

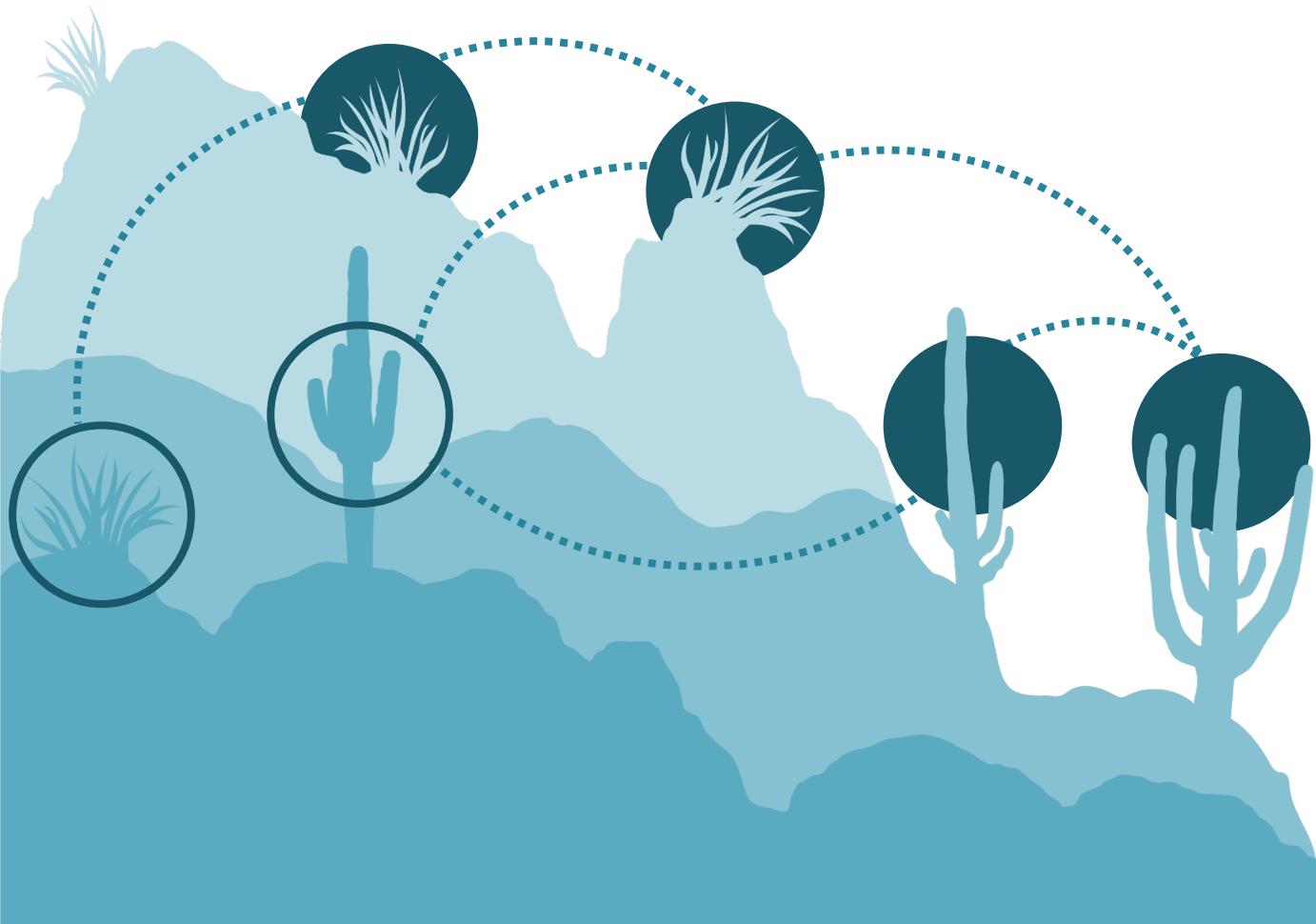
BUILDING BETTER FIGURES

WHAT FIGURES DO

COMMUNICATE IDEAS

UNITE CONCEPTS

ENTERTAIN

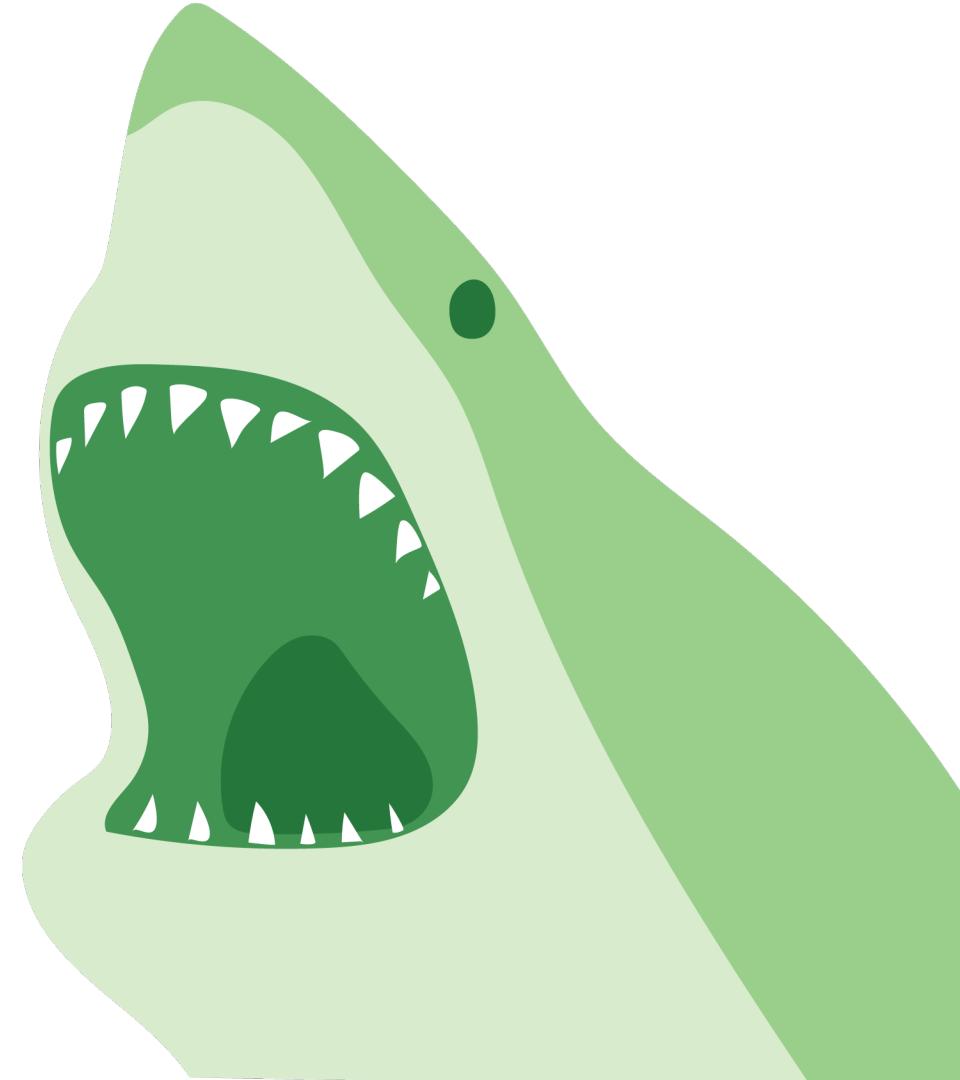


GOOD FIGURES

TELL THE *WHOLE* STORY

EASILY INTERPRETABLE

PLEASE THE EYES



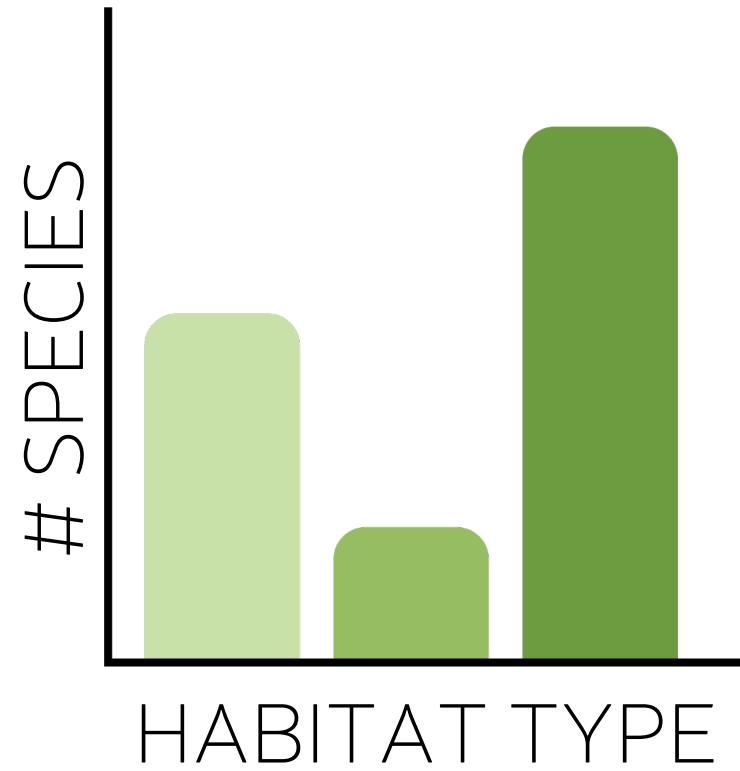
PAPER FIGURES



TALK FIGURES



PAPER FIGURES



MUST
STAND ON
THEIR OWN



1cm



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

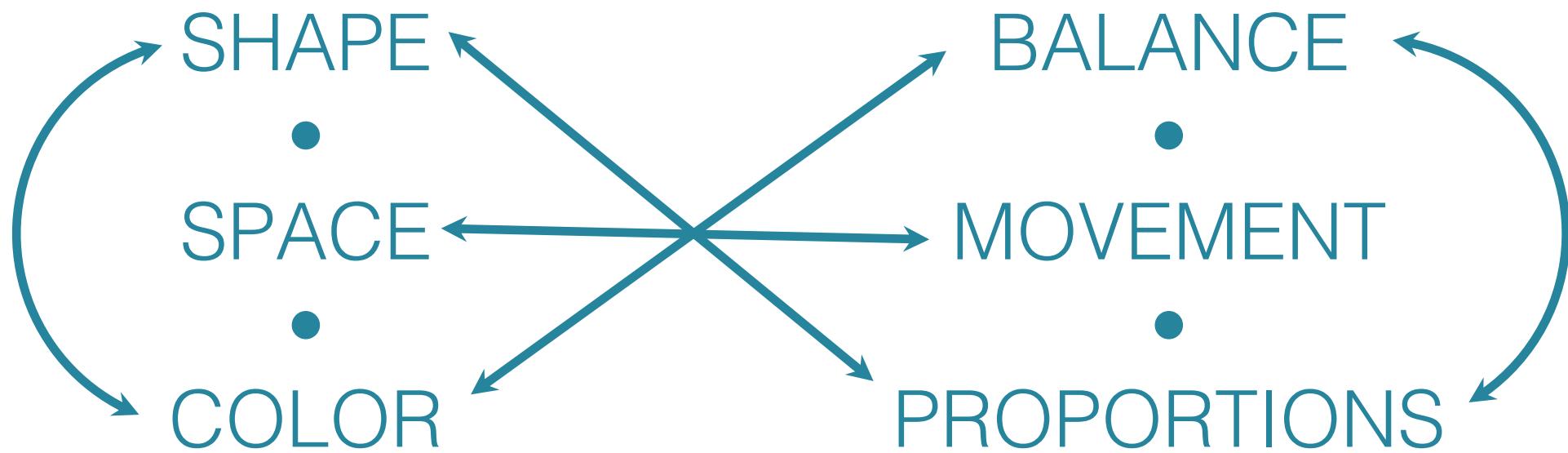


MOVEMENT



PROPORTIONS

AESTHETIC PRINCIPLES



S + H A P E

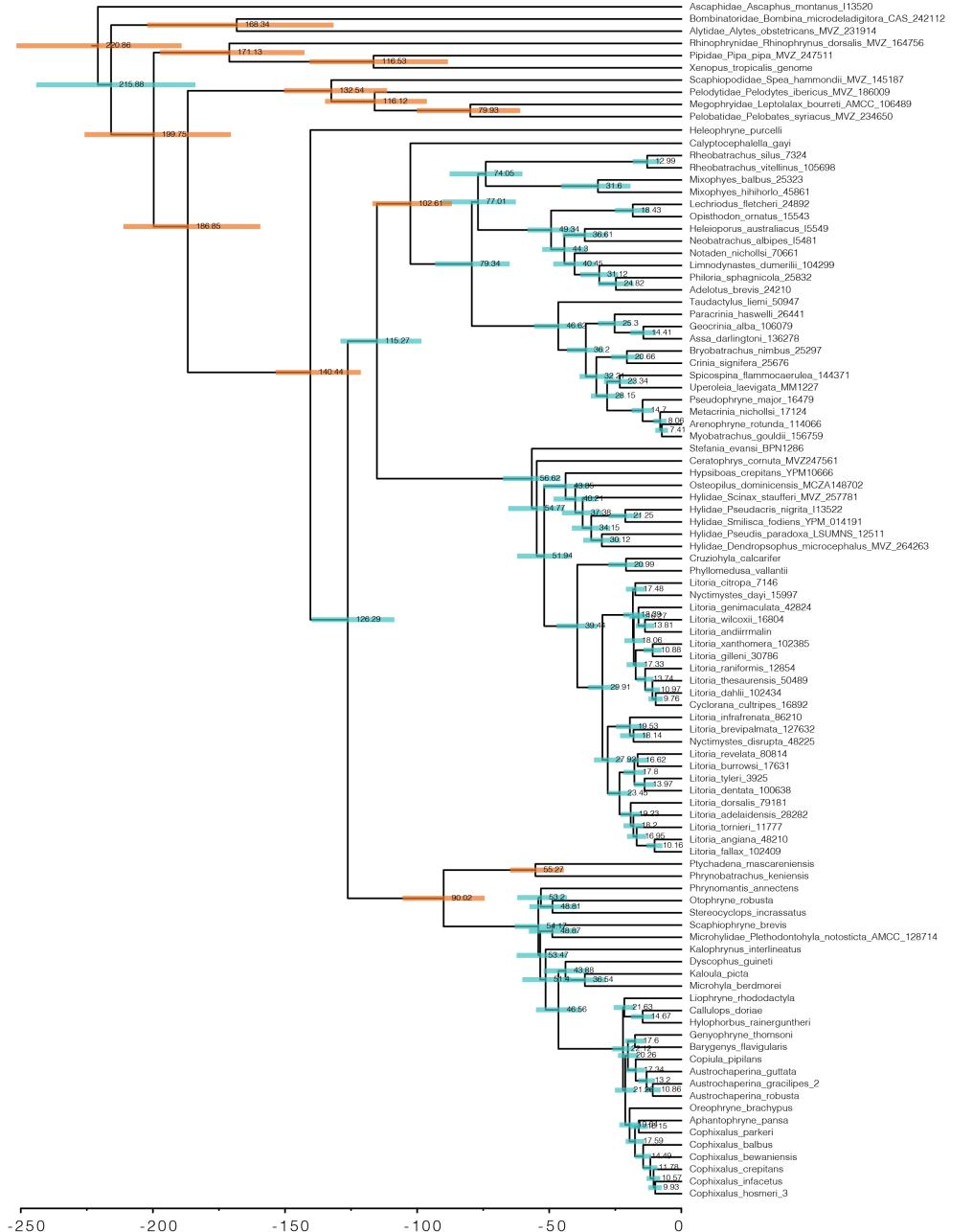
CAN I USE SHAPE TO CONVEY AN IDEA?



WHAT SHAPE SUITS MY PRESENTATION?



CAN SHAPE CONTRIBUTE TO FLOW?



S P A C E

DO ELEMENTS HAVE ROOM?



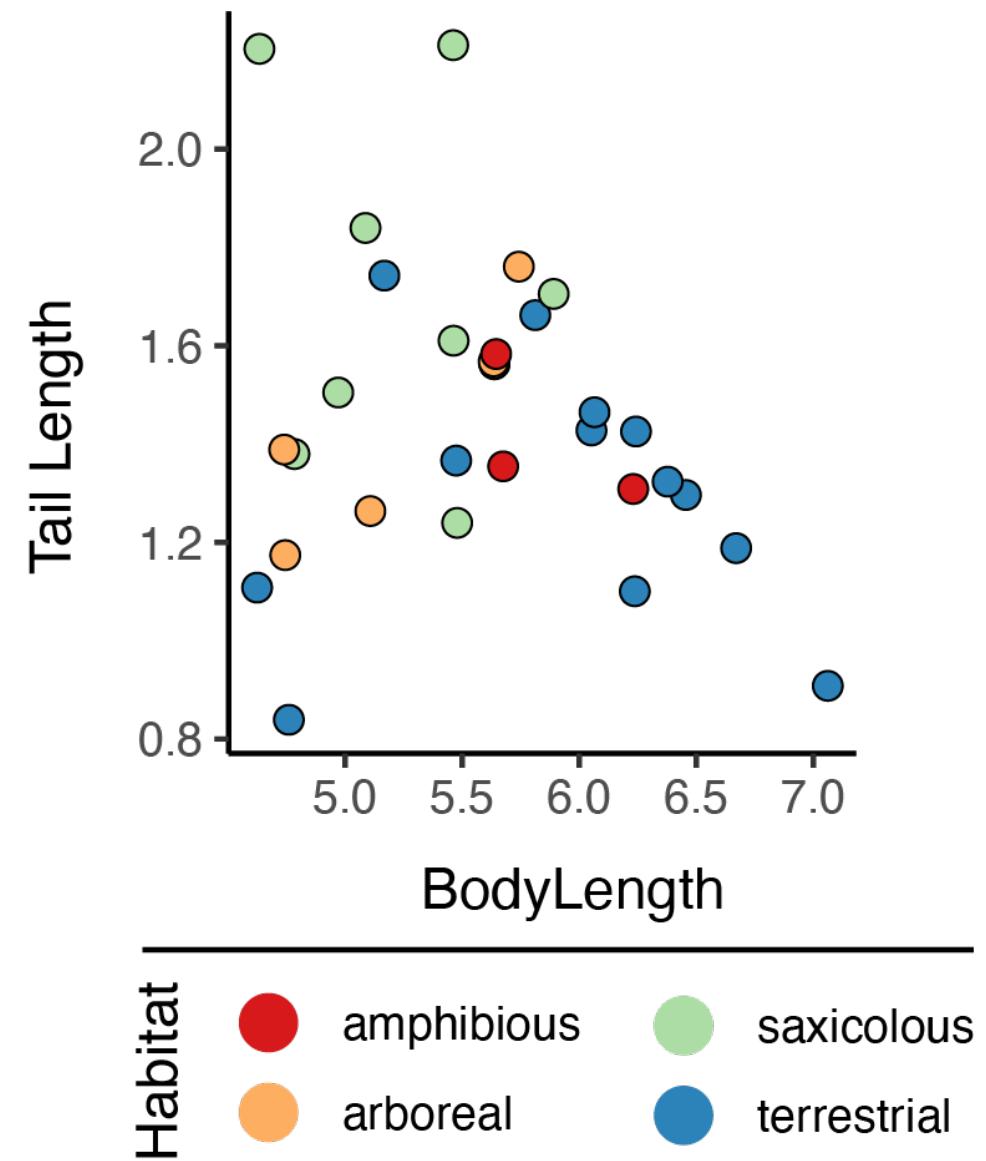
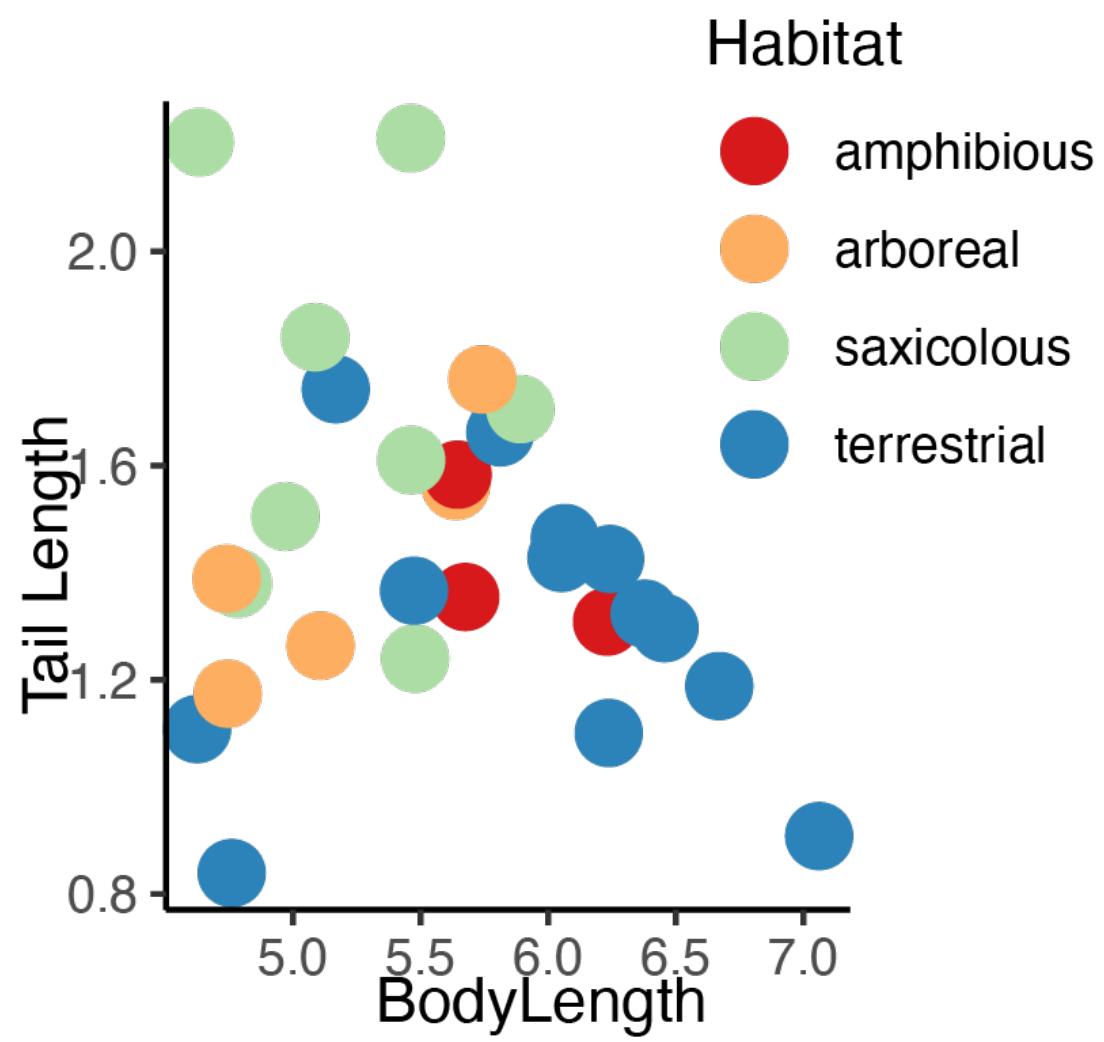
IS MY FIGURE CRAMPED?



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



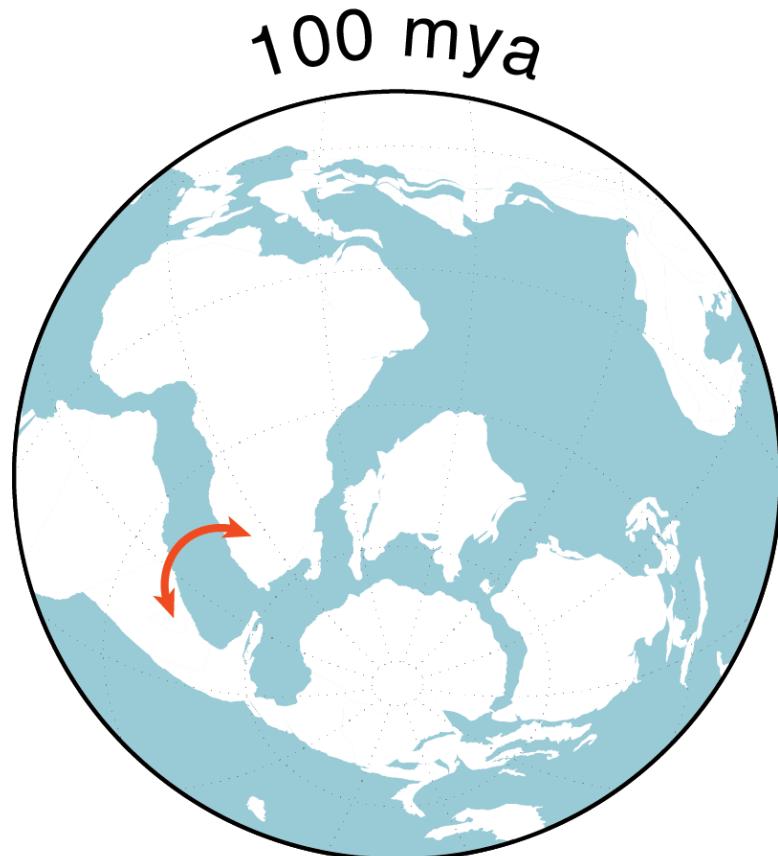
COLOR TO DISTINGUISH



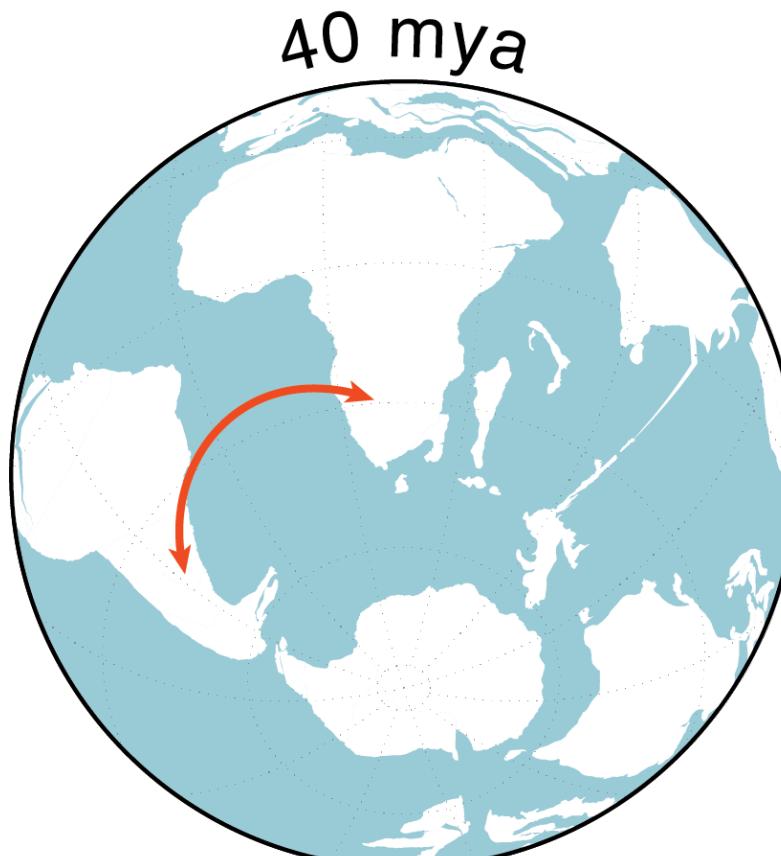
COLOR FOR AESTHETICS

EXAMPLE

DISPERSAL LIKELIHOODS



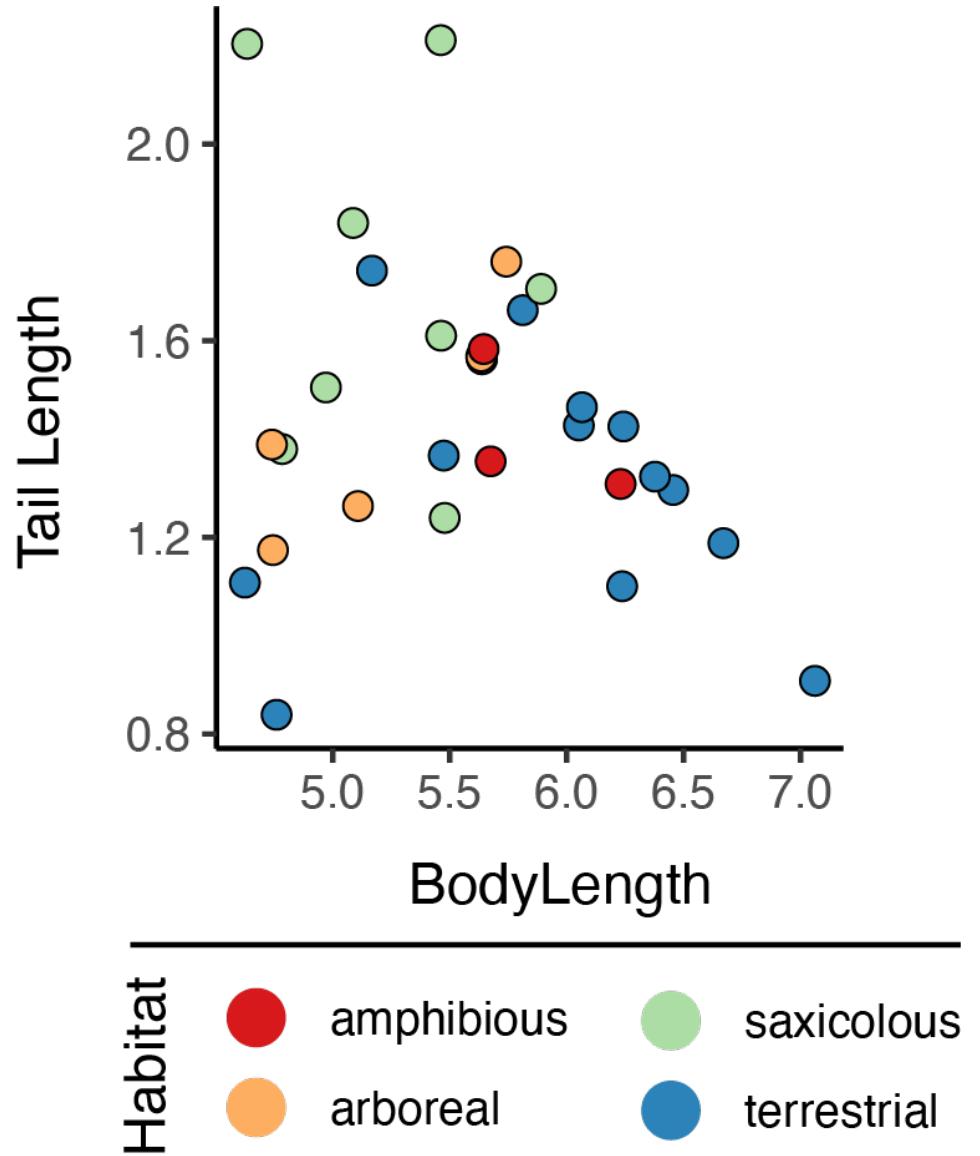
100 mya

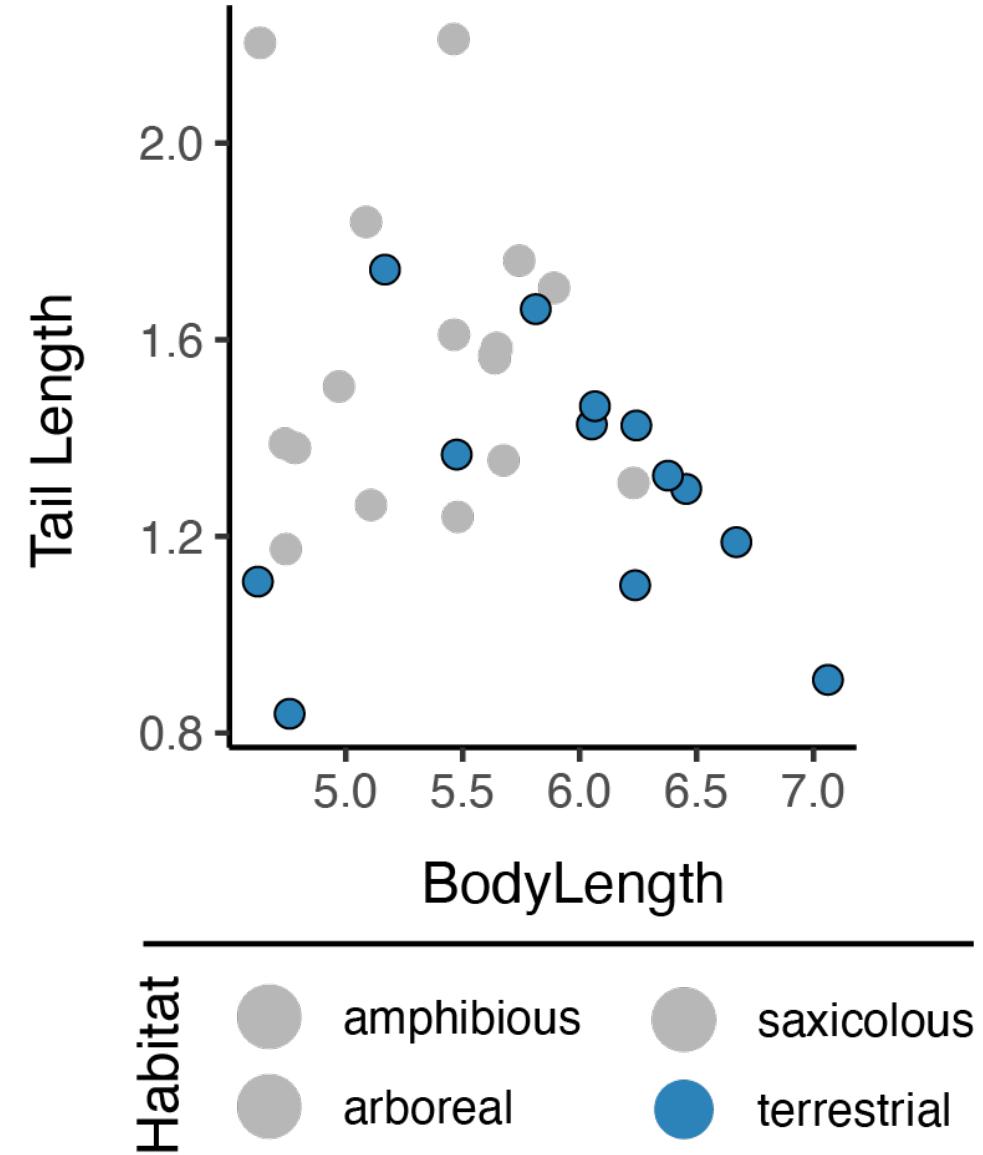
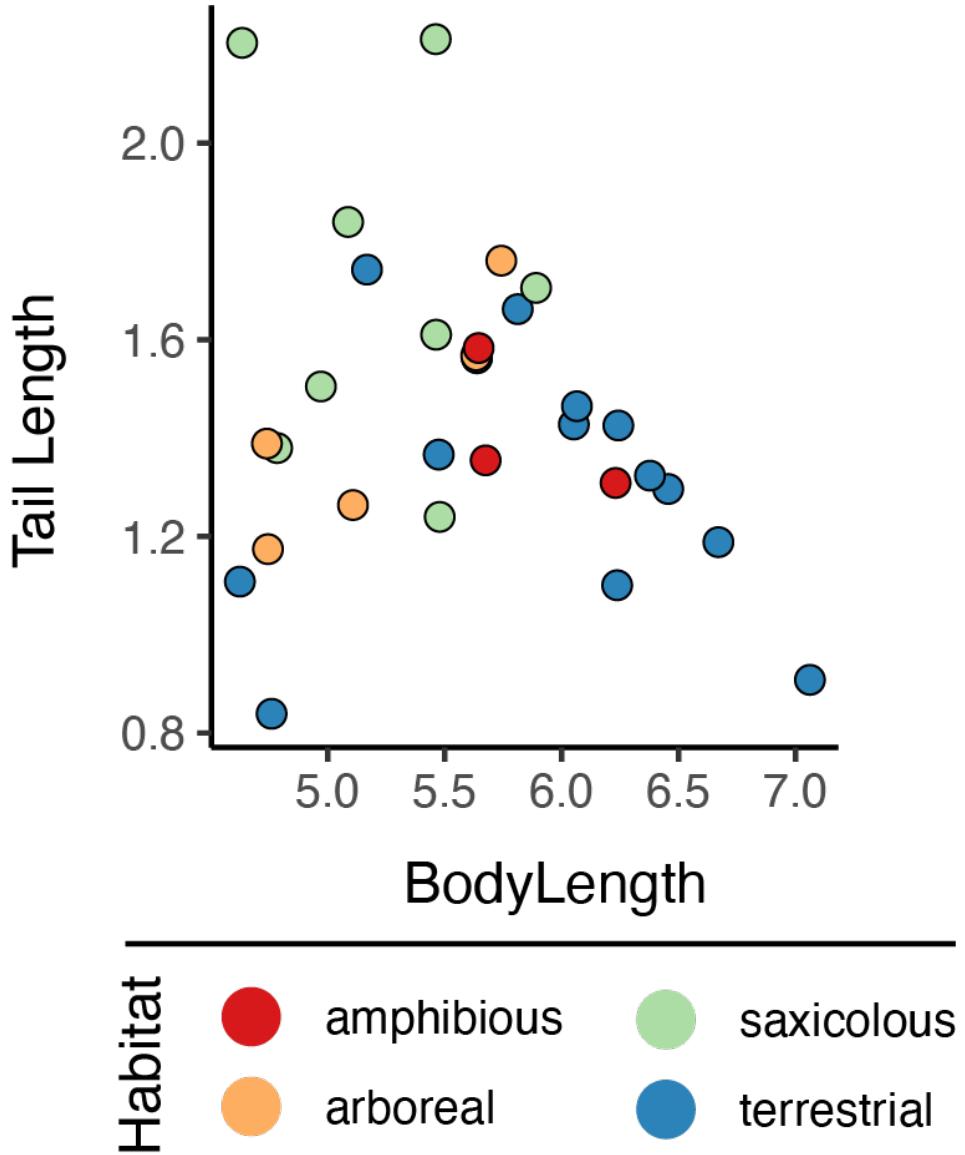


40 mya

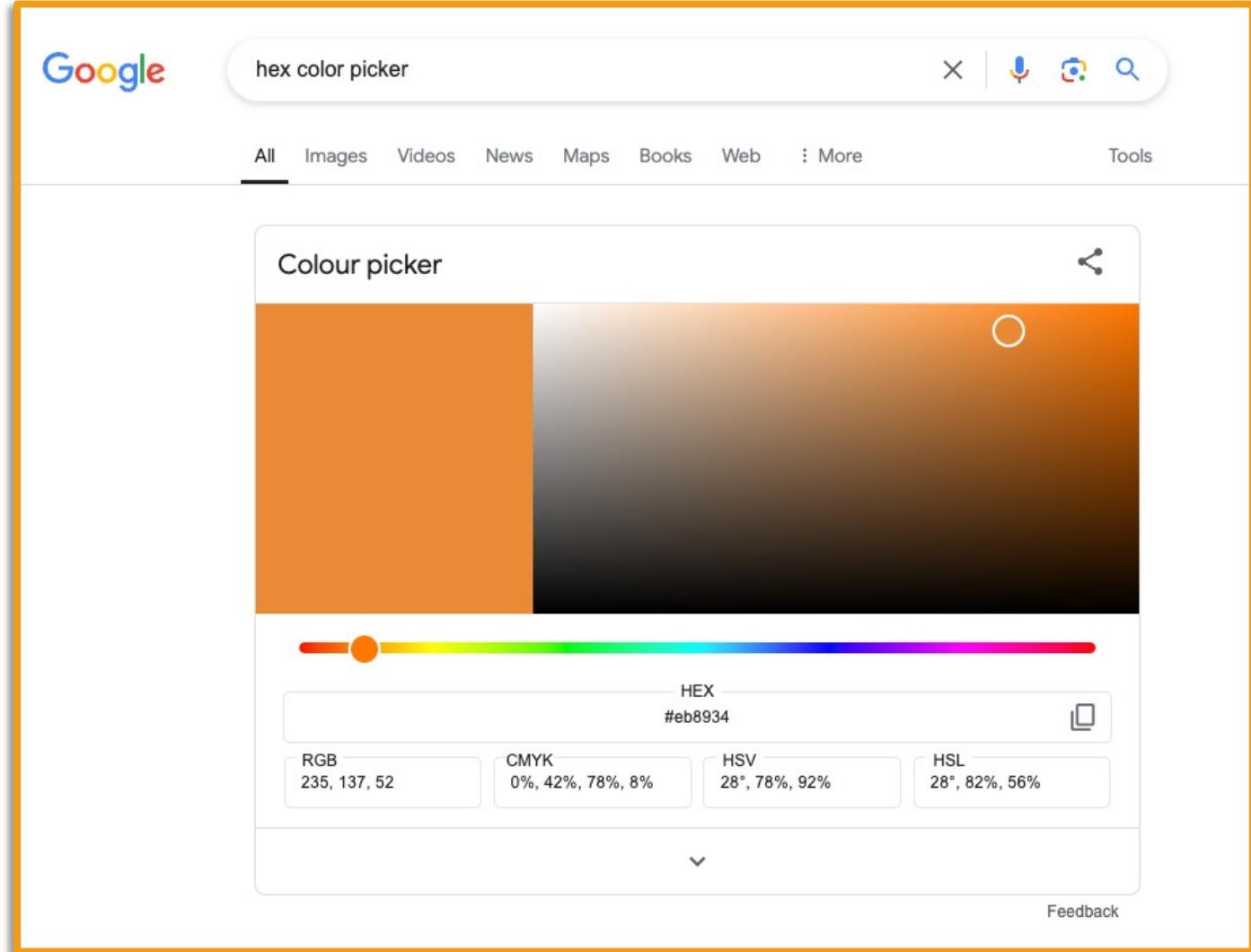
DISPERSAL
DECREASES AS
A FUNCTION OF
DISTANCE







HEX COLOR PICKER

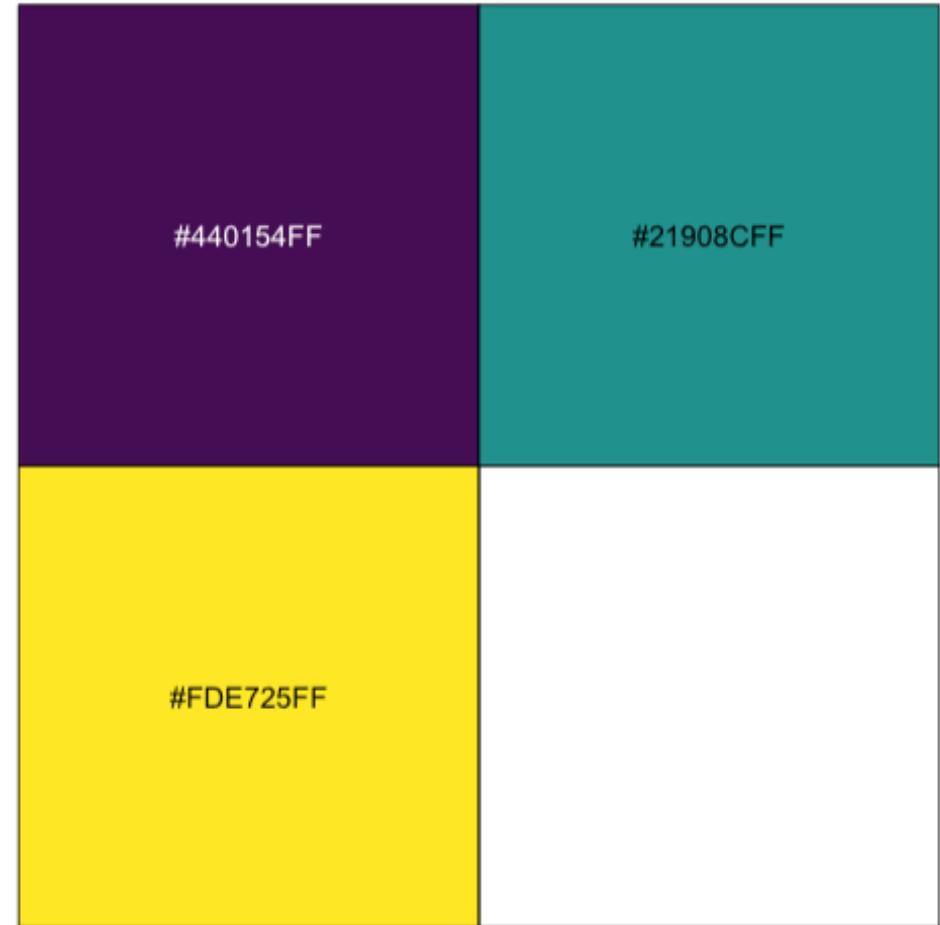


BRING YOUR #HEX



```
scales :: show_col(<palette>)
```

BRING YOUR #HEX



← MOVEMENT →

IS THERE A NARRATIVE?



AM I LEADING THE VIEWER?

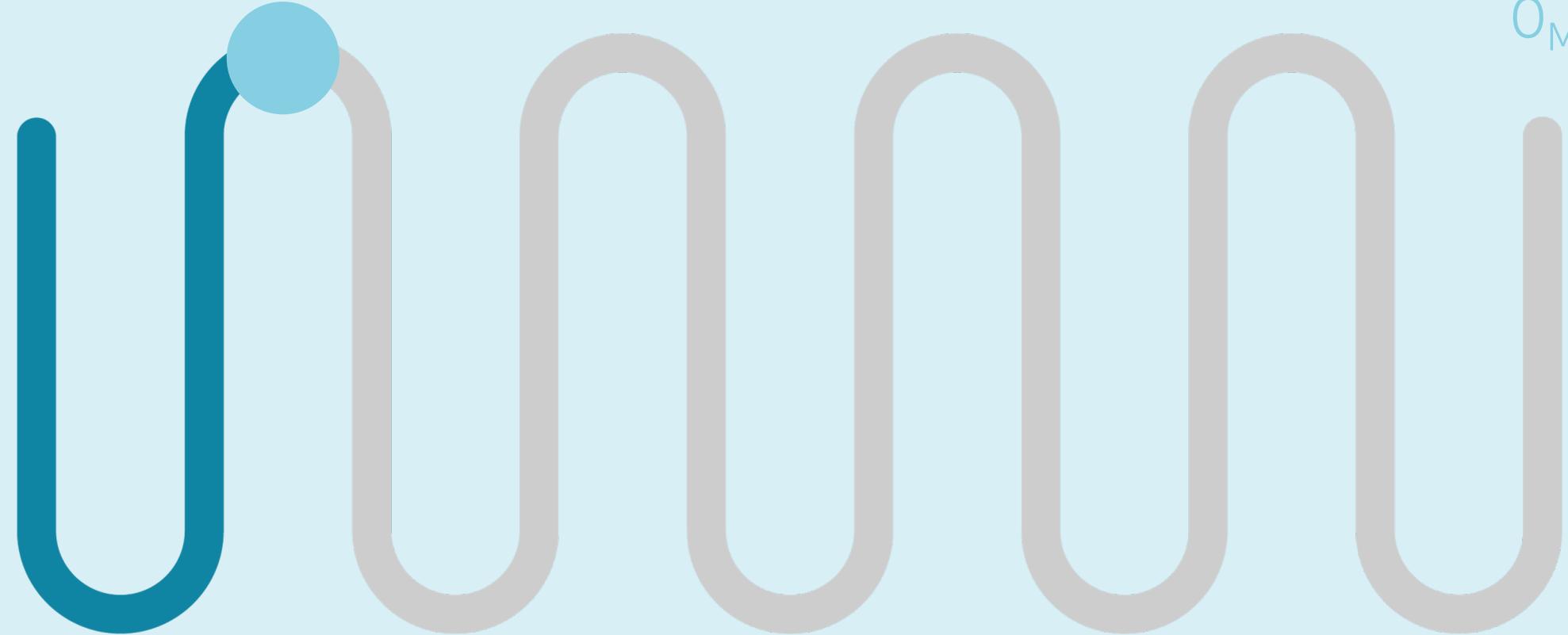
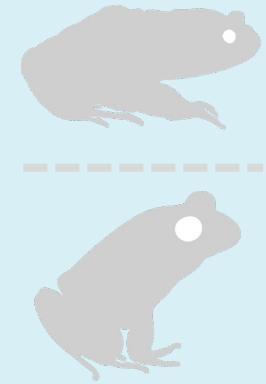


SINGLE OR MULTIPART FIGURE?

EXAMPLE

0_{MY}

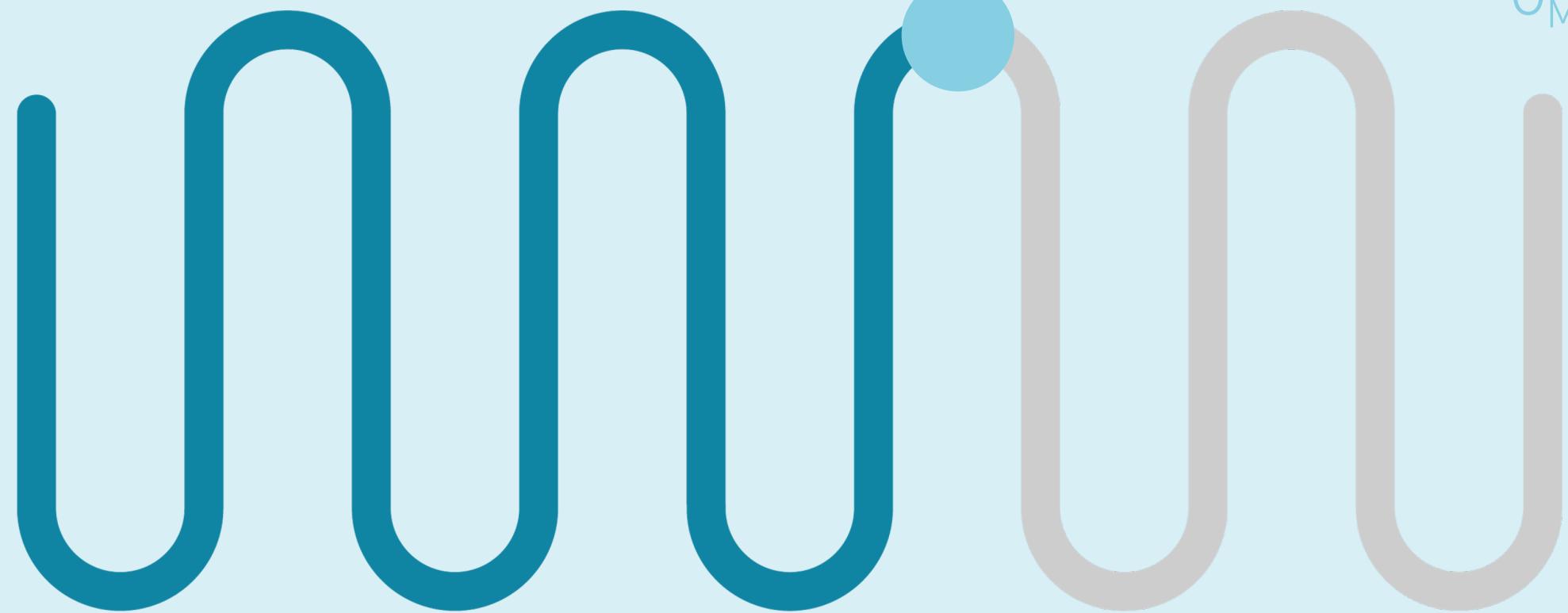
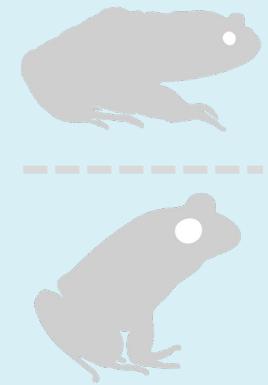
80_{MY}



EXAMPLE

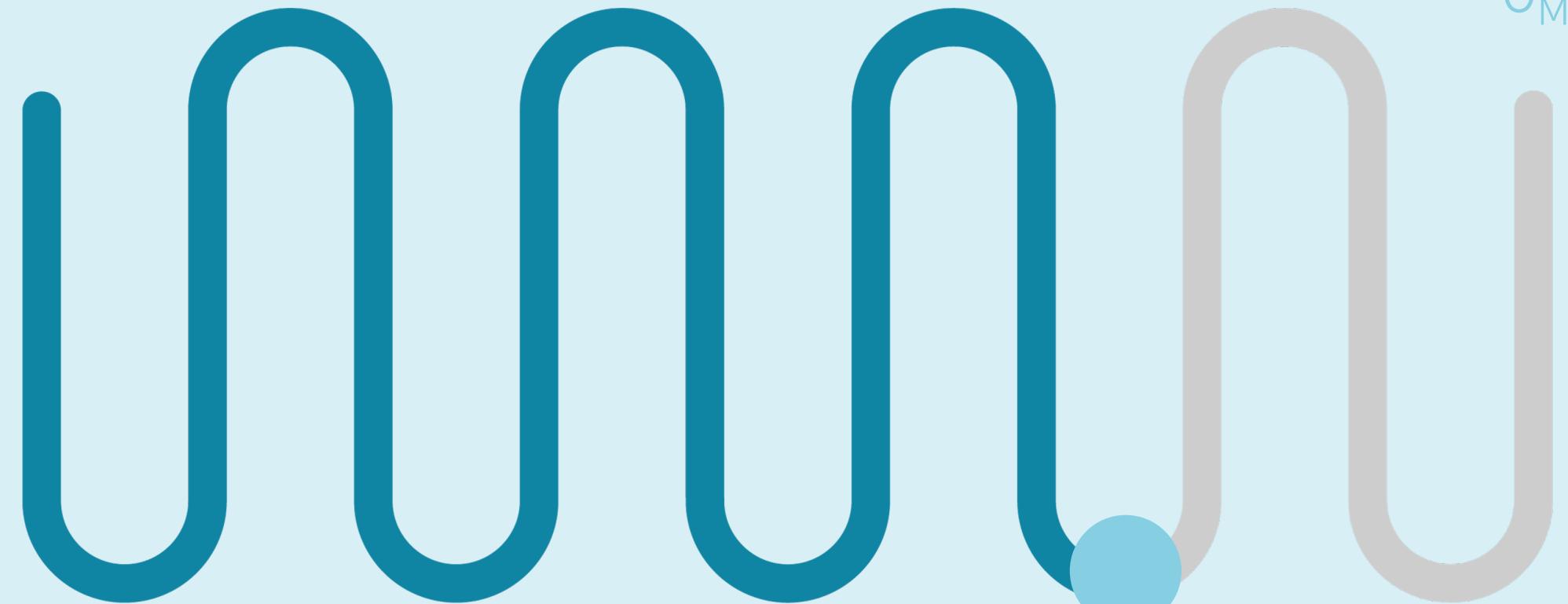
0_{MY}

40_{MY}



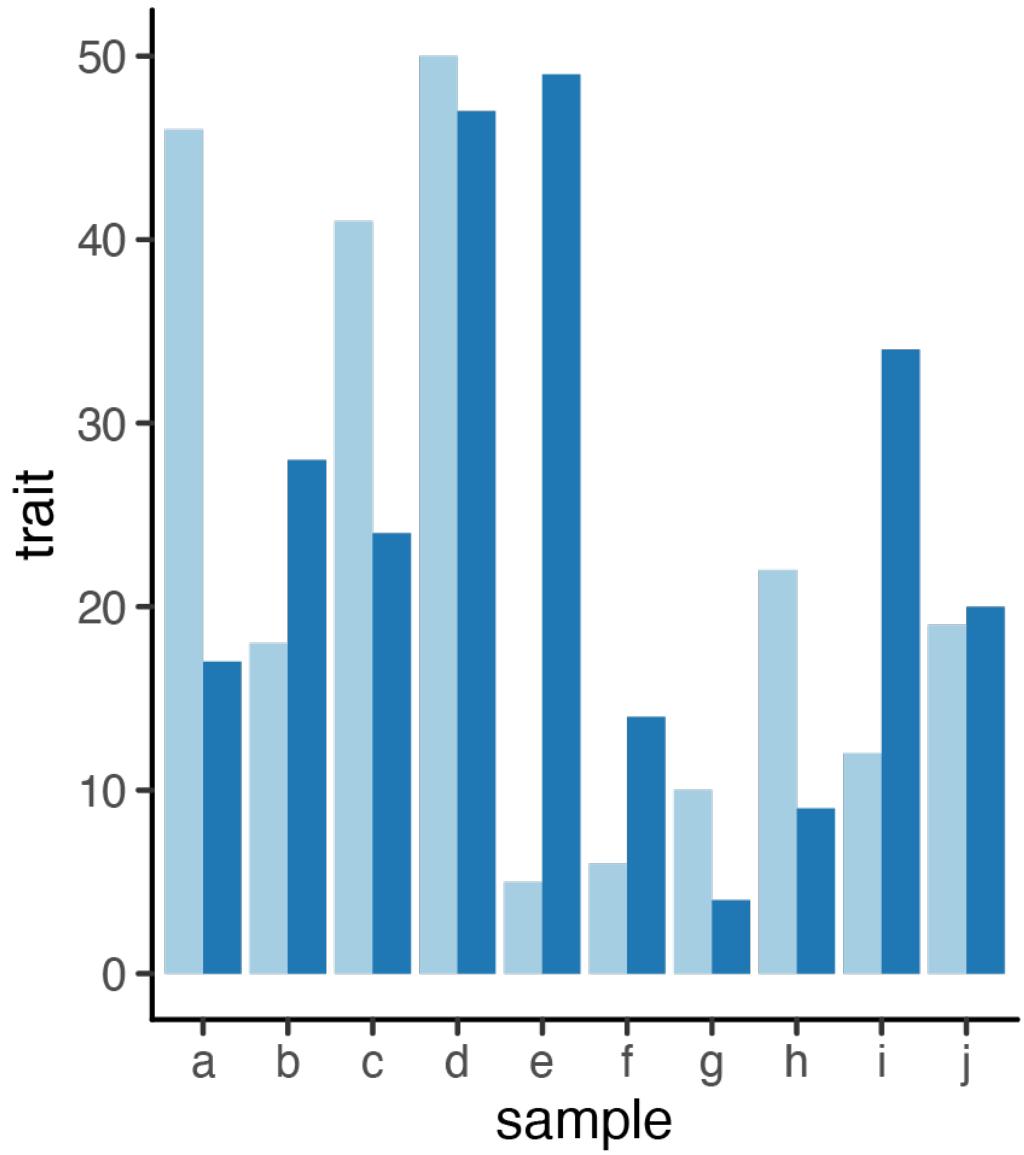
EXAMPLE

0_{MY}

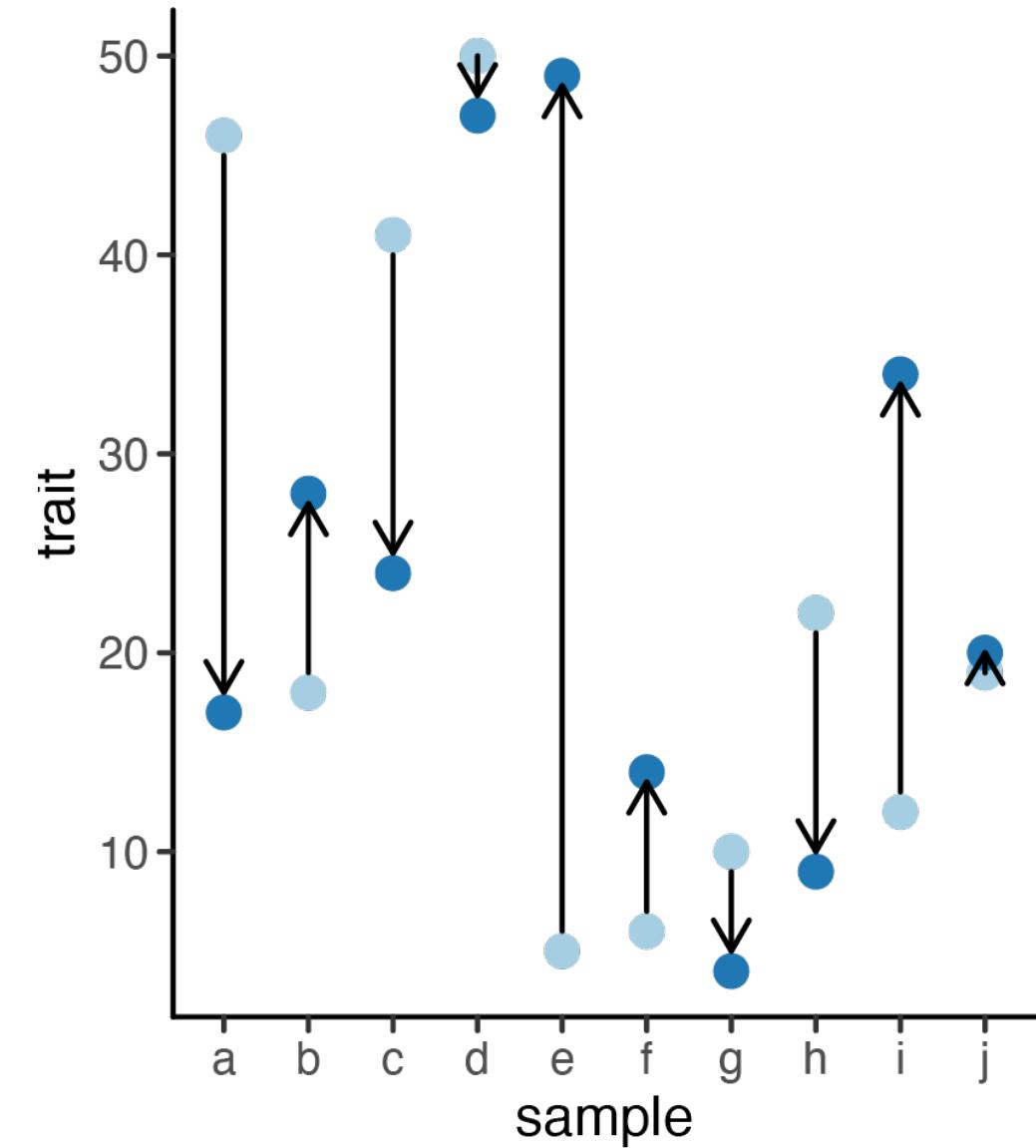
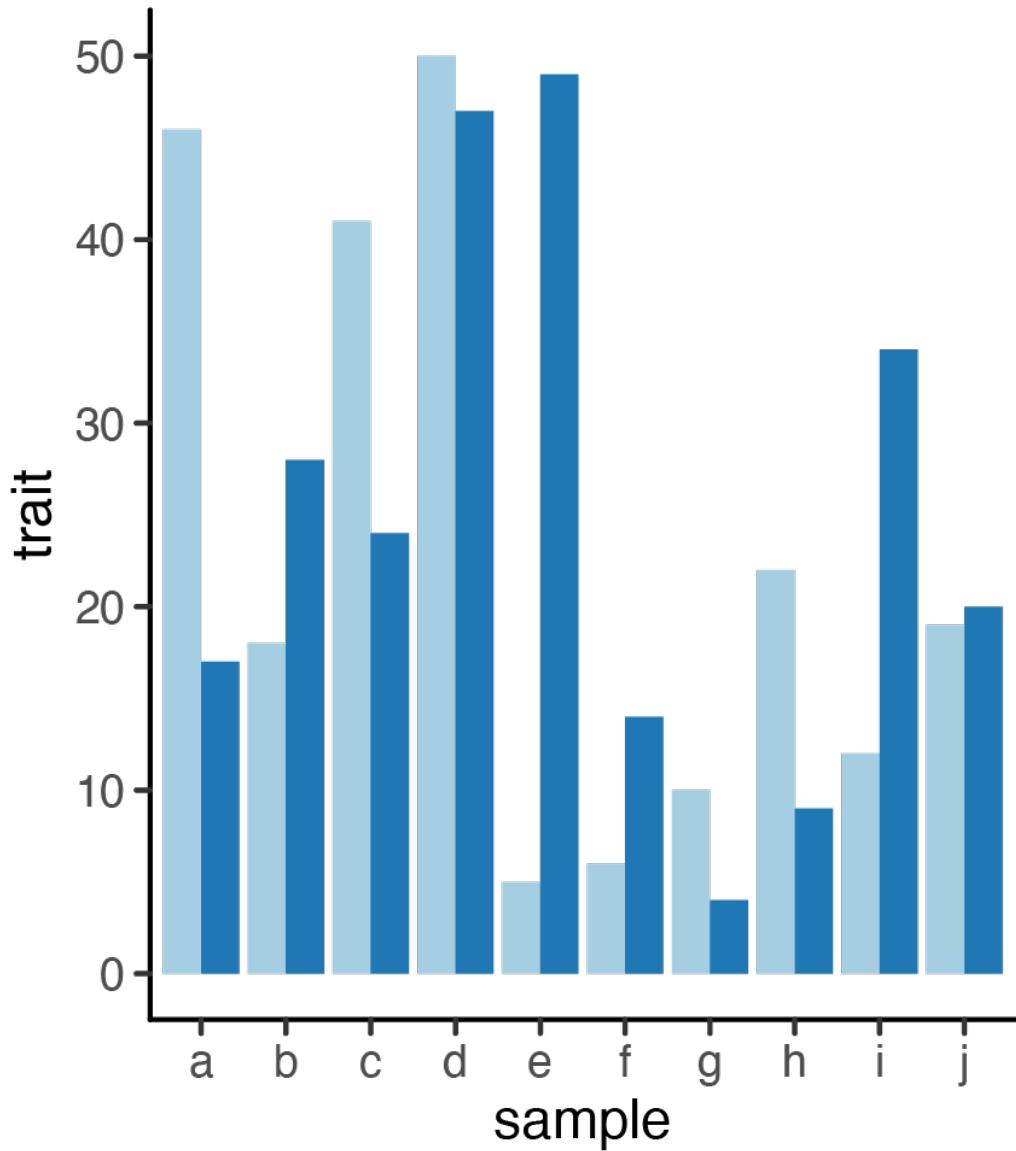


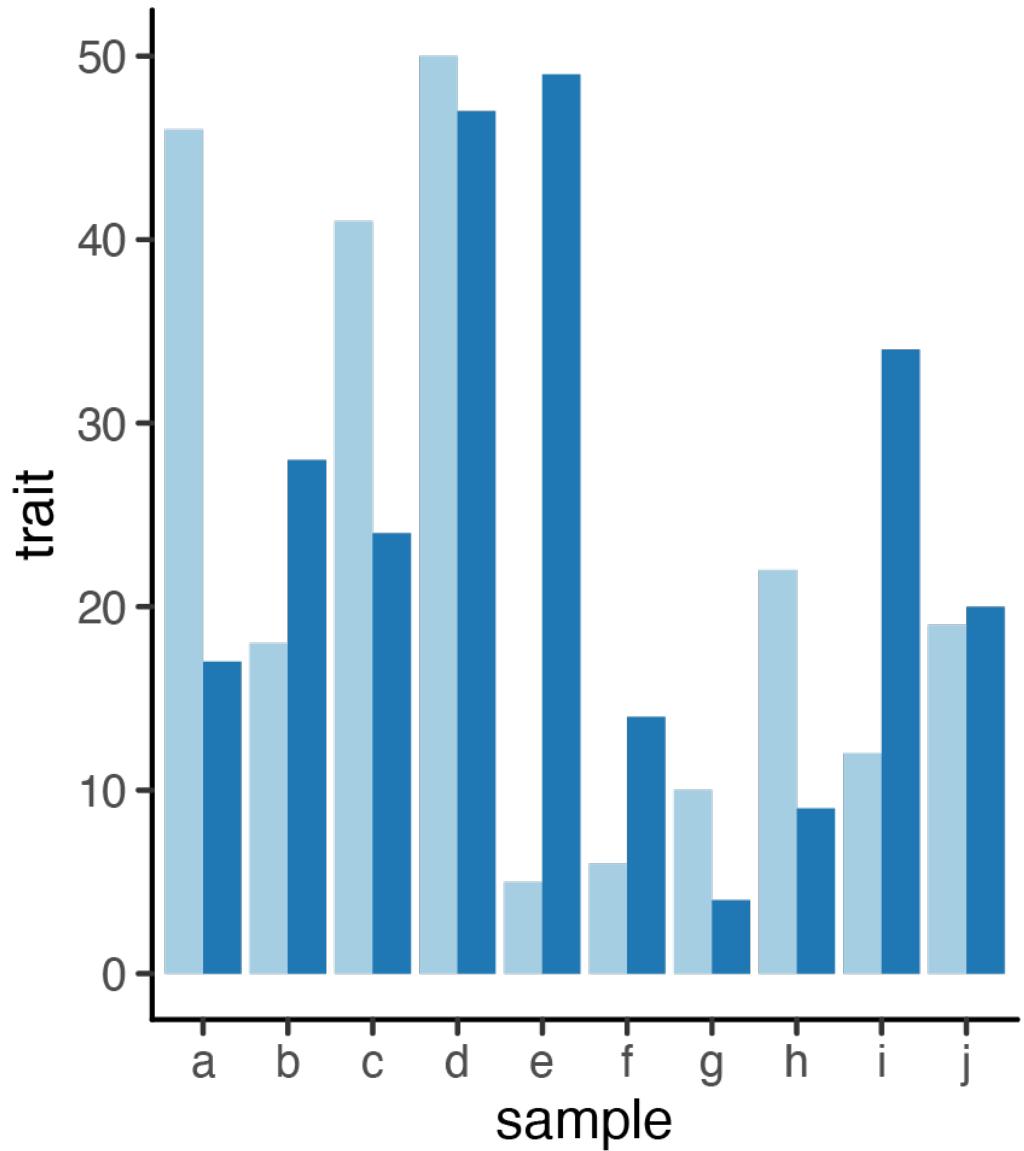
30_{MY}



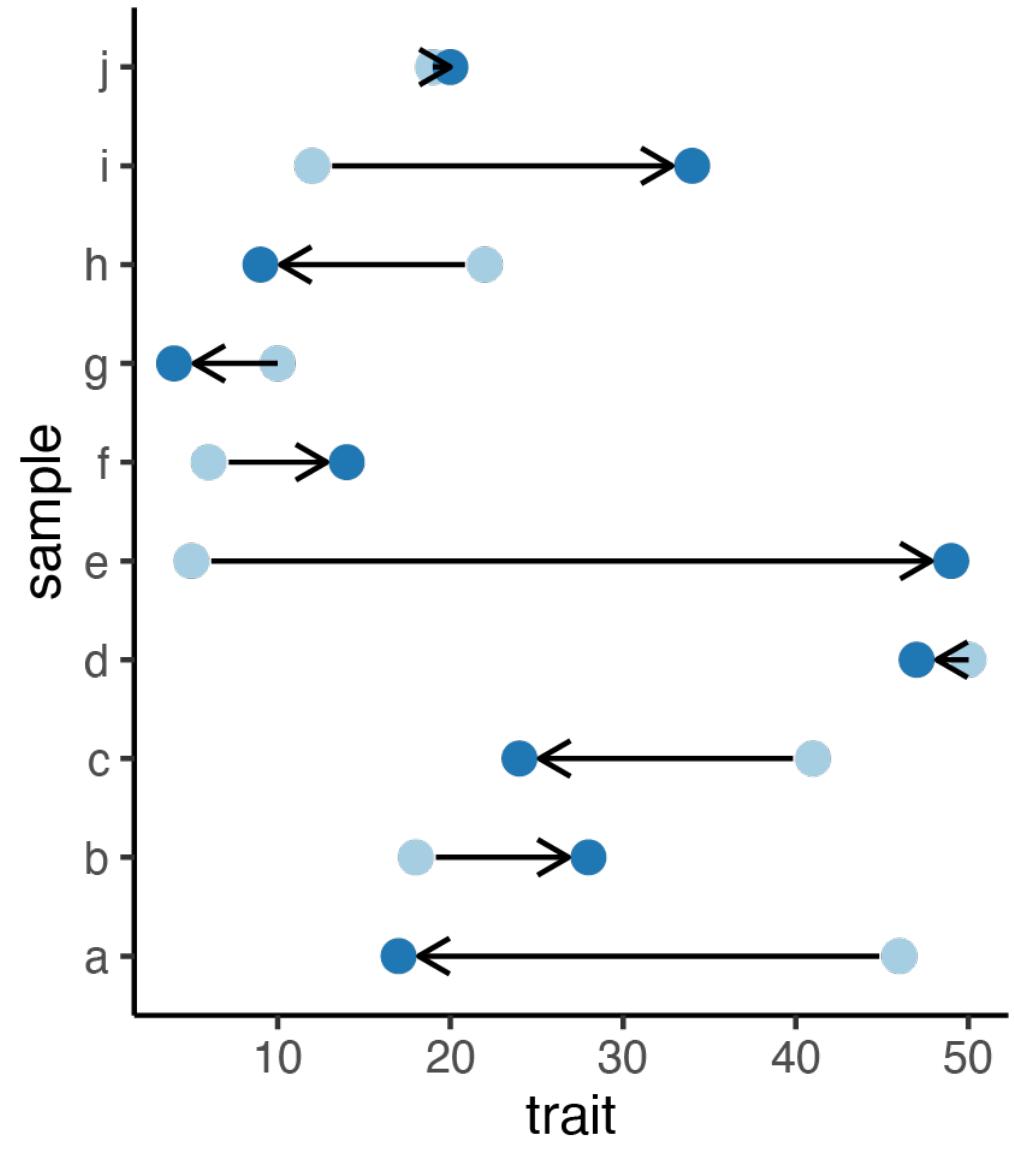


state one two





state one two



state one two

PROPORTIONS

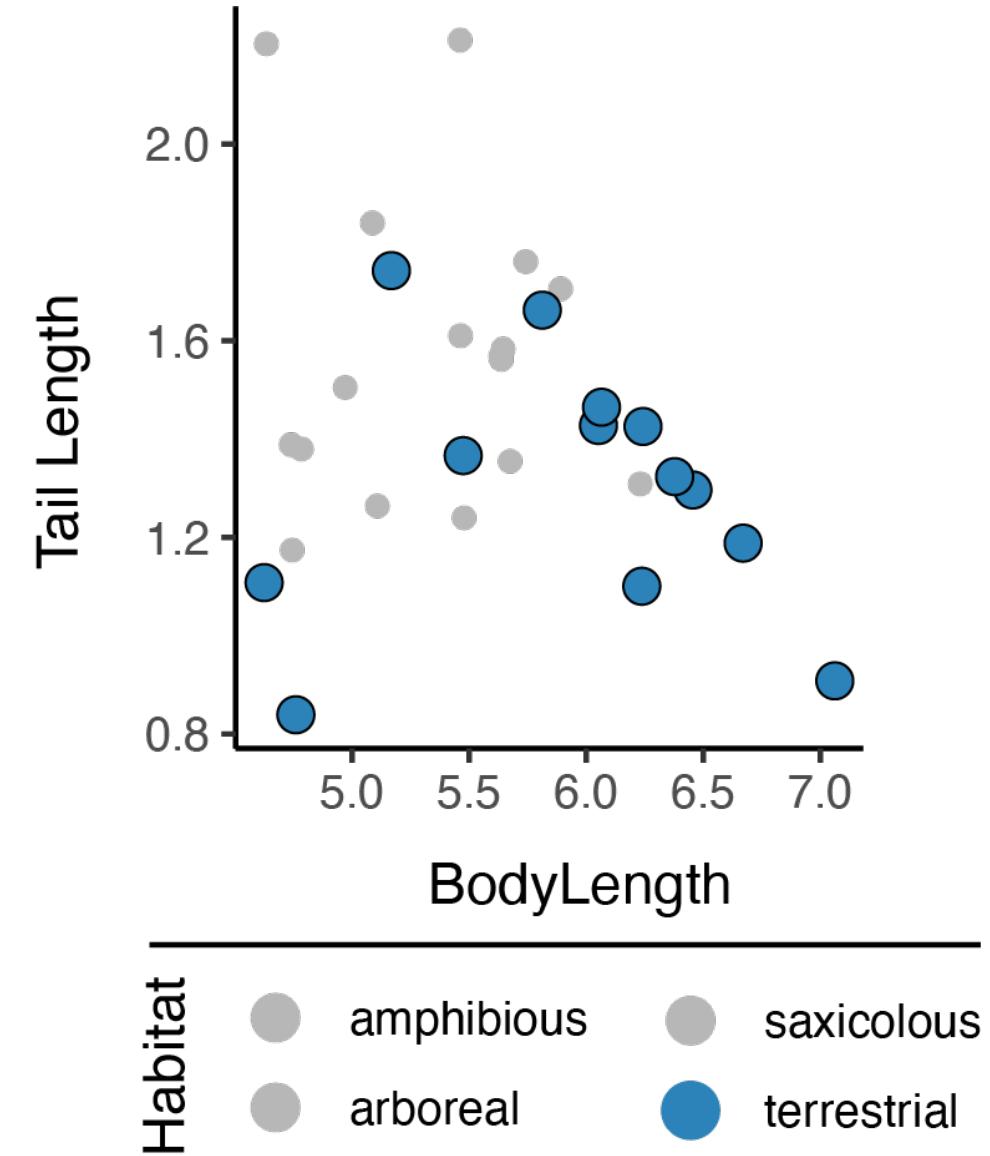
DO PROPORTIONS MATTER? (PCA)

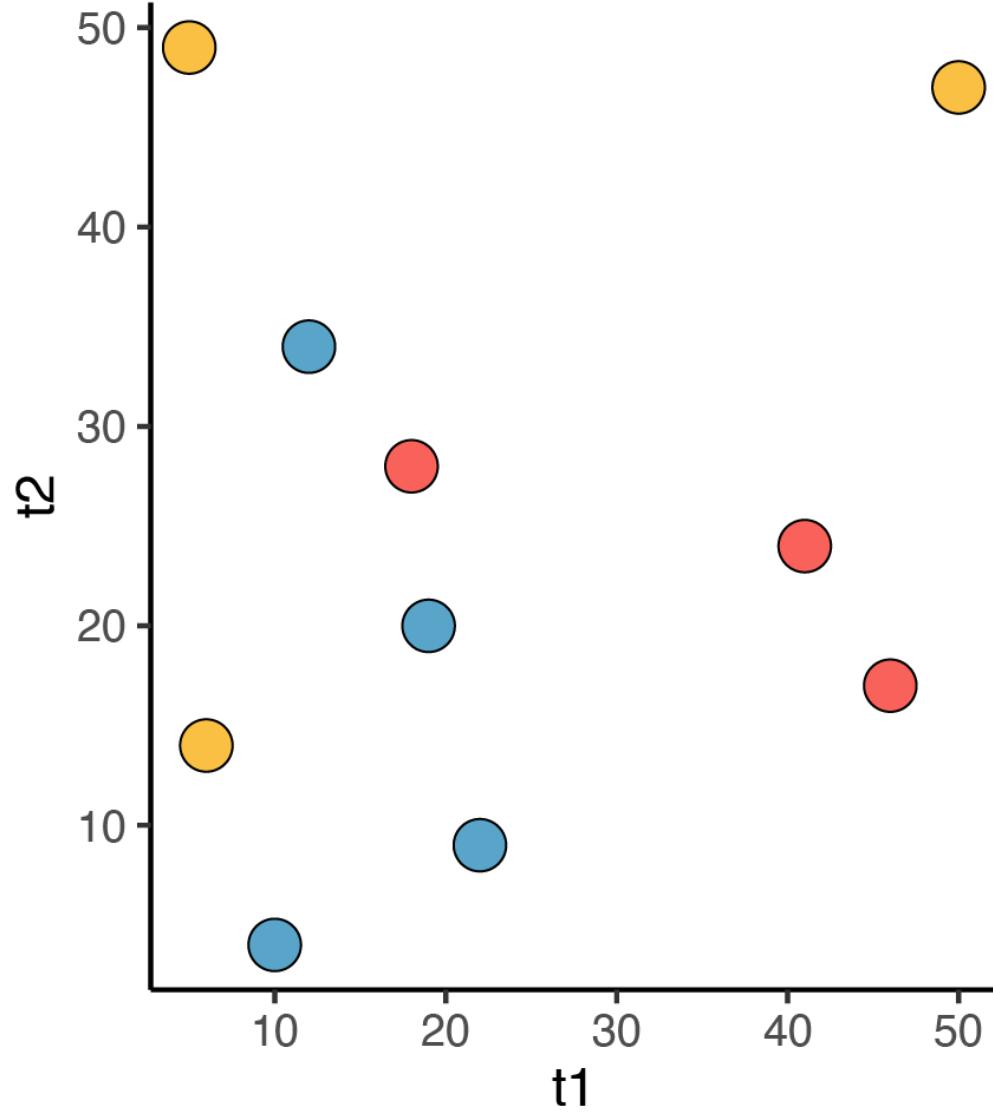


CAN I CONVEY IMPORTANCE?

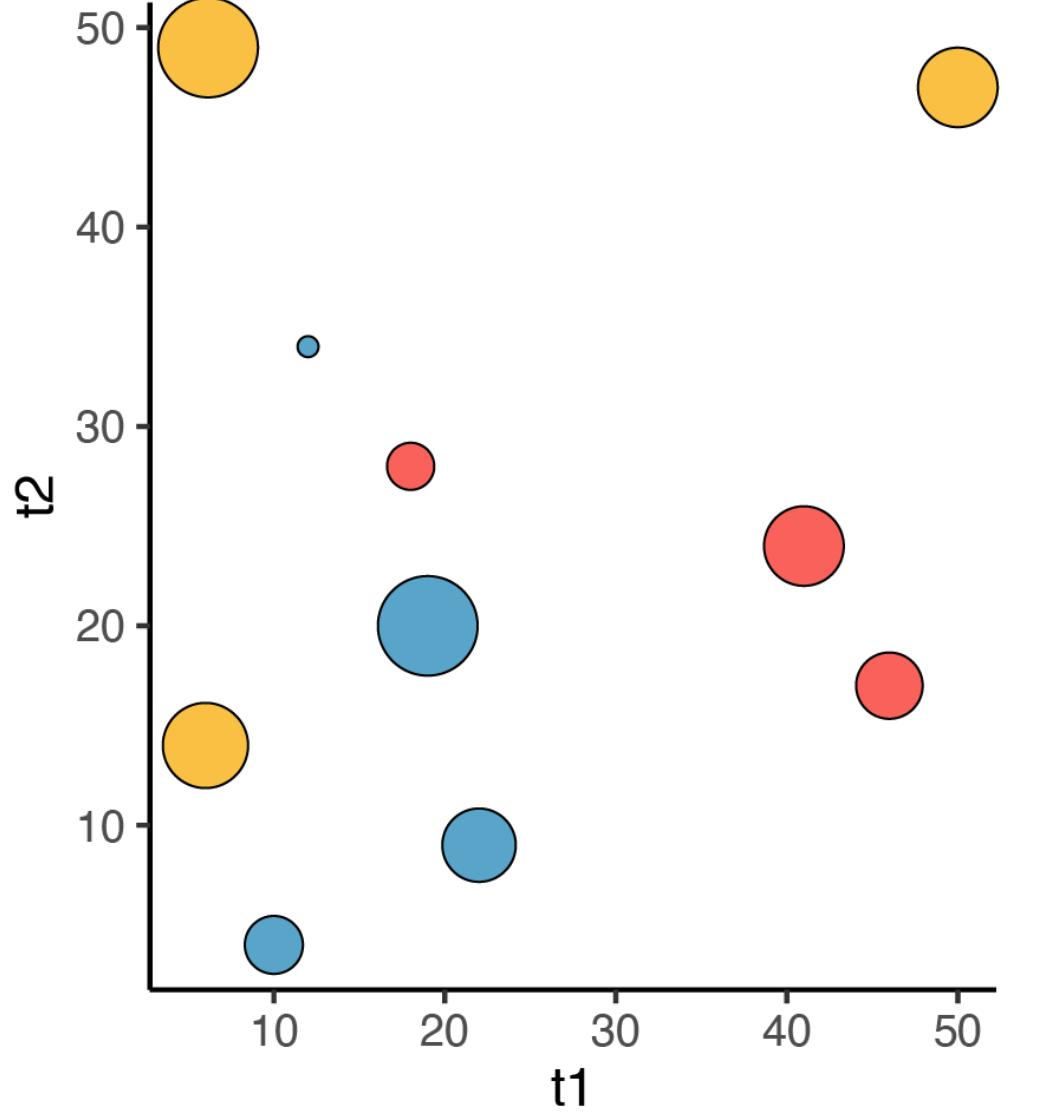


SOME PROPORTIONS DON'T WORK





group a b c



t3 2.5 5.0 7.5 10.0

TEXT AND FONTS

SERIF vs. NON-SERIF



PLAYFUL vs. CONSERVATIVE

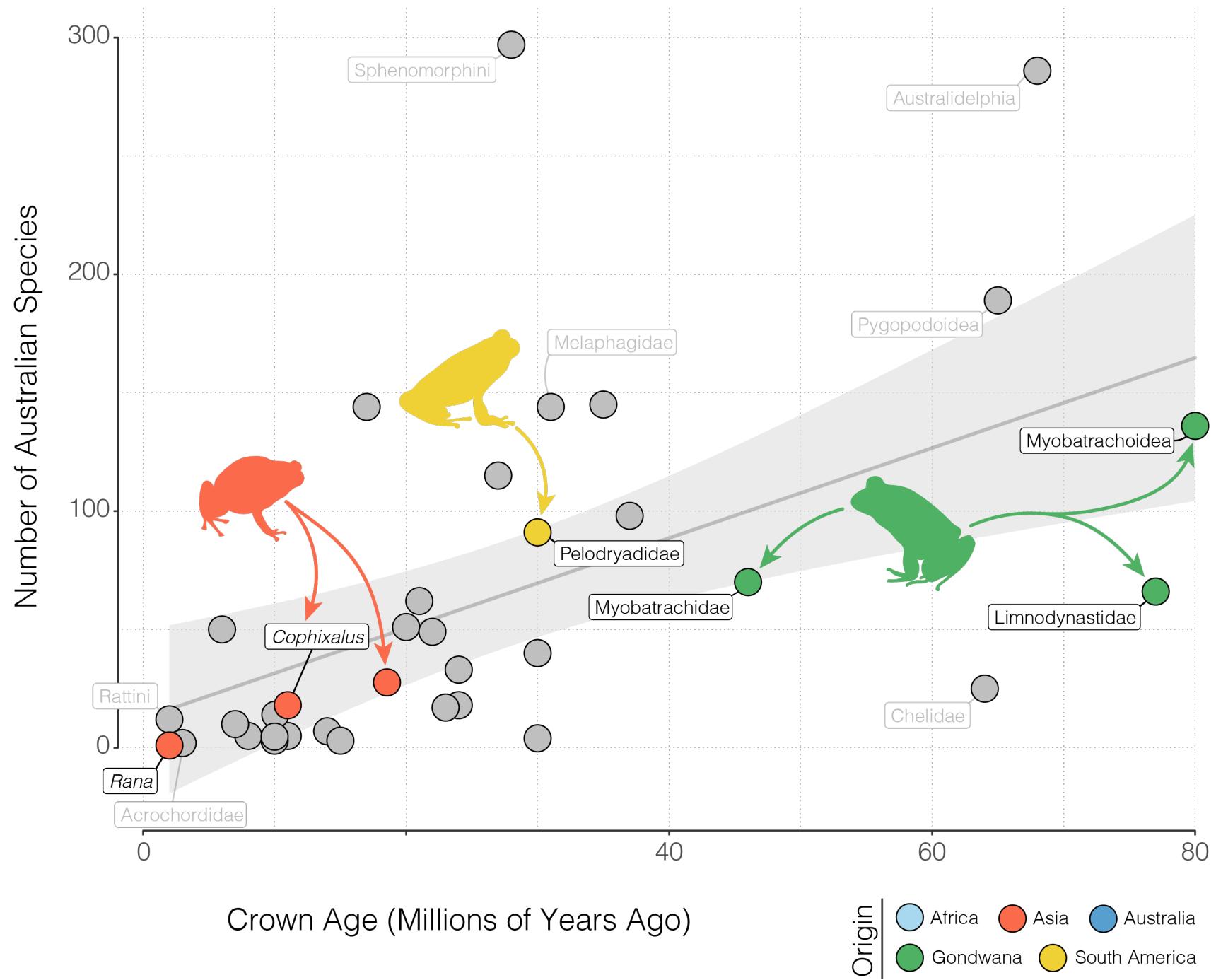


TEXT TO MAKE A POINT

GUIDANCE ON HOW TO:

MAKE EVERYONE FALL ASLEEP AND
HATE YOUR TALK AND AVOID YOU AT
THE COFFEE BREAK AND DAYDREAM
ABOUT YOU BEING EATEN BY A GIANT
MANTIS AND WONDER IF YOU CUT
YOUR OWN HAIR AND GENERALLY
FEEL LIKE THEY'VE TAKEN ILLICIT
DRUGS THAT MAKE TIME SOLELY A
CONSTRUCT OF A CRUEL AND
VINDICTIVE GOD.





ODDS + ENDS

RULE OF THIRDS



DROP SHADOW

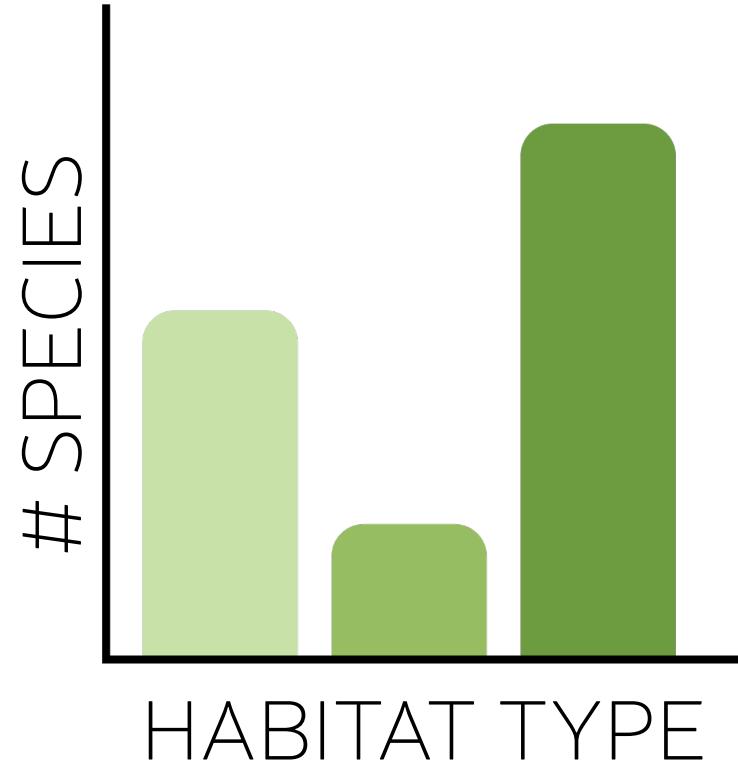


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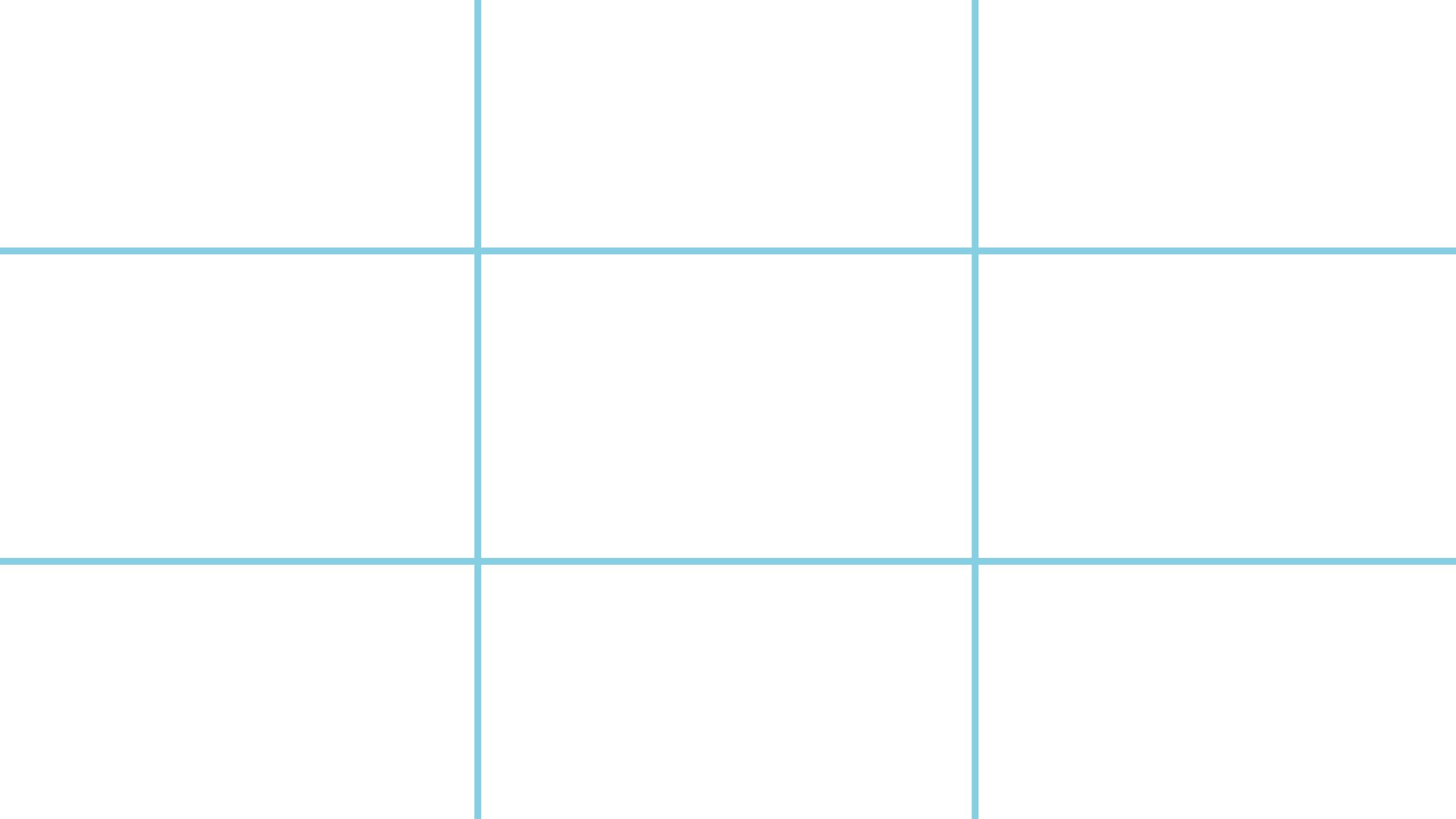
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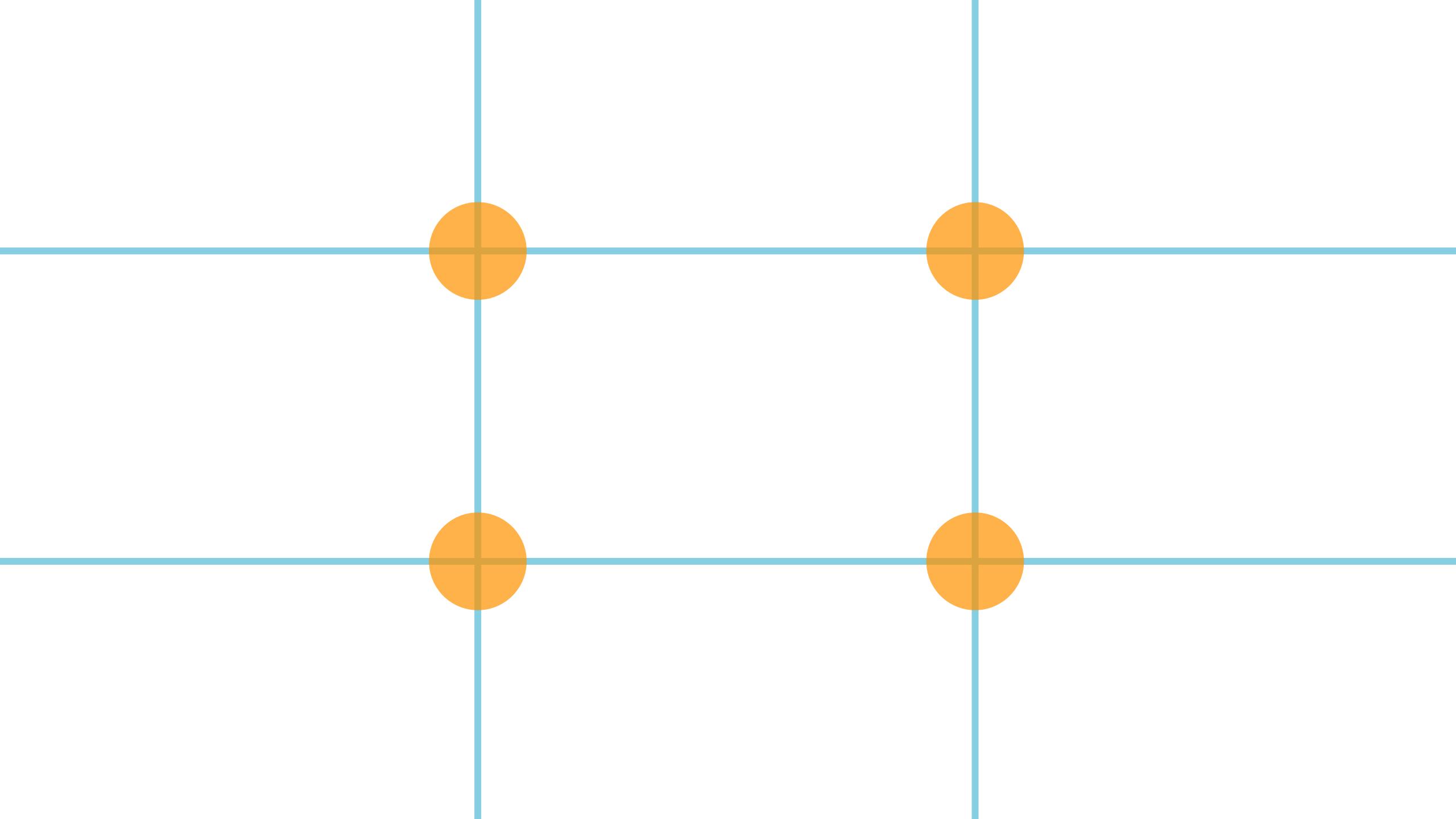
PAPER FIGURES

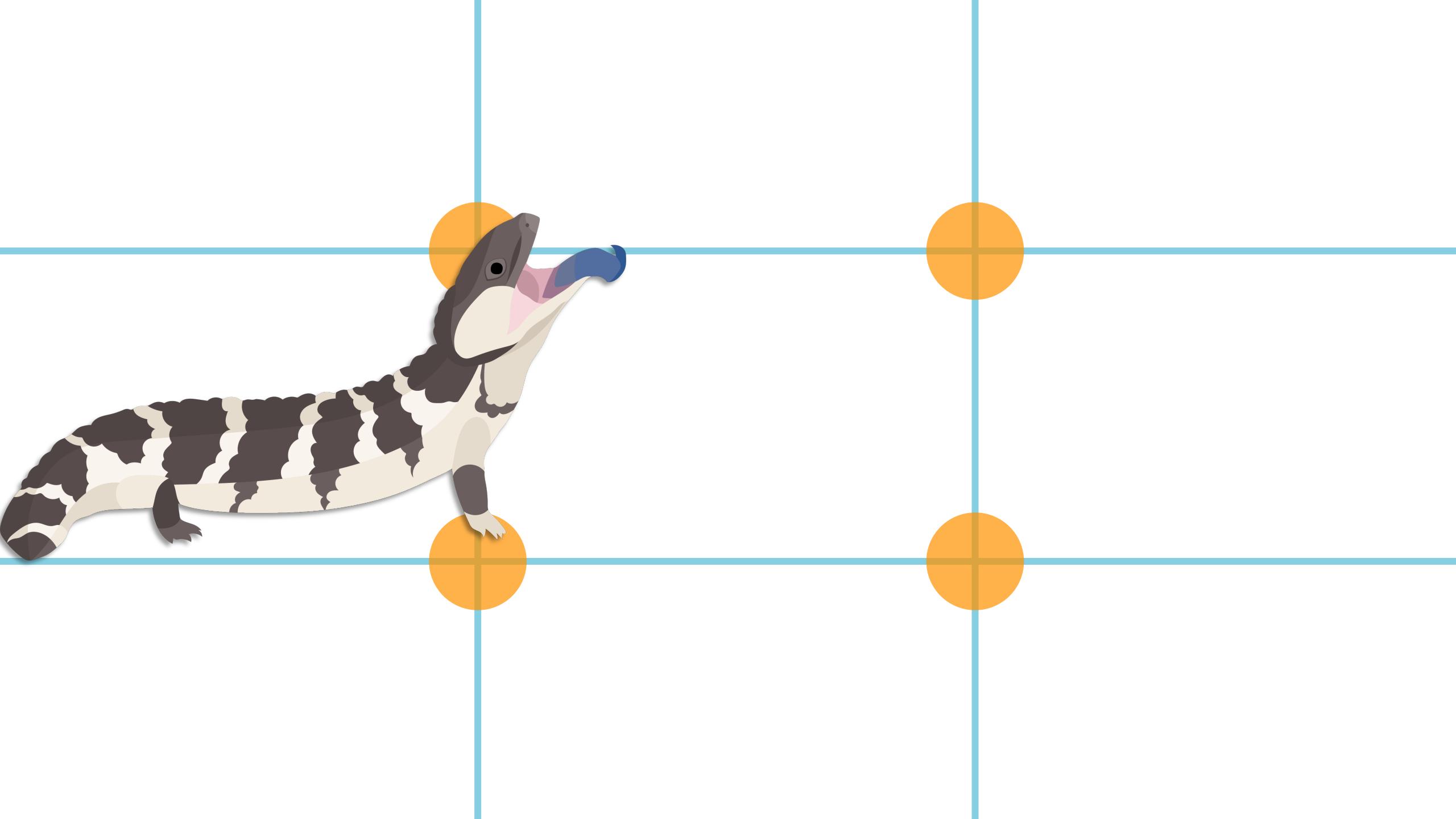


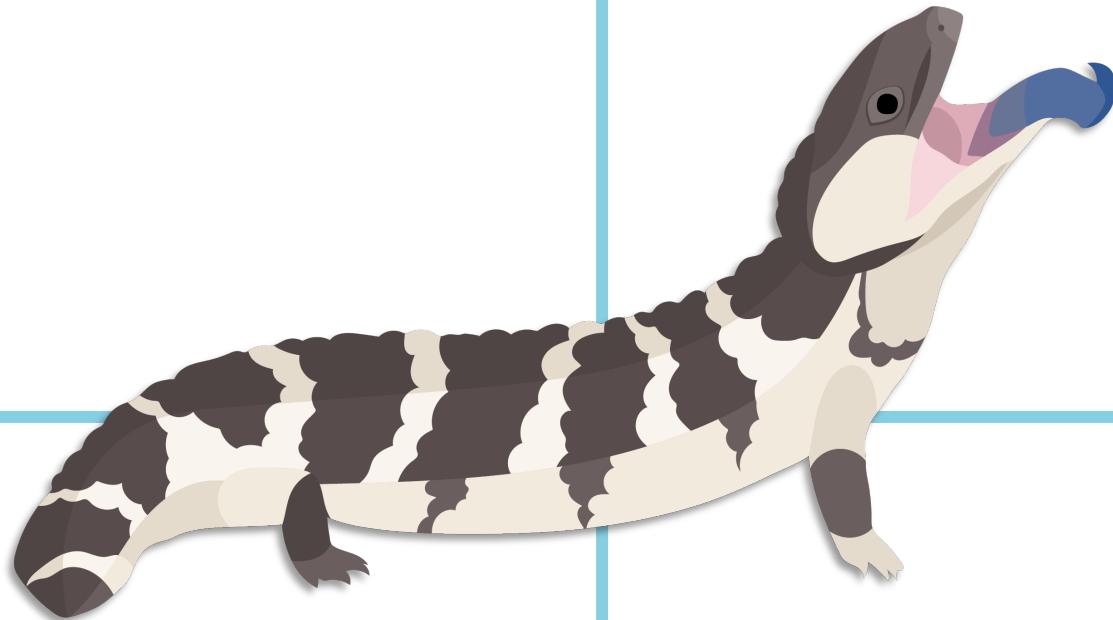
TALK FIGURES















USE
DROP
SHADOW



USE
DROP
SHADOW