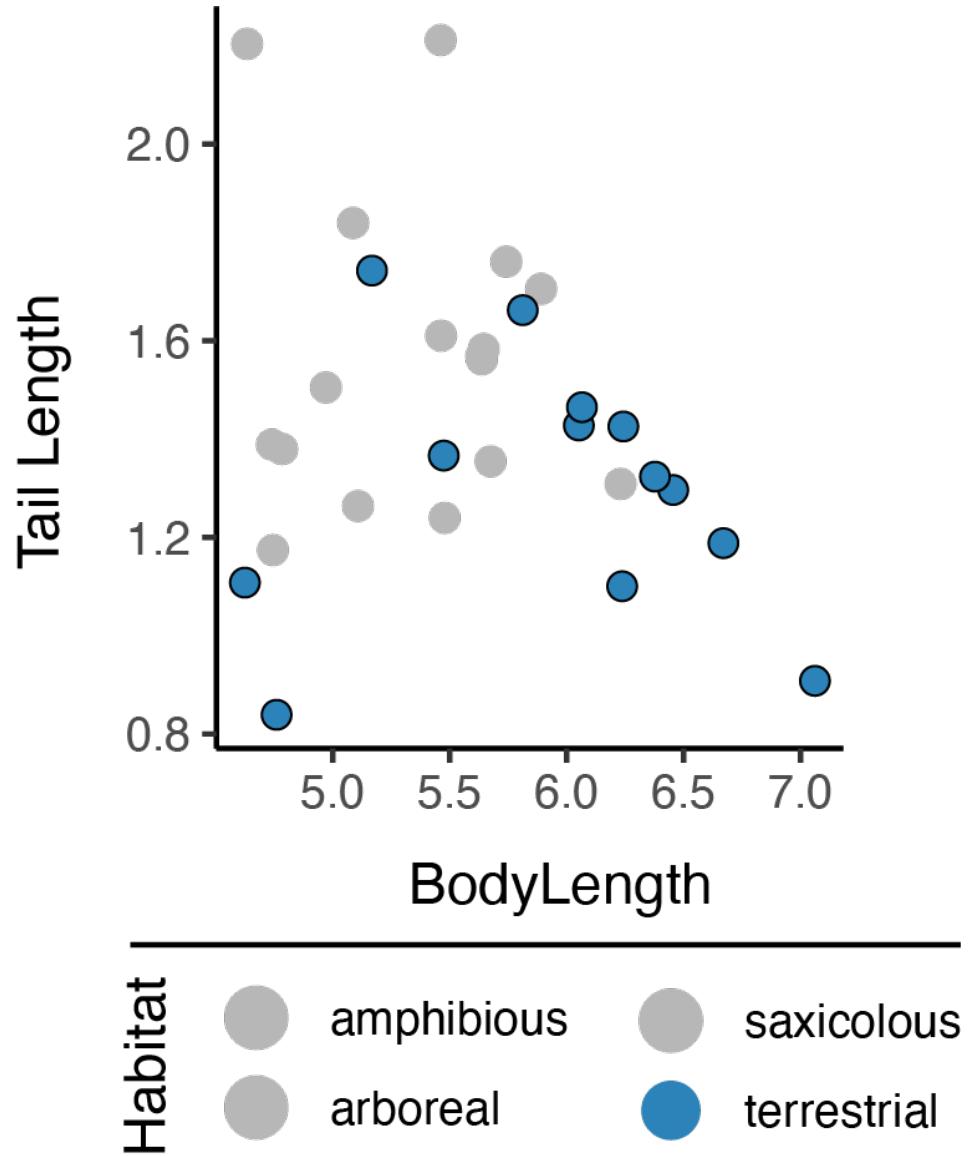
DO PROPORTIONS MATTER? (PCA)

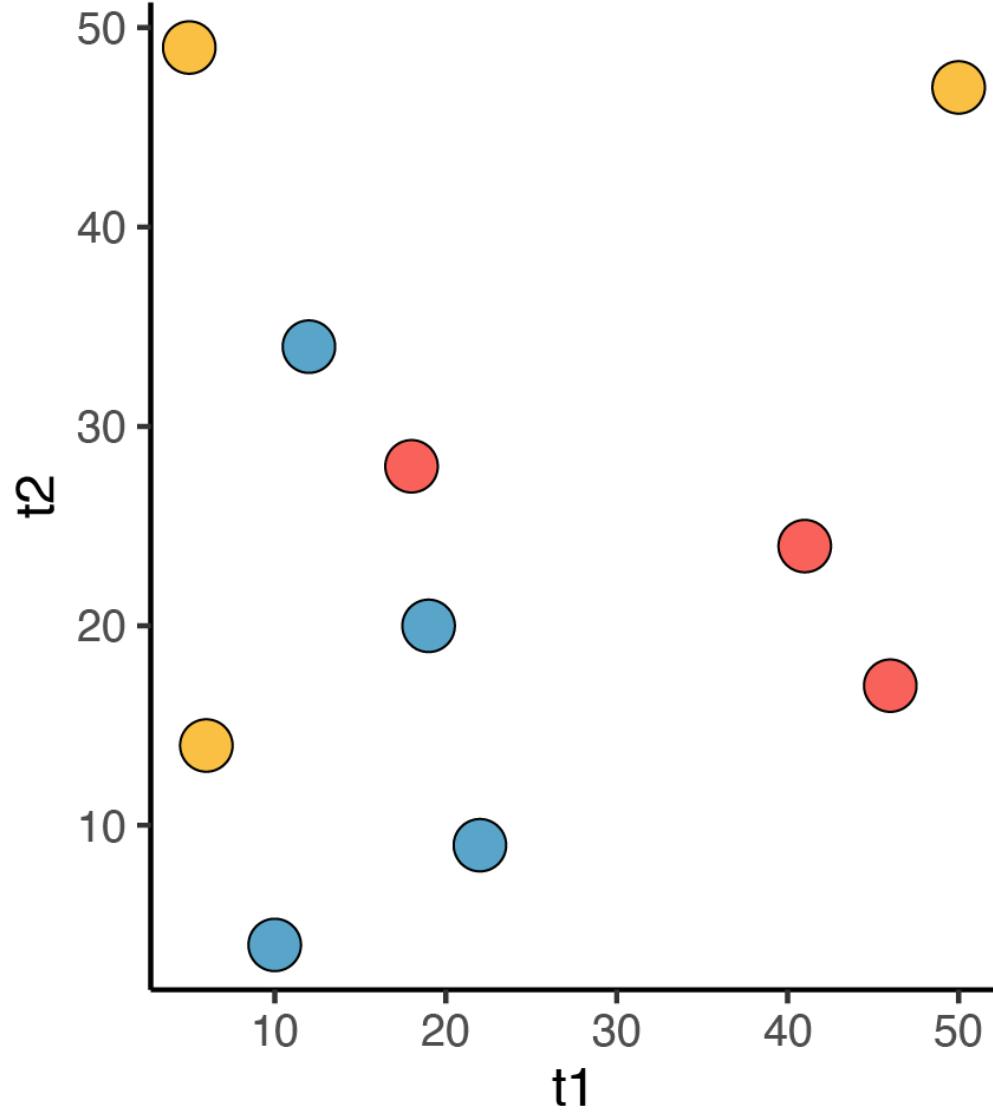


CAN I CONVEY IMPORTANCE?

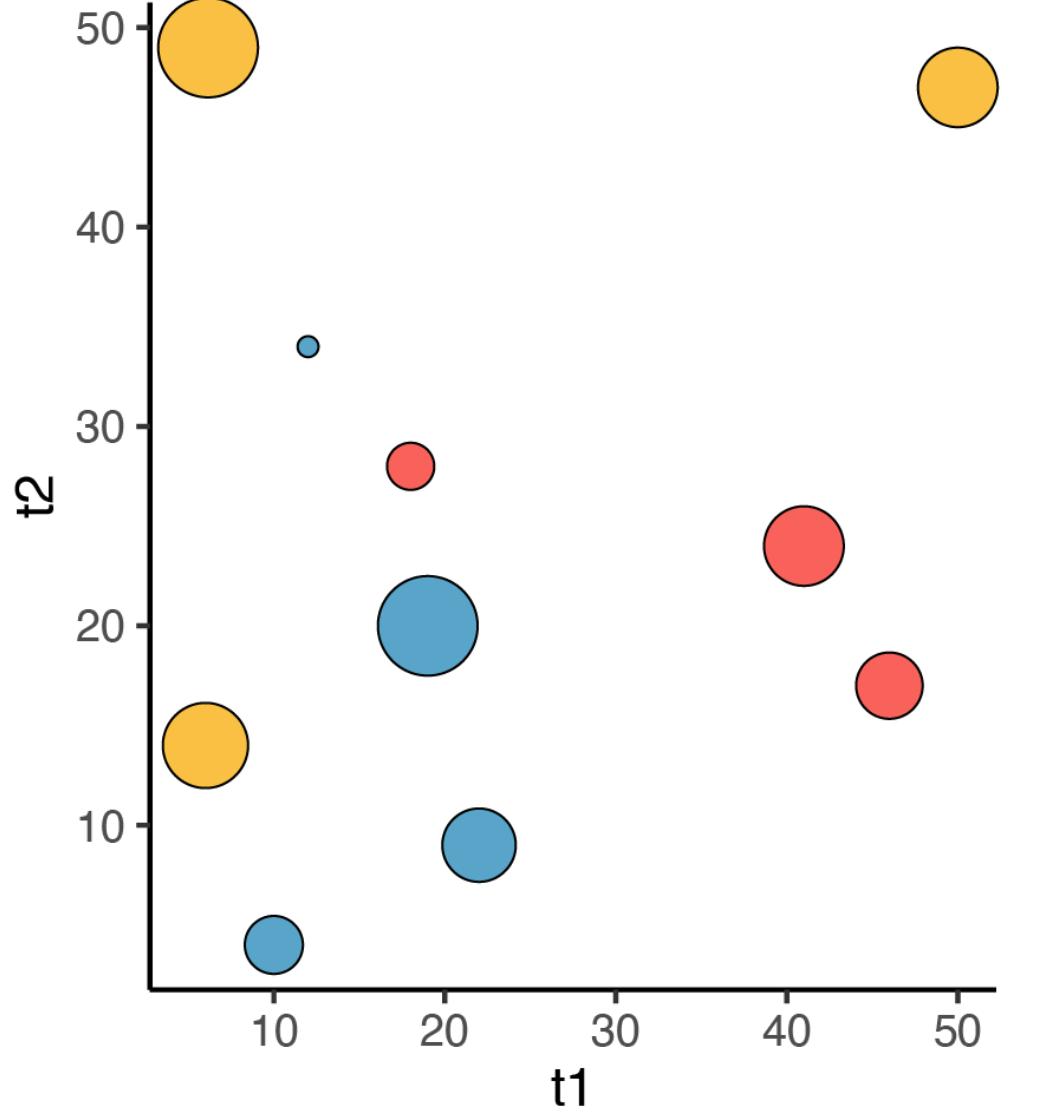


SOME PROPORTIONS DON'T WORK





group ● a ○ b ● c



t3 ● 2.5 ● 5.0 ● 7.5 ● 10.0

TEXT AND FONTS

SERIF vs. NON-SERIF



PLAYFUL vs. CONSERVATIVE



TEXT TO MAKE A POINT



