

Part 3

Typography and illustrations

Alexei Kaptelev



- 1. Key principles*
- 2. Templates: fonts, colors, backgrounds*
- 3. Typography*
- 4. Illustrations: photos, drawings, icons*
- 5. Chart-like diagrams*
- 6. Data visualisation*

Hierarchy and contrasts

There's no
such thing as
“too much text”

GREAT SPANS OF HISTORY THAT WERE OFTEN ASSOCIATED WITH TOPICS OF LOGIC, GEOMETRY, MATHEMATICS, DEDUCTION, INDUCTION, AND NATURAL PHILOSOPHY. SOCRATES', PLATO'S AND ARISTOTLE'S IDEAS ABOUT TRUTH SEEN BY SOME AS CONSISTENT WITH CORRESPONDENCE THEORY. IN HIS METAPHYSICS, ARISTOTLE STATED: "TO SAY OF WHAT IS THAT IT IS NOT, OR OF WHAT IS NOT THAT IT IS, IS FALSE, WHILE TO SAY OF WHAT IS THAT IT IS, AND OF WHAT IS NOT THAT IT IS NOT, IS TRUE".[54] THE STANFORD ENCYCLOPEDIA OF PHILOSOPHY PROCEEDS TO SAY OF ARISTOTLE:"(...) ARISTOTLE SOUNDS MUCH MORE LIKE A GENUINE CORRESPONDENCE THEORIST IN THE CATEGORIES (12B11, 14B14), WHERE HE TALKS OF "UNDERLYING THINGS" THAT MAKE STATEMENTS TRUE AND IMPLIES THAT THESE "THINGS" (PRAGMATA) ARE LOGICALLY STRUCTURED SITUATIONS OR FACTS (VIZ., HIS SITTING, HIS NOT SITTING). INFLUENTIAL IS HIS CLAIM IN DE INTERPRETATIONE (16A3) THAT THOUGHTS ARE "LIKENESSSESS" (HOMOIOSIS) OF THINGS. ALTHOUGH HE NOWHERE DEFINES TRUTH IN TERMS OF A THOUGHT'S LIKENESS TO A THING OR FACT, IT IS CLEAR THAT SUCH A DEFINITION WOULD FIT WELL INTO HIS OVERALL PHILOSOPHY OF MIND. (...)"[54] VERY SIMILAR STATEMENTS CAN ALSO BE FOUND IN PLATO (CRATYLUS 385B2, SOPHIST 263B).[54] IN HINDUISM, TRUTH IS DEFINED AS "UNCHANGEABLE", "THAT WHICH HAS NO DISTORTION", "THAT WHICH IS BEYOND DISTINCTIONS OF TIME, SPACE AND PERSON", "THAT WHICH PERVERDES THE UNIVERSE IN ALL ITS CONSTANCY". THE HUMAN BODY, THEREFORE IS NOT COMPLETELY TRUE AS IT CHANGES WITH TIME, FOR EXAMPLE. THERE ARE MANY REFERENCES, PROPERTIES AND EXPLANATIONS OF TRUTH BY HINDU SAGES THAT EXPLAIN VARIED FACETS OF TRUTH, SUCH AS THE NATIONAL MOTTO OF INDIA: "SATYAMEVA JAYATE" (TRUTH ALONE WINS), AS WELL AS "SATYAM MUKTAYE" (TRUTH LIBERATES), "SATYAM JAHAYETI" (TRUTH IS KNOWN), "PARAHIT'ARTHAM' VA'UNMANASO YATHA'RTHATVAM' SATYAM" (SATYA IS THE BENEVOLENT USE OF WORDS AND THE MIND FOR THE WELFARE OF OTHERS OR IN OTHER WORDS RESPONSIBILITIES IS TRUTH TOO), "WHEN ONE IS FIRMLY ESTABLISHED IN SPEAKING TRUTH, THE FRUITS OF ACTION BECOME SUBSERVIENT TO HIM (PATANJALI YOGASUTRA NUMBER 2.36), "THE FACE OF TRUTH IS COVERED BY A GOLDEN BOWL. UNVEIL IT, O PUSAN (SUN), SO THAT THOSE WHO HAVE TRUTH AS MY DUTY (SATYADHARMA) MAY SEE IT!" (BRHADARANYAKA V 15 1-4 AND THE BRIEF UPPANISAD 15-18), TRUTH IS SUPERIOR TO SILENCE (MANUSMRITI), ETC. COMBINED WITH OTHER WORDS, SATYA CAN BE USED AS MODIFIER, LIKE "ULTRA" OR "HIGHEST," OR MORE LITERALLY "TRUEST," CONNOTING PURITY AND EXCELLENCE. FOR EXAMPLE, SATYAM SKA IS THE WHOLEST HEAVENLY AND SATYA VIKA IS THE HOOLGEN AGREE OR BEST OF THE EARTH.

The could be...

- Too much monotony
- Not enough white space
- Margins are not wide enough

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ВЕДОМОСТИ

THE WALL STREET JOURNAL  |  FINANCIAL TIMES

Пятница 21 ДЕКАБРЯ 2012
№ 270 (3857)

Фальшивка Кто разогрел акции производителя Lada

«АвтоВАЗ» подделали



ОТАЧАЮЩАЯ ЗОНА.

• В номере

Путин выздоровел ... Большая пресс-конференция показала, что президент по-прежнему знает о чём говорит и ведёт себя уверенно

Заключение по валюте – обратная
декомиссия: статья о контрабанде возоб-
новлены в Уголовный кодекс.

Тюрьма, а не договор ... В нынешних условиях российская власть не может сопериться с пытавшими своихuby общеизвестной гипнотикой

Новый год без портфеля ... Пора решить, не пройти ли вам каникулы и не покинуть их навсегда в эйфории?

Легкая прибыль — финансовый журнал
Редакционный советский журнал о бизнесе и предпринимательстве

Голосование Задача поддержки

Мысленно с вами

Многие известные парламентарии, вчера одобравшие запрет на усыновление американцами российских сирот, сами на голосовании не присутствовали. Их карточками «по совести» распорядились коллеги по партии

Ирина Новиков
Мария Гильден
и др.

Вчера на пресс-конференции президент Владимир Путин заявил «однозначным» позицию в отношении проекта «О мерах воздействия на токсичных веществах и нарушениях санитарно-гигиенической политики». депутаты не успели передать в Госдуму с законом пошли в генеральный директор «ГидроПромСибирь» Дмитрий Медведев. Планы «ГидроПромСибирь» — это обычные процедуры, общепринятой практикой.

«Союз правых сил» и «Союз свобод членства, права и свобод граждан Российской Федерации», принятый в среду Пасхальной же вторник заседания. Они предусматривают в том числе запрет на усиление политической деятельности граждан США, а также гражданам

Design for
SCANNING

[Contact Us](#)[Vision & Values](#)[Company History](#)[BNSF Corporation Officers](#)[BNSF Corporation Directors](#)[Celebrating Success](#)[Licensure Information](#)[BNSF Store](#)

Vision & Values

Delivering What's Important

Our vision is to realize the tremendous potential of The Burlington Northern and Santa Fe Railway by providing transportation services that consistently meet our customers' expectations.

A vision statement is only as good as the people who work to bring it to life each day. To live the vision, the diverse group of more than 38,000 professionals who comprise the BNSF community embrace a set of shared values:

- Listening to customers and doing what it takes to meet their expectations
- Empowering one another, showing concern for our colleagues' well-being and respect for their talents and achievements
- Continuously improving by striving to do the right thing safely and efficiently
- Celebrating our rich heritage and building on our success as we shape our promising future

Success in living our vision and values is evident when we fulfill the highest expectations of our four key stakeholder groups:

- Our customers find it easy to do business with us, receive 100% on time, damage-free service, accurate and timely information regarding their shipment, and the best transportation value
- Our employees work in a safe and secure environment, are focused on continuous improvement, share in the opportunity for personal and professional growth available to all team members, and take pride in their association with BNSF
- Our owners earn financial returns that exceed other railroads and the general market as a result of BNSF's superior revenue growth, an operating ratio in the low 70s, and a return on

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to Hurricane
Katrina and Rita.

Learn more about railcar
fleet, railcar interests and
service considerations.

4 eras in Western European writing

- Greek majuscule (9th - 3rd century B.C.) in contrast to the Greek uncial script (3rd 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
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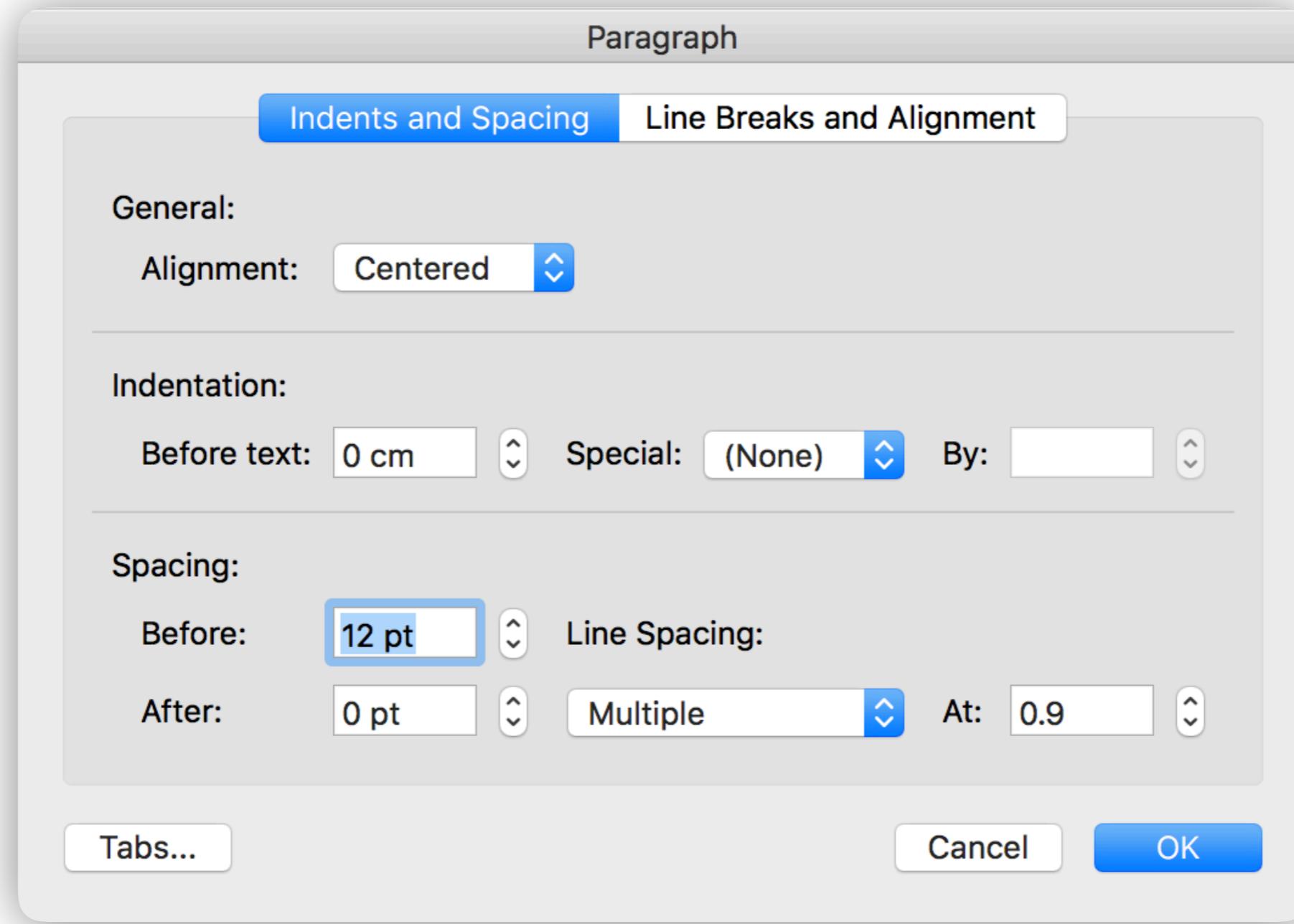
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• Greek majuscule (9th – 3rd century B.C. – 12th century A.D.) in contrast to the Greek uncial script (4th century B.C. – 12th century A.D.) and the minuscule script (1st century A.D. – present).

¶

• Roman majuscule (7th century B.C. – 1st century A.D.) in contrast to the Roman uncial script (1st century B.C.), Roman Half Uncial script (1st century A.D.) and the Roman cursive script (1st century A.D.).





Right click → Paragraph

On a PC

⌐⌘M

On a Mac

Caption

Update

Style

Layout

Helvetica Neue

Regular

36 pt

B*I*U

Character Styles

Multiple

Alignment



▼ Spacing

1.0 - Single

Lines

1

Before Paragraph

22 pt

After Paragraph

0 pt

▼ Bullets & Lists

None*

Text Bullets

Indent:

0 pt

0 pt

Bullet

Text

Scripts in Western European writing

Minuscule (9th – 3rd century B.C.) in contrast to the
capital script (3rd century B.C. – 12th century A.D.) and
Greek minuscule

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

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to Carolingian minuscule (around 780 – 12th century)

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Gothic (end of 11th to 13th century), Gothic (14th
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Carolingian majuscule (4th – 8th century A.D.) in contrast to
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Gothic majuscule (13th and 14th century), in contrast to
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① 4 eras in Western European writing

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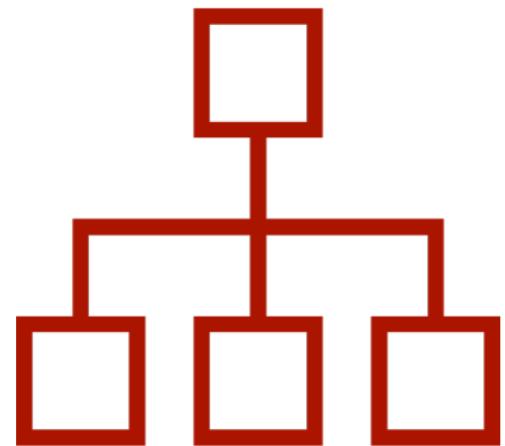
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(13th and 14th century), in contrast to the early Gothic (end of 11th to 13th century), Gothic (14th century), and late Gothic (16th century) minuscules

Here's the distance between...

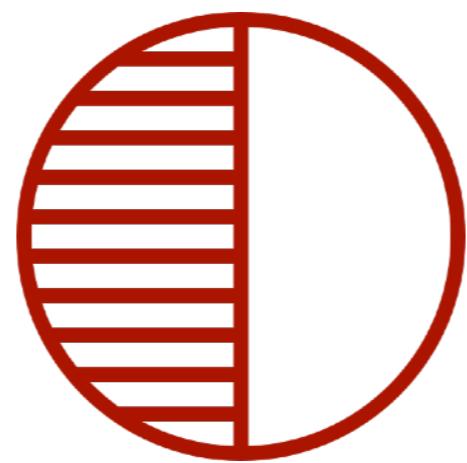
-  two lines
-  two paragraphs
-  the header and the main body text
-  the main body text and the screen border

KEY PRINCIPLES



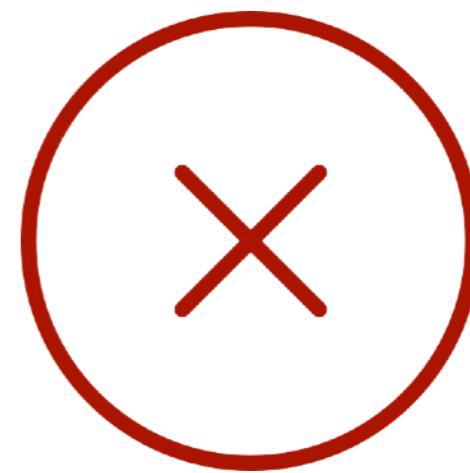
Focus

*What's the most
important thing here?*



Contrast

*How can we
separate things?*



Unity

*What can
we delete?*

Advice on typography

1

Choosing a
TYPEFACE

—

Which

TYPEFACE

IS THE BEST?

—

THE ONE
in the
STYLE GUIDE!

—

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2

Color of the
main body text

—

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Main body text

1. Most of the text you have on a slide is main body text
2. Not a header, a sub-header or a footnote

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*Your main body
text should be*

BLACK

Priorities for FY 2017

- **Maintain strong support for discovery science and world-class science facilities**
 - **Maintain a healthy balance among PI research, groups and centers, and facility operations**
 - **Continue to use community priorities to make difficult choices and design, build, operate, and sunset world-class facilities**
 - **Lead and steward the US accelerator science R&D capabilities**
 - **Lead and steward the US computational R&D capabilities, in collaboration with NNSA – garner support for and execute the exascale initiative**
 - **Support partnerships and collaborations**
- **Be proactive in supporting science for clean energy**
 - **Basic research needs workshops – partner with DOE technology offices and industry**
 - **Science-based transformational energy technology in Mission Innovation**
- **Increase relationship building with Congress**
- **Increase relationship building with research universities**
- **Given the importance of the DOE national labs in US R&D, institutionalize best practices in national lab management**

Priorities for FY 2017

① Maintain strong support for discovery science and world-class science facilities

- Maintain a healthy balance among PI research, groups and centers, and facility operations
- Continue to use community priorities to make difficult choices and design, build, operate, and sunset world-class facilities
- Lead and steward the US accelerator science R&D capabilities
- Lead and steward the US computational R&D capabilities, in collaboration with NNSA – garner support for and execute the exascale initiative
- Support partnerships and collaborations

② Be proactive in supporting science for clean energy

- Basic research needs workshops – partner with DOE technology offices and industry
- Science-based transformational energy technology in Mission Innovation

③ Increase relationship building with Congress

④ Increase relationship building with research universities

⑤ Given the importance of the DOE national labs in US R&D, institutionalize best practices in national lab management

3

ALL CAPS

4 ERAS IN WESTERN EUROPEAN WRITING

- **GREEK MAJUSCULE** (9TH – 3RD CENTURY B.C.) IN CONTRAST TO THE GREEK UNCIAL SCRIPT (3RD 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.



**Make love
not war!**

PARIS OPERA

-10-0% — Too condensed

PARIS OPERA

5-10% — ok

PARIS OPERA

10+% — Too wide

4

Bold
and italics

—

4 eras in Western European writing

- Greek majuscule (9th – 3rd century B.C.) in contrast to the Greek uncial script (3rd 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
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4 eras in Western European writing

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 - 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.
- VERBOTEN**

4 eras in Western European writing

- Greek majuscule (9th – 3rd century B.C.) in contrast to the Greek uncial script (3rd 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.

Doppelgänger

More important

Doppelgänger

Baseline

Doppelgänger

Less important

5

Underlining

—



Very few ways to add emphasis



Please don't underline anything
(unless it's a link)

My experience says that using
a lot of DIFFERENT ways to
emphasise WHICHES generally
doesn't improve understanding

VERBOTEN

6

Bullet points

—

4 eras in Western European writing

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4 eras in Western European writing

- ✓ Greek majuscule (9th – 3rd century B.C.) in contrast to the Greek uncial script (3rd century B.C. – 12 century A.D.) and the later Greek minuscule
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- ✓ 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.



Alignment

—



These are the mostly
independent



These are the mostly
independent

VERBOTEN



These are the mostly
independent



These are the mostly independent



These are the mostly
independent



These are the mostly indepen-
dent

4 eras in Western European writing

- Greek majuscule (9th – 3rd century B.C.) in contrast to the Greek uncial script (3rd 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 – 6th century B.C.), Roman Half Uncial, and minuscule
- Carolingian minuscule (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.

—
CENTERING
WORKS
IF YOU HAVE
A SLOGAN

—

*W*hen we
have a lot of text
on a page we
generally don't
use centering

8

Watch out for
“orphaned” words



Please don't leave the last word on the line
alone

Please don't leave the last word on the
line alone

Please don't leave the last word
on the line alone

Please don't leave the last word on the line
alone

Shift

+

Enter

9

Don't confuse a dash,
a hyphen and minus sign





Mac

Hyphen

-

-

Minus

-

-

En dash

↖ Opt
-

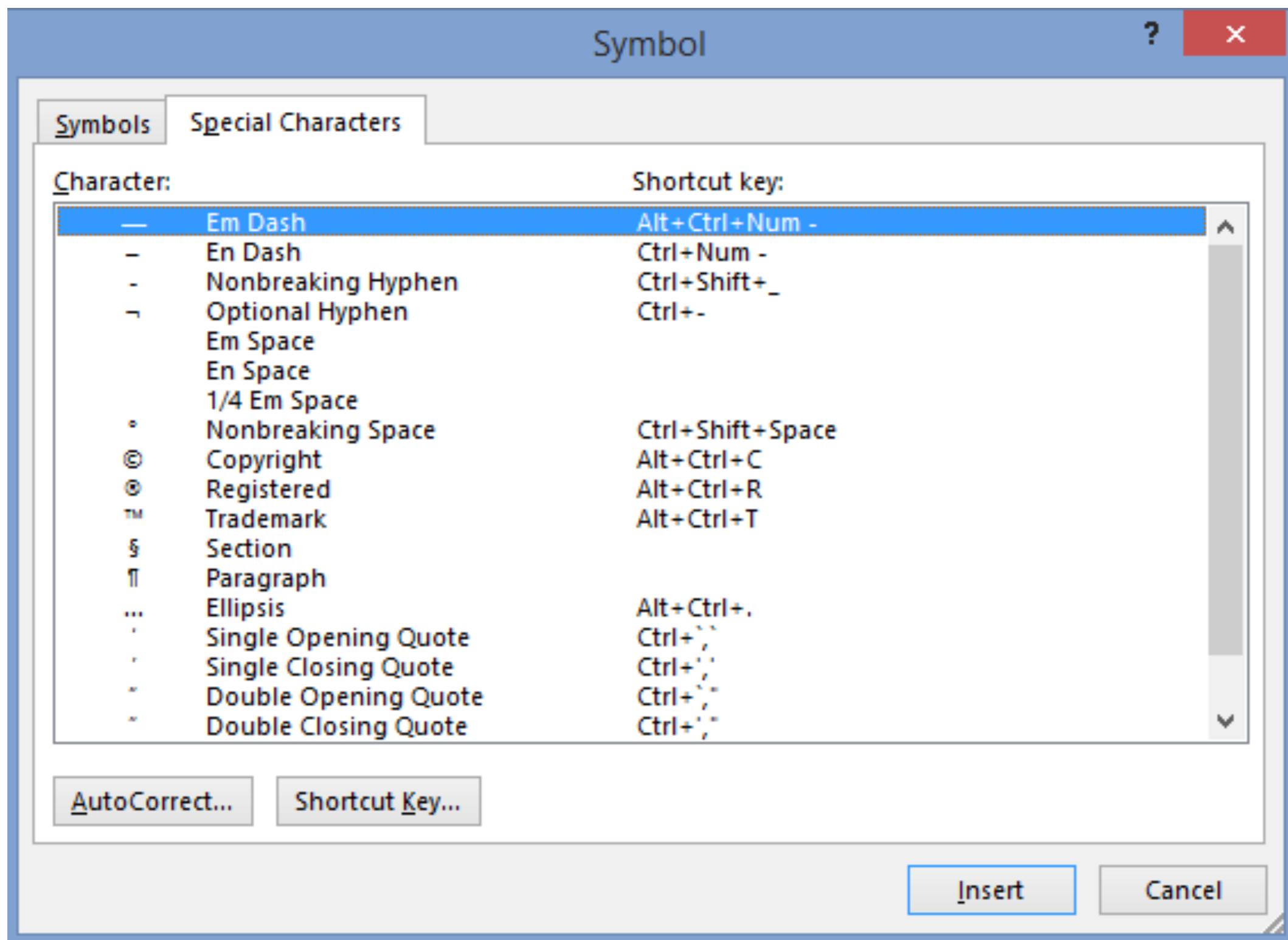
Em dash

-

—

↖ Opt
↑ Shift
-

Insert → Symbol



PowerPoint File Edit View Insert Format Arrange Tools Slide Show Window Help

Presentation1

Search in Presentation

Home Insert Design Transitions Animations Slide Show Review View Shape Format

Calibri (Body) 28 A A A
B I U abe X² X₂ AV Aa A

Layout Reset Section

Picture Shapes Text Box Arrange Quick Styles Shape Outline

1

2

Click to add title

• Some text - some other text

Some text - some other text

Click to add notes

Slide 2 of 2 English (United States)

Notes Comments

97%

The image shows a Microsoft PowerPoint slide titled "Presentation1". The slide is in "Shape Format" mode, as indicated by the ribbon tab. The slide content includes two sections. Section 1 has a large text box with the placeholder "Click to add title" and a bulleted list "• Some text - some other text". Section 2 has a text box with the placeholder "Some text - some other text". The slide is in "Shape Format" mode, indicated by the ribbon tab. The status bar shows the slide number, language, and zoom level.

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.

Composition

The Grid System

The ultimate resource in grid systems.

"The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice."

Josef Müller-Brockmann

Articles

Applying Divine Proportion to Your Web Designs

This article explains what is the Divine proportion and what is the Rule of Thirds and describes how you can apply both of them effectively to your designs.

01.Dec.2008

Tools

Syncotype

Syncotype is a simple tool to help align your text to a baseline grid. Enter your line height and offset in pixels in the Syncotype control box and click "Syncotype it" to overlay a baseline grid in red.

01.Dec.2008

Books

The Typographic Grid

We consider this to be the academic part two to "Grid Systems." Hans Rudolf Bosshard tackles a deeper understanding of the complex grid.

30.Nov.2008

Templates

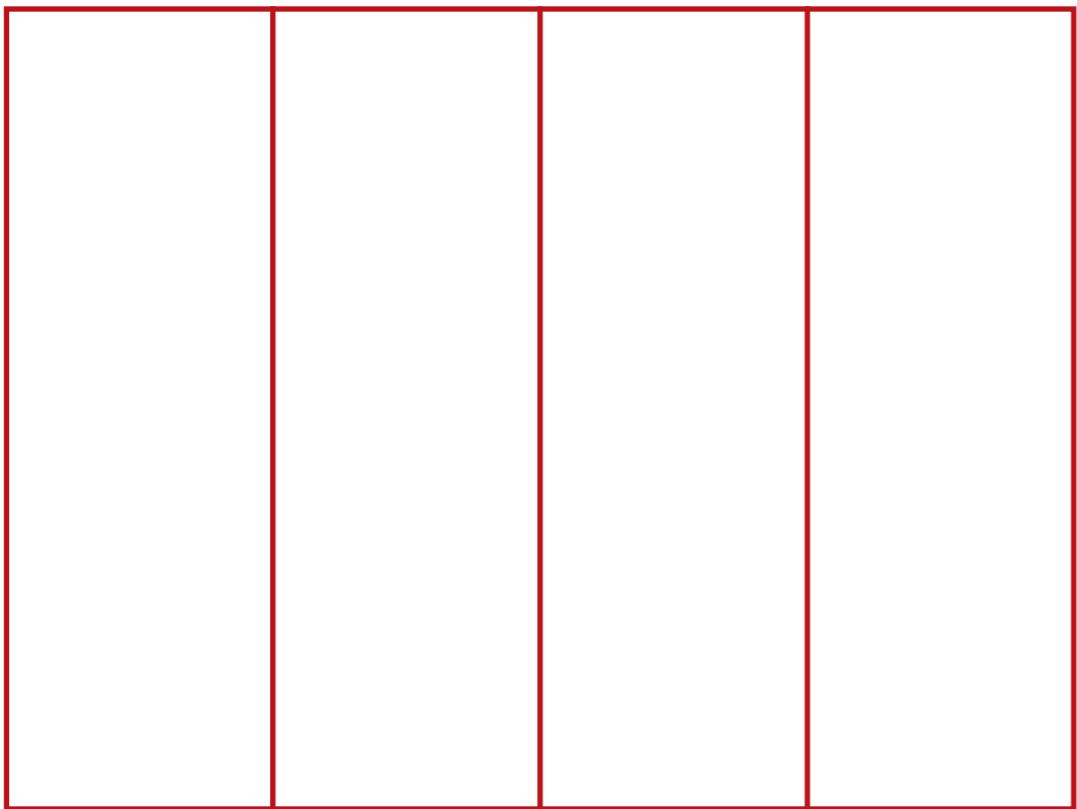
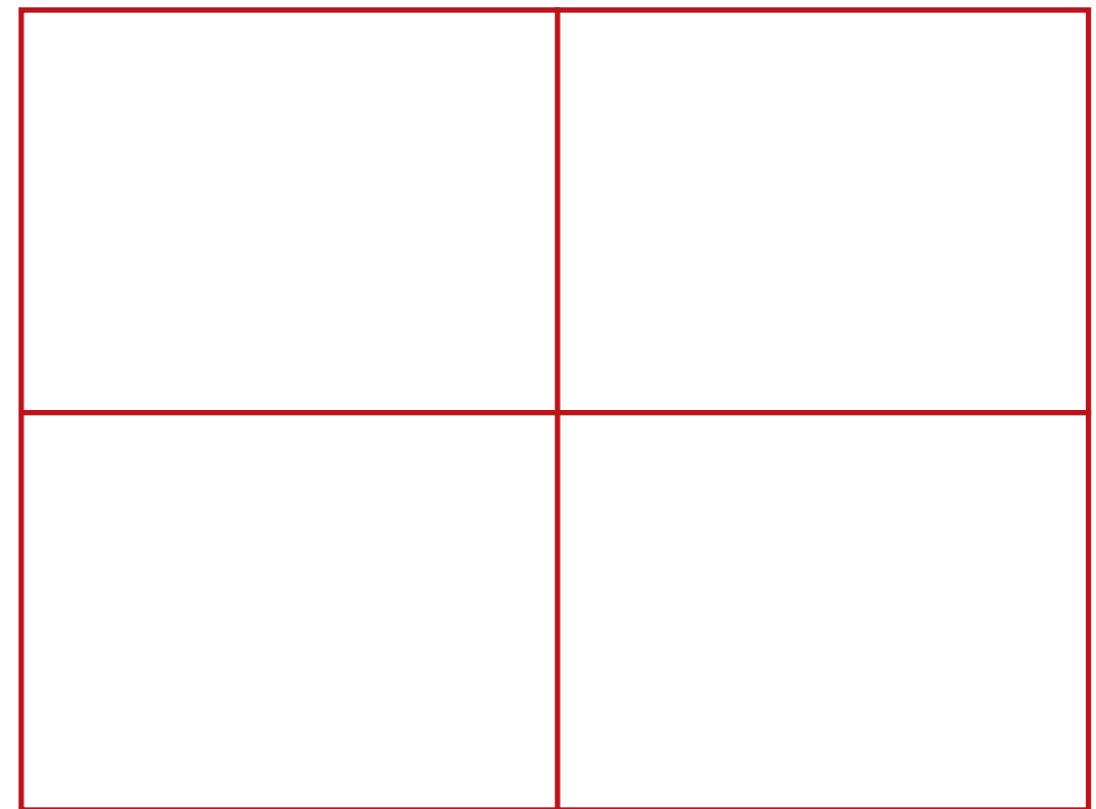
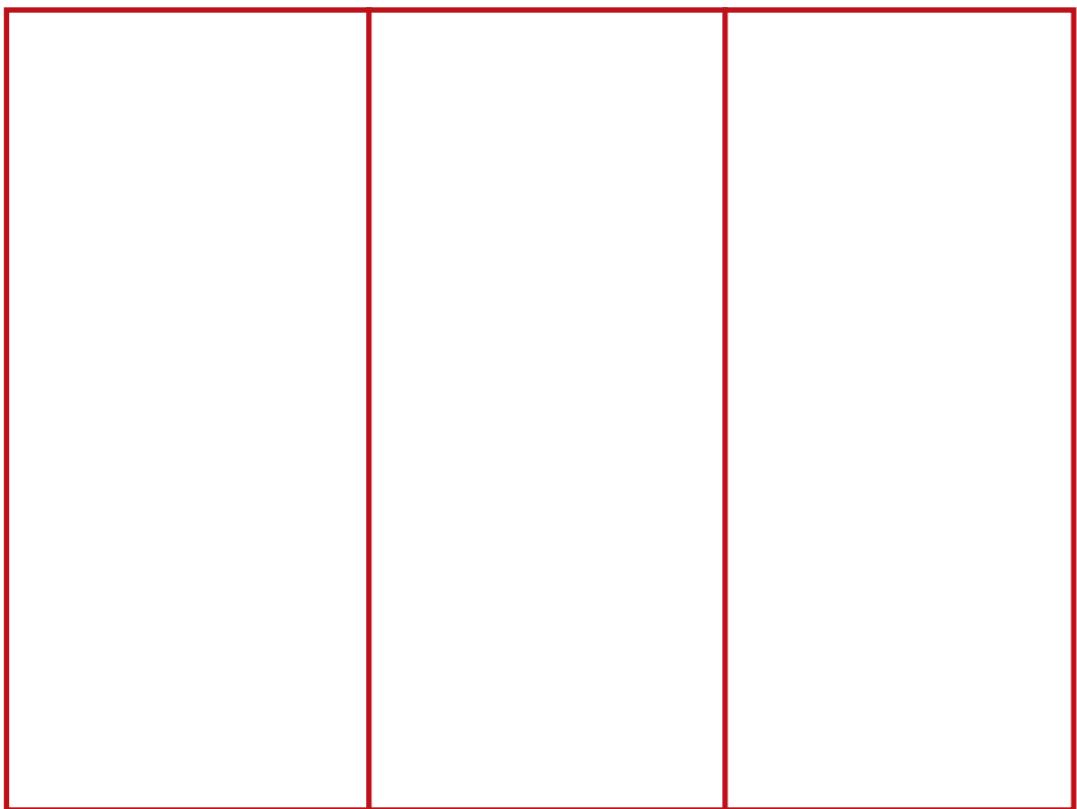
InDesign 8.5x11 Grid System (12)

Adobe InDesign file with a grid system for an 8.5"x11" page that is divided into 12 columns and rows using the Rule of Thirds (Golden Ratio). Includes a 12pt baseline grid.

29.Nov.2008

Long lines of text are quite hard to read

Shorter lines of text
are a bit easier to read



4 eras in Western European writing

- **Greek majuscule**
(9th – 3rd century B.C.) in contrast to the Greek uncial script
(3rd 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
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(4th – 8th century A.D.) in contrast to the Carolingian minuscule
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(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





4 eras in Western European writing

Greek majuscule

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

Carolingian majuscule

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

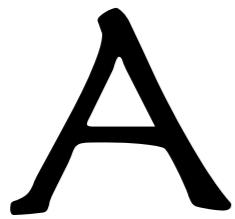
Roman majuscule

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

Gothic majuscule

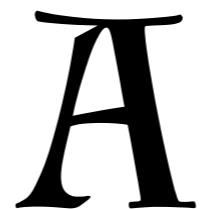
(13th and 14th century), in contrast to the early Gothic (end of 11th to 13th century), Gothic (14th century), and late Gothic (16th century) minuscules

4 eras in Western European writing



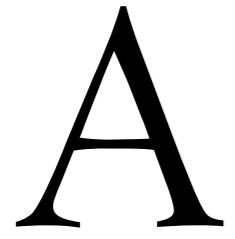
**Greek
majuscule**

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



**Carolingian
majuscule**

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



**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



**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

4 eras in Western European writing

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4 eras in Western European writing

A Greek majuscule

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

A Carolingian majuscule

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

A 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

A 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

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

4 eras in Western European writing

A large, red Greek majuscule letter 'A'.

**Greek
majuscule**

9th – 3rd century B.C.

A large, red Carolingian majuscule letter 'A'.

**Carolingian
majuscule**

4th – 8th century A.D.

A large, red Roman majuscule letter 'A'.

**Roman
majuscule**

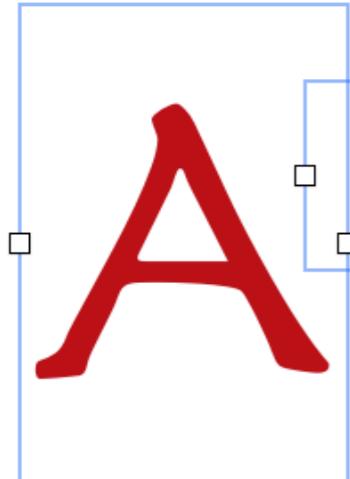
7th century B.C. – 4th century A.D.

A large, red Gothic majuscule letter 'A'.

**Gothic
majuscule**

13th and 14th century

4 eras in Western European writing



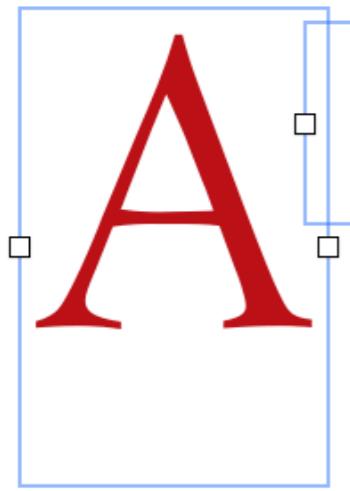
**Greek
majuscule**

9th – 3rd century B.C.



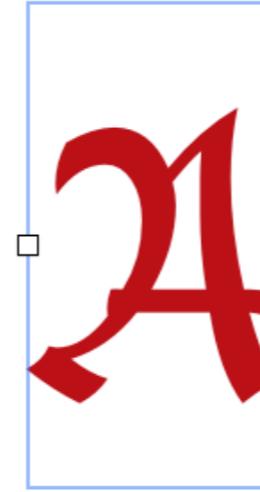
**Carolingian
majuscule**

4th – 8th century A.D.



**Roman
majuscule**

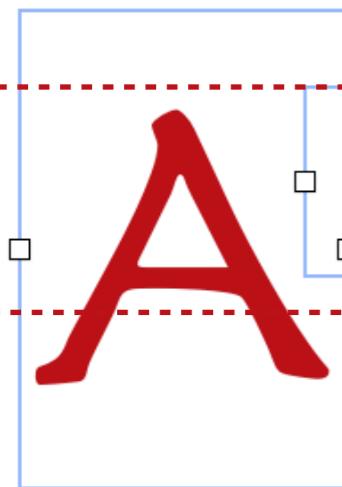
7th century B.C. – 4th century A.D.



**Gothic
majuscule**

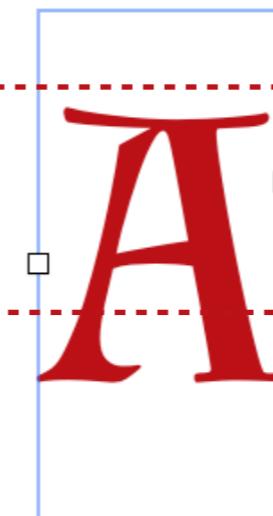
13th and 14th century

4 eras in Western European writing



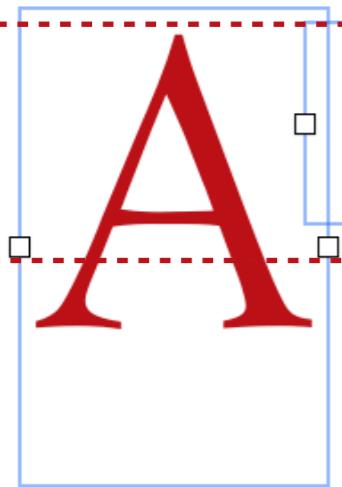
**Greek
majuscule**

9th – 3rd century B.C.



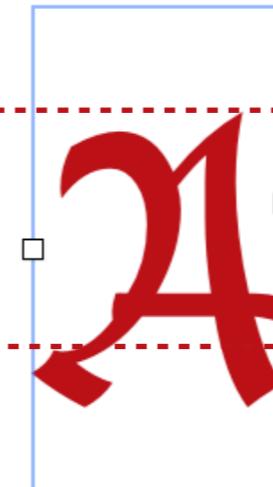
**Carolingian
majuscule**

4th – 8th century A.D.



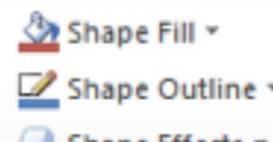
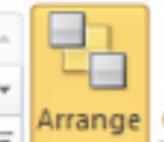
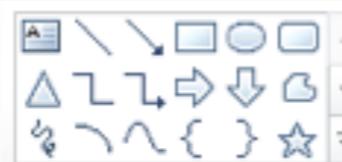
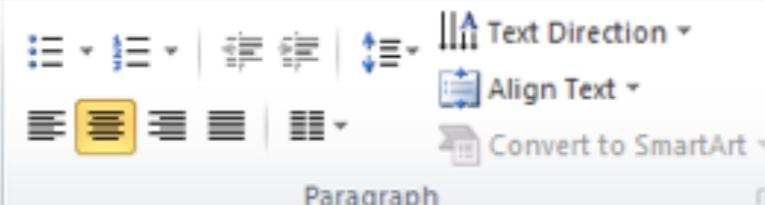
**Roman
majuscule**

7th century B.C. – 4th century A.D.



**Gothic
majuscule**

13th and 14th century



Editing

Order Objects

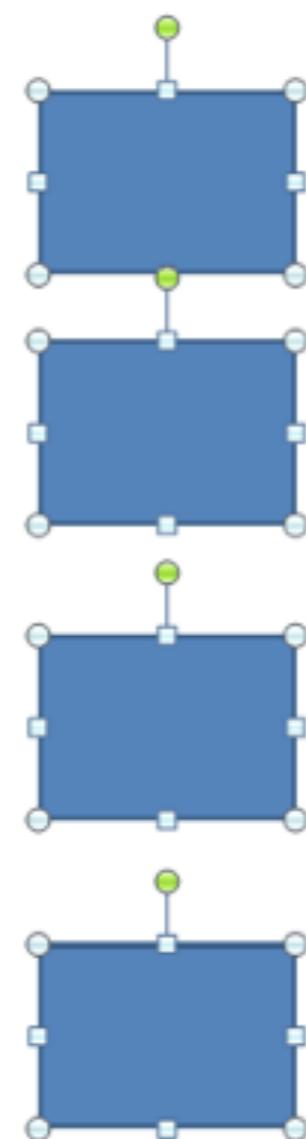
- Bring to Front
- Send to Back
- Bring Forward
- Send Backward

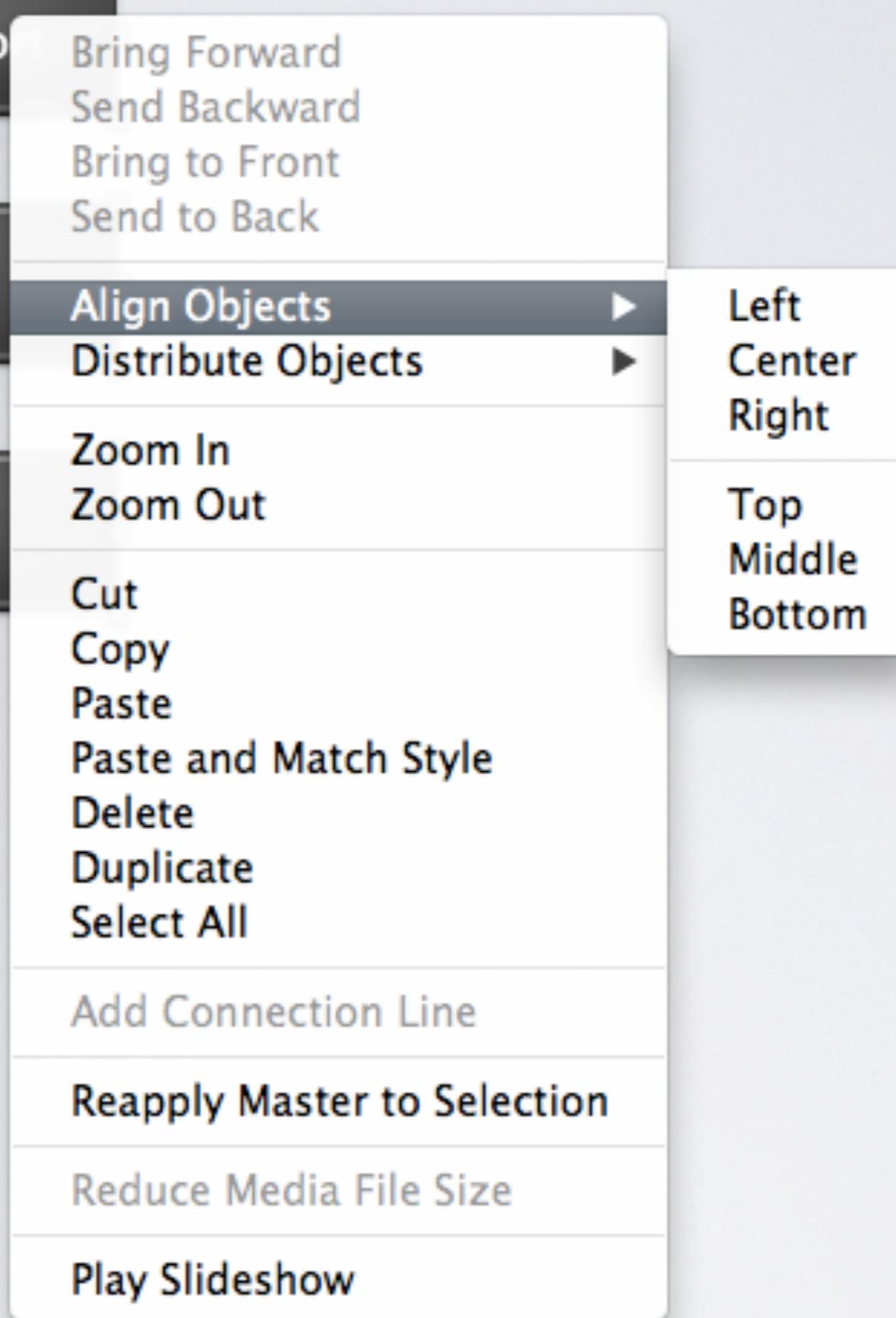
Group Objects

- Group
- Ungroup
- Regroup

Position Objects

- Align
 - Align Left
 - Align Center
 - Align Right
 - Align Top
 - Align Middle
 - Align Bottom
 - Distribute Horizontally
 - Distribute Vertically
- Align to Slide
- Align Selected Objects
- View Gridlines
- Grid Settings...





To conclude

- Use simple grids to create columns
- Don't try to do everything in a single text box
- Use “distribute” and “align” functions

Tables

The top four responses on what annoys people about financial presentations

Too many numbers

51.7%

Too much detail for the audience to understand

43.1%

Font too small

39.7%

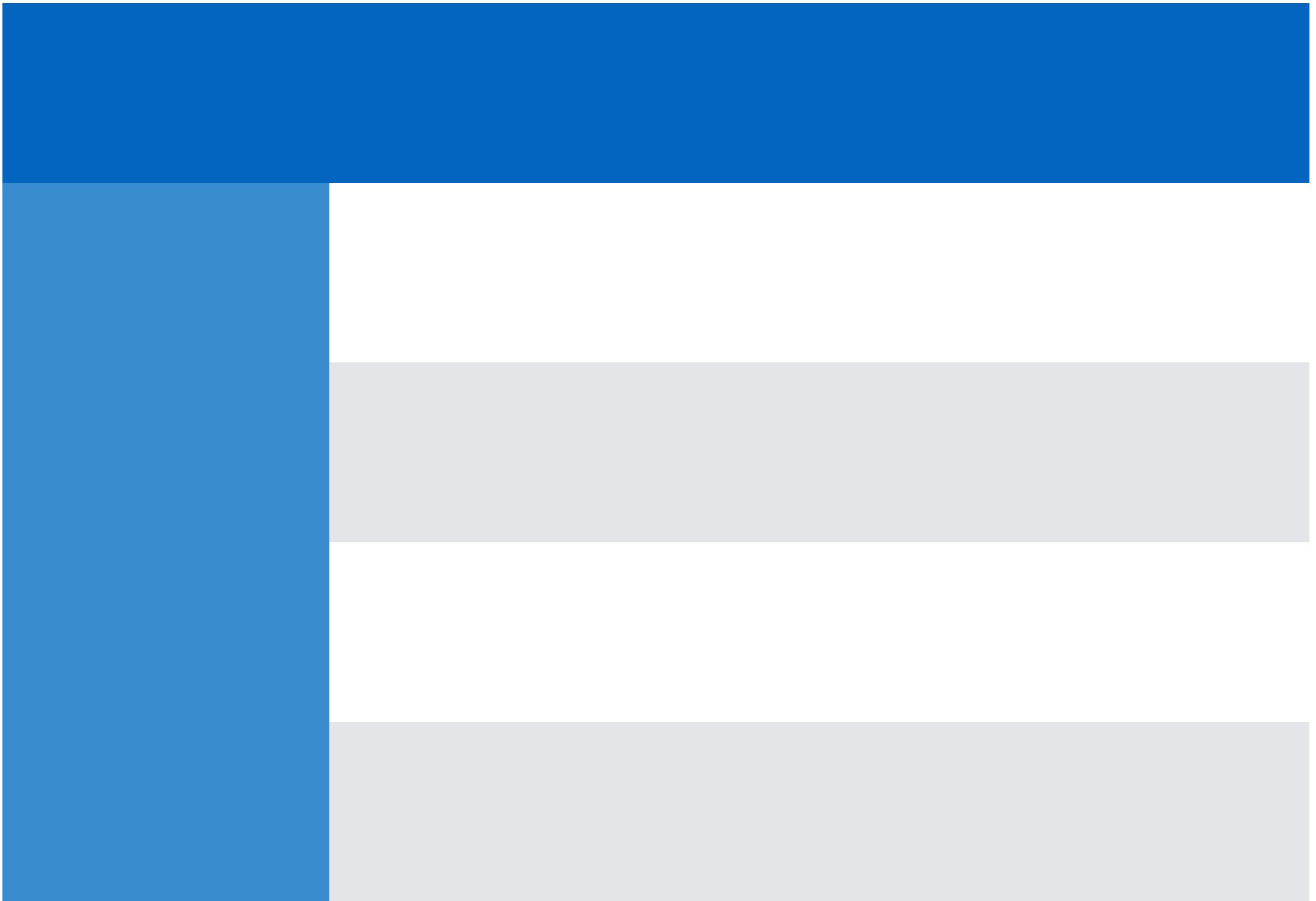
Mostly tables of numbers instead of visuals such as graphs

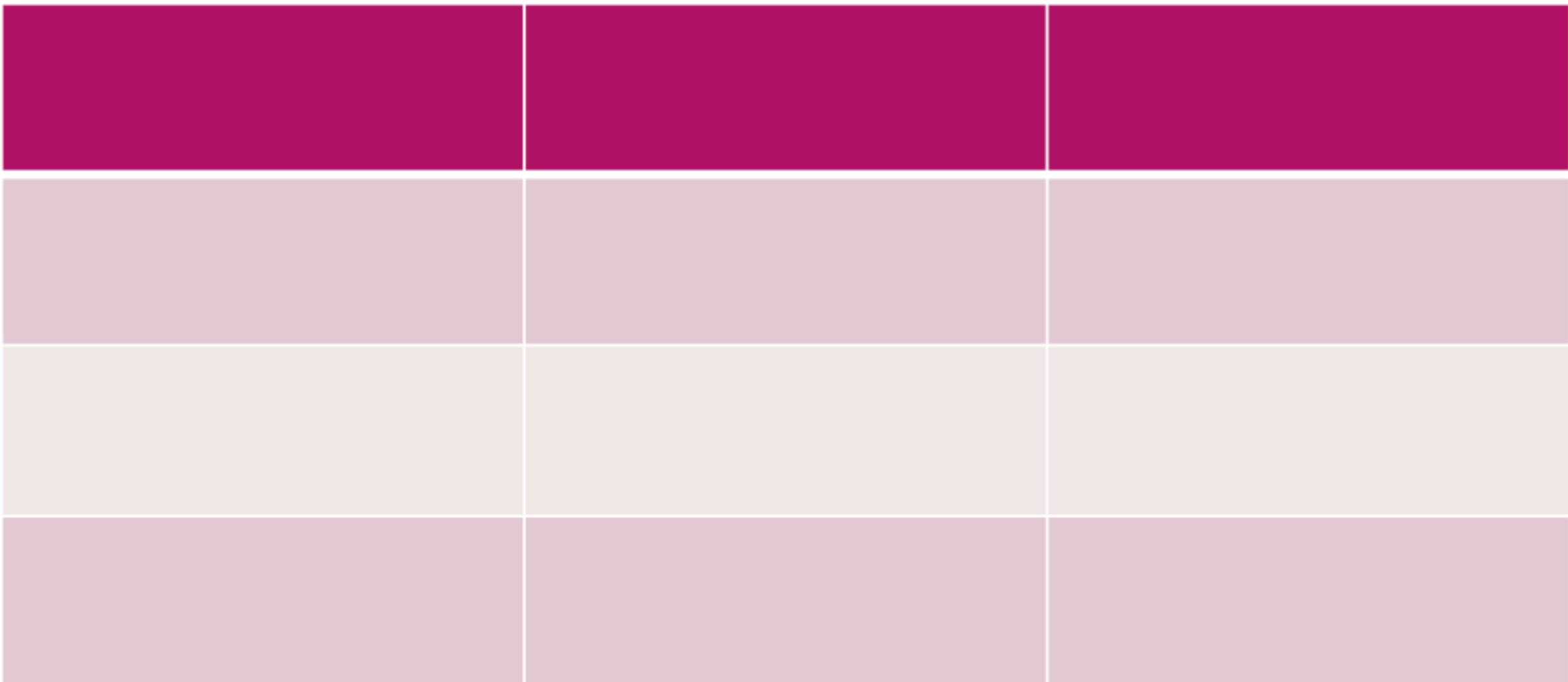
39.7%

TABLES



CHARTS





	After year 1 of 2-year program	Upon transfer to 1-year cert. program
Maximum Eligibility Period	3 Years	1.5 Years
All Subsidized Usage Periods	1 Year	1 Year
Remaining Eligibility Period	2 Years	0.5 Years

	After year 1 of 2-year program	Upon transfer to 1-year cert. program
Maximum Eligibility Period	3 Years	1.5 Years
All Subsidized Usage Periods	1 Year	1 Year
Remaining Eligibility Period	2 Years	0.5 Years

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Maximum Eligibility Period	3 Years	1.5 Years
All Subsidized Usage Periods	1 Year	1 Year
Remaining Eligibility Period	2 Years	0.5 Years

	Years after year 1 of 2- year program	Years upon transfer to 1- year cert. program
Maximum Eligibility	3	1,5
All Subsidized Usage	1	1
Remaining Eligibility	2	0,5

	Years after year 1 of 2-year program	Years upon transfer to 1-year cert. program
Maximum Eligibility	3	1,5
All Subsidized Usage	1	1
Remaining Eligibility	2	0,5

	Years after year 1 of 2-year program	Years upon transfer to 1-year cert. program
Maximum Eligibility	3	1,5
All Subsidized Usage	1	1
Remaining Eligibility	2	0,5

	Years after year 1 of 2-year program	Years upon transfer to 1-year cert. program
Maximum Eligibility	3	1,5
All Subsidized Usage	1	1
Remaining Eligibility	2	0,5

	Years after year 1 of 2-year program	Years upon transfer to 1-year cert. program
Maximum Eligibility	3	1,5
All Subsidized Usage	1	1
Remaining Eligibility	2	0,5

	After year 1 of 2-year program	Upon transfer to 1-year cert. program
Maximum Eligibility Period	3 Years	1.5 Years
All Subsidized Usage Periods	1 Year	1 Year
Remaining Eligibility Period	2 Years	0.5 Years

Current Section 101 Landscape

Decisions since <i>Alice Corp v. CLS Bank</i> (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

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WIDE COLUMN FLUSH LEFT

4+ words flush left

Thin line leads the eye

1-4 words may flush right

CENTERED NARROW COLUMN

4.22

*Numbers
flush right
and should have
the same amount
of decimals*

5.72

TABLES



CHARTS

Typographic illustration

~~SPECIAL EFFECTS!!!~~

~~SPECIAL EFFECTS!!!~~

~~SPECIAL EFFECTS!!!~~

PARIS

Travel with words,
meet the world.  Penguin Books

PISA

Travel with words,
meet the world.  Penguin Books

Original weighted average — 7.1%

7.1%

Original weighted average

Original weighted average — 7.1%

7.1%

Original weighted average

It could be something as simple as giving the text some geometric shape

**IT COULD BE
SOMETHING
AS SIMPLE
AS GIVING
THE TEXT SOME
GEOMETRIC
SHAPE**

**IT COULD BE
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**МАЛОВЕРОЯТНЫЕ
И РУПНОСТИ СТАБНЫЕ
ИАДСТРУЧЕСКИЕ
ВНУТРЕННИЕ
СОЦИАЛ**



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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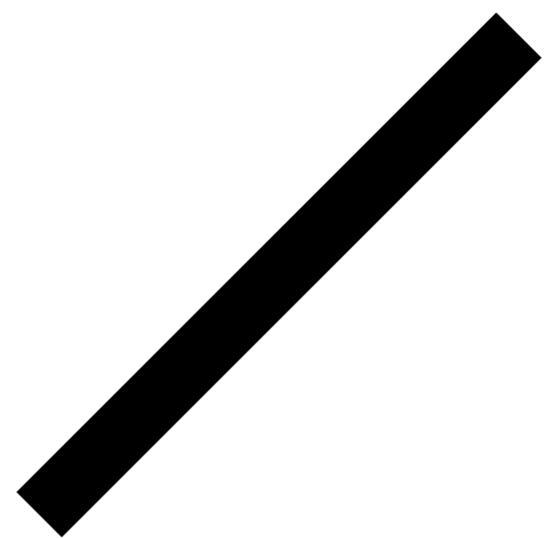
college-going rate, with 25%
more 2- & 4-year college
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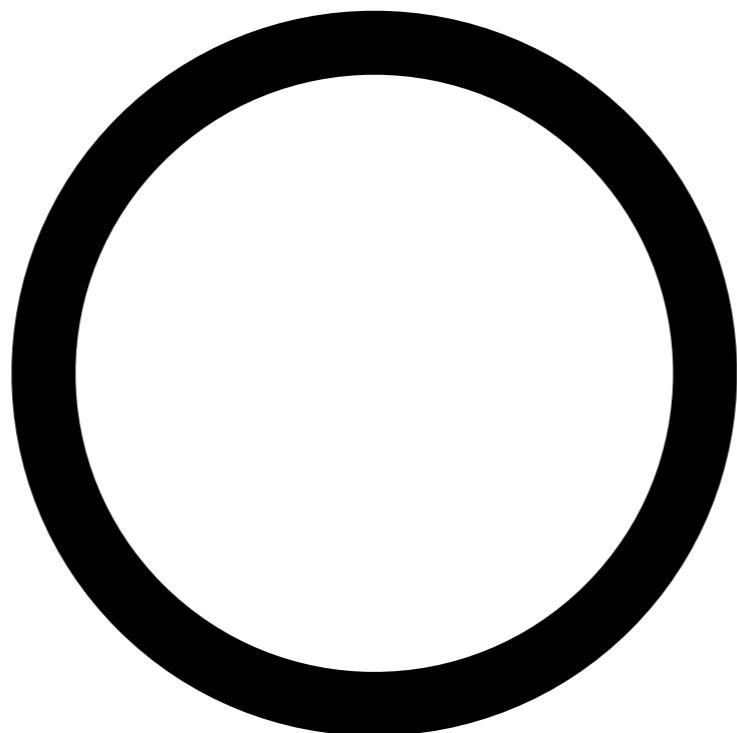
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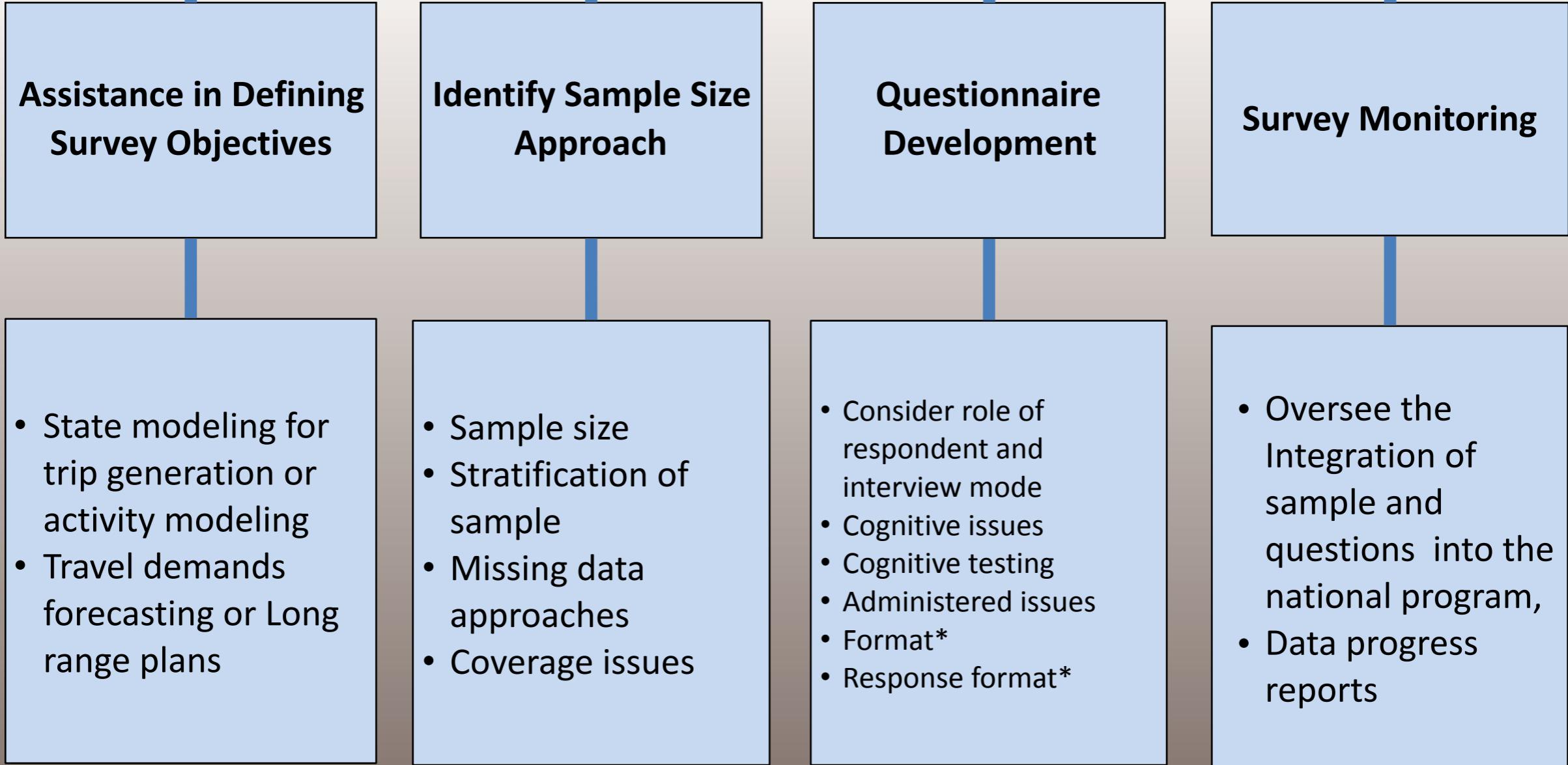




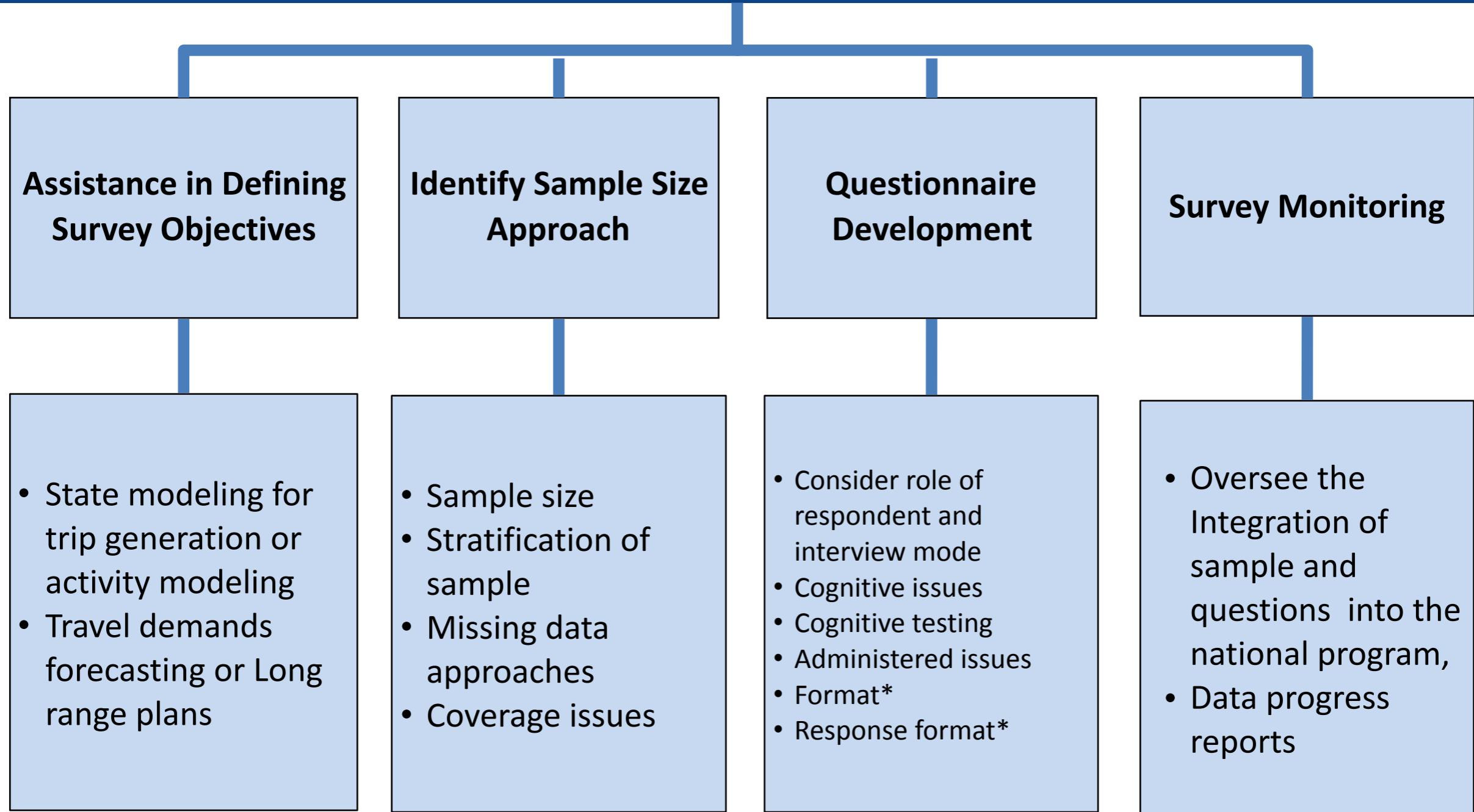
GAPS



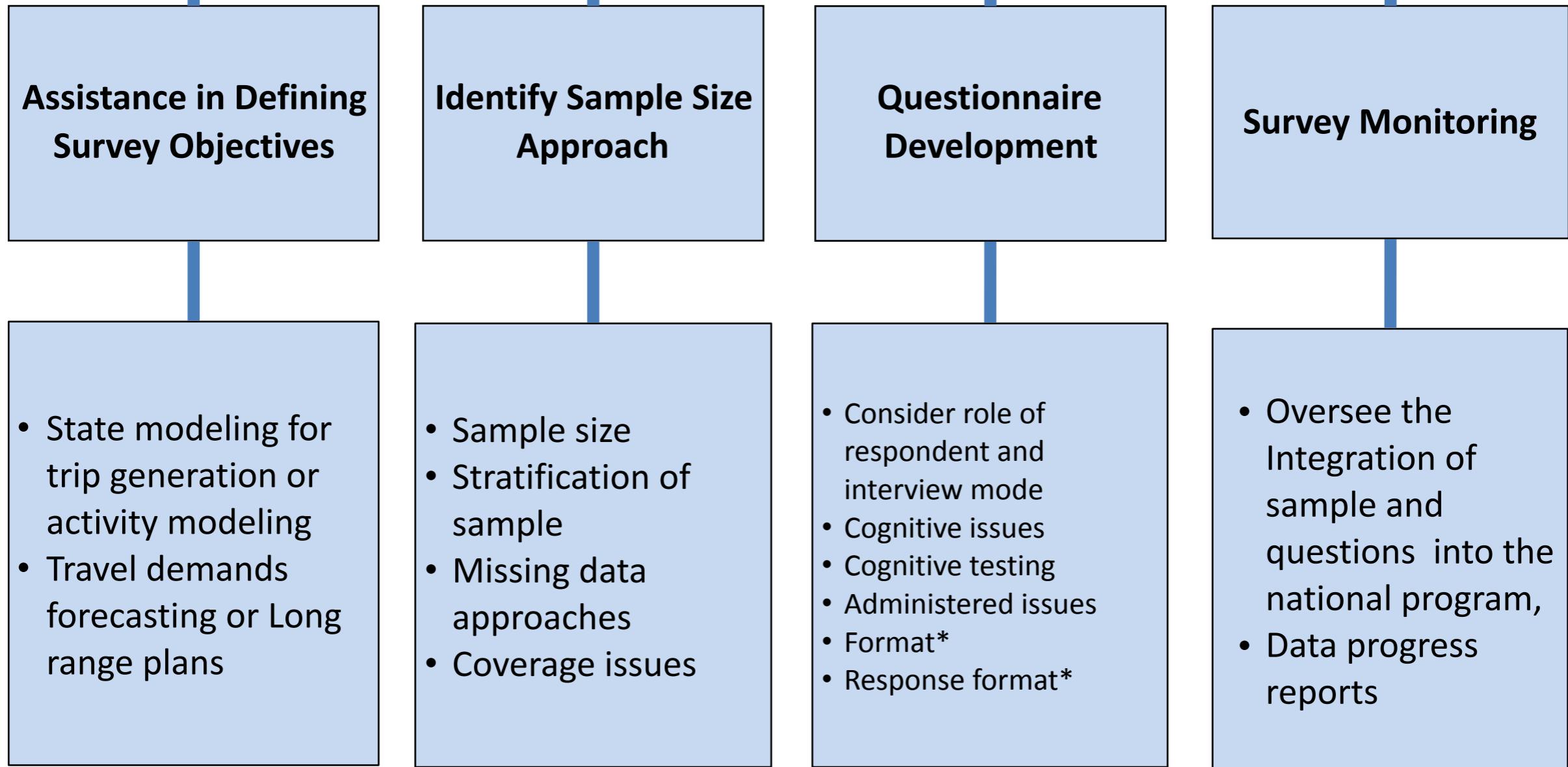
What other benefits are provided by the National Team?



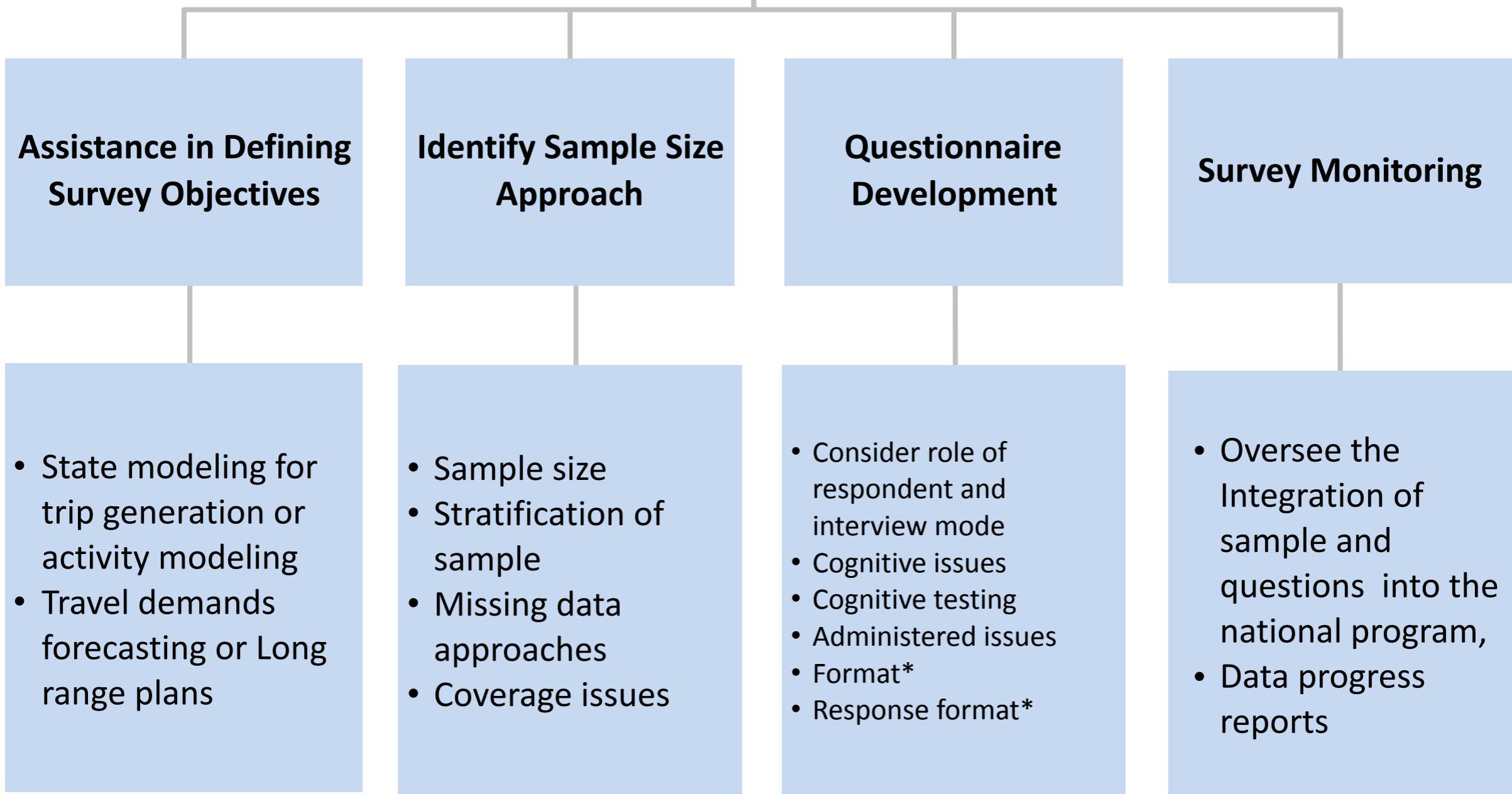
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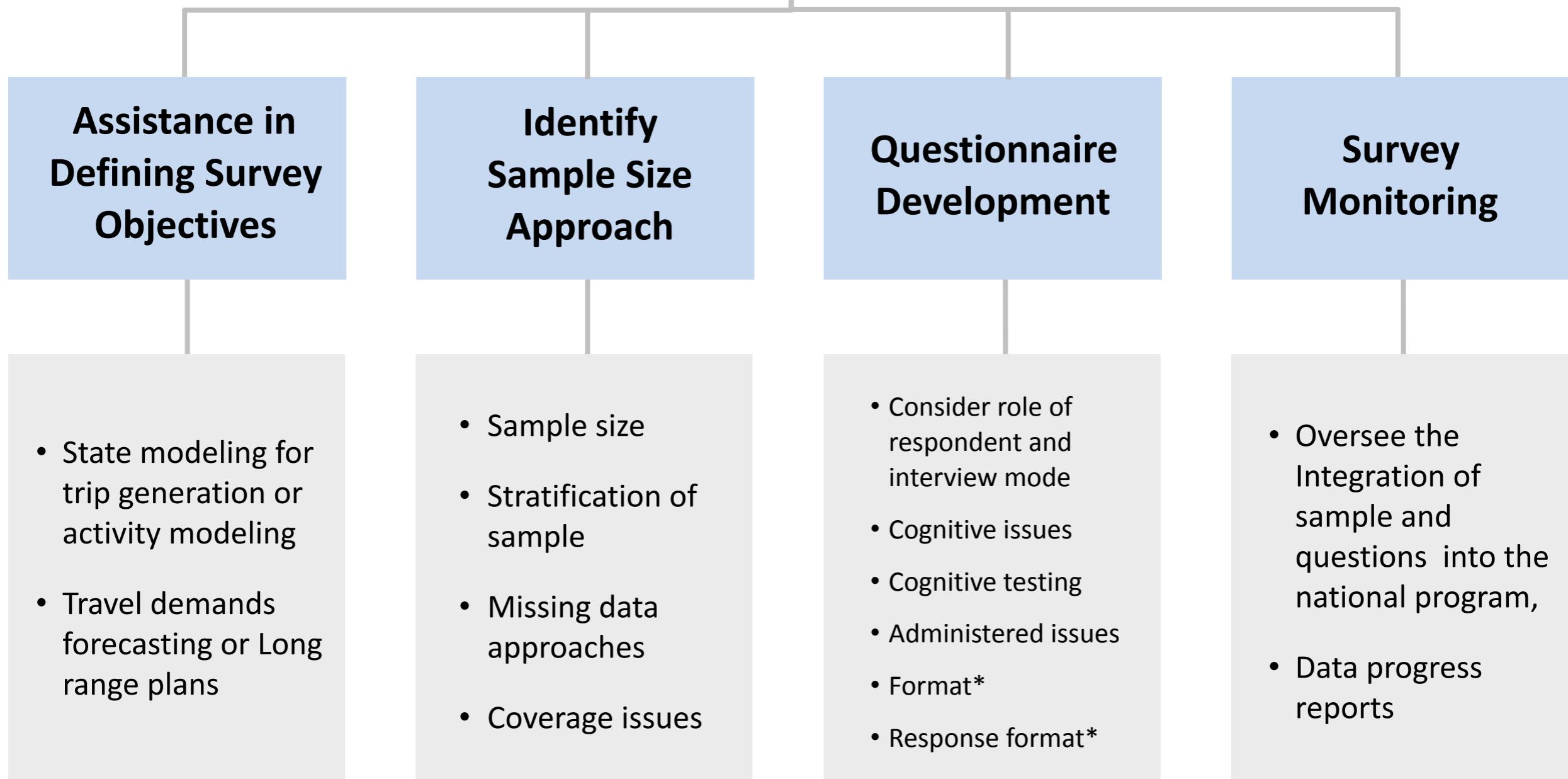
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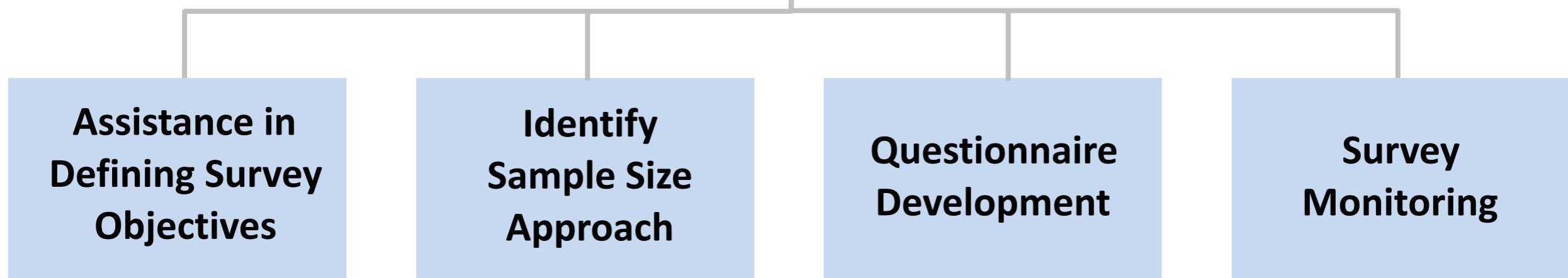
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What other benefits are provided by the National Team?



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

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

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

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



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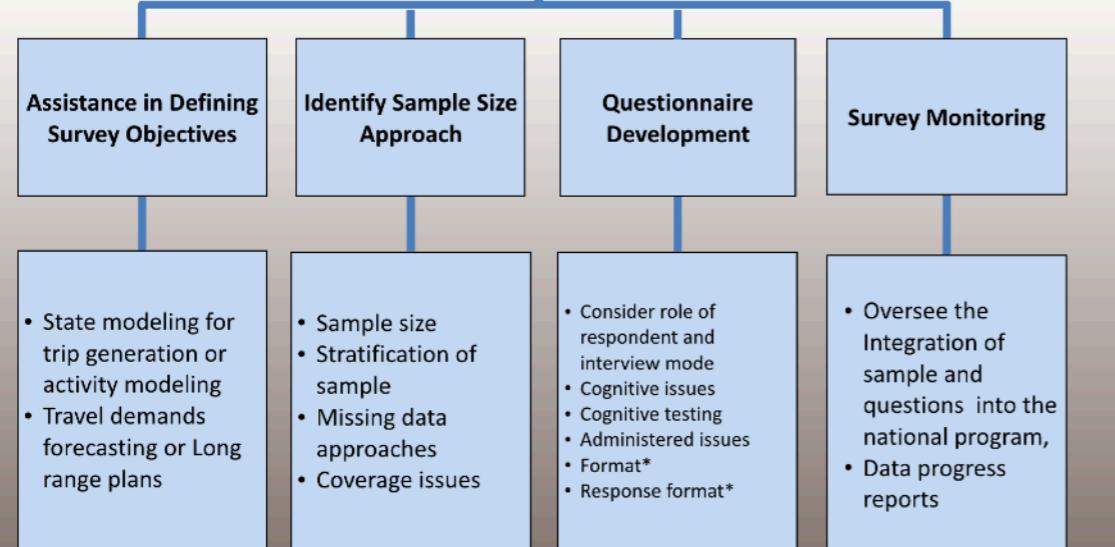
4

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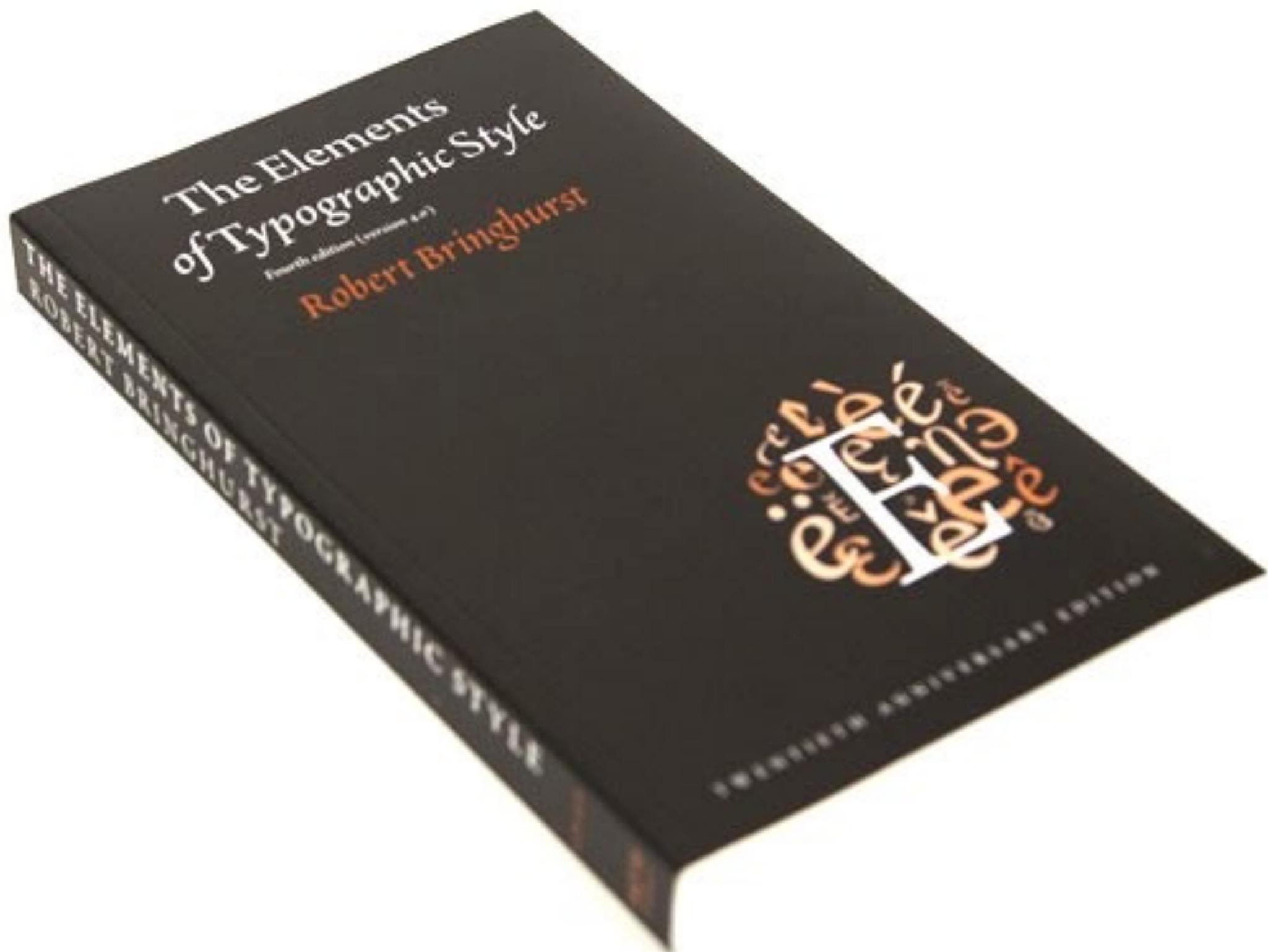
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Web Design is 95% Typography.

OLIVER REICHENSTEIN

Web designer



- 
- 1. Key principles*
 - 2. Templates: fonts, colors, backgrounds*
 - 3. Typography*
 - 4. Illustrations: photos, drawings, icons*
 - 5. Chart-like diagrams*
 - 6. Data visualisation*

The picture superiority effect

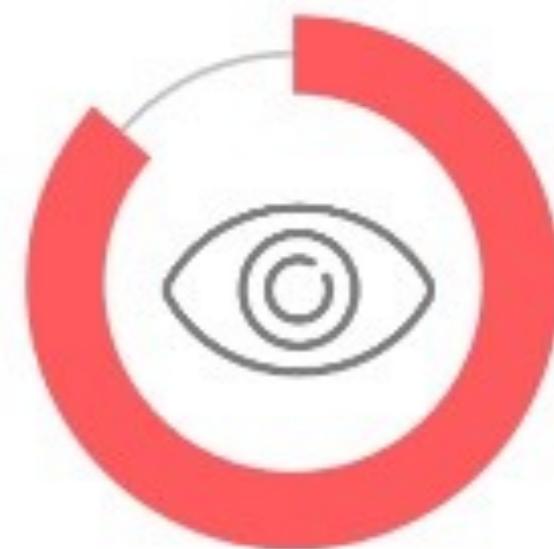
Studies show that people remember:



10%
of what
they hear

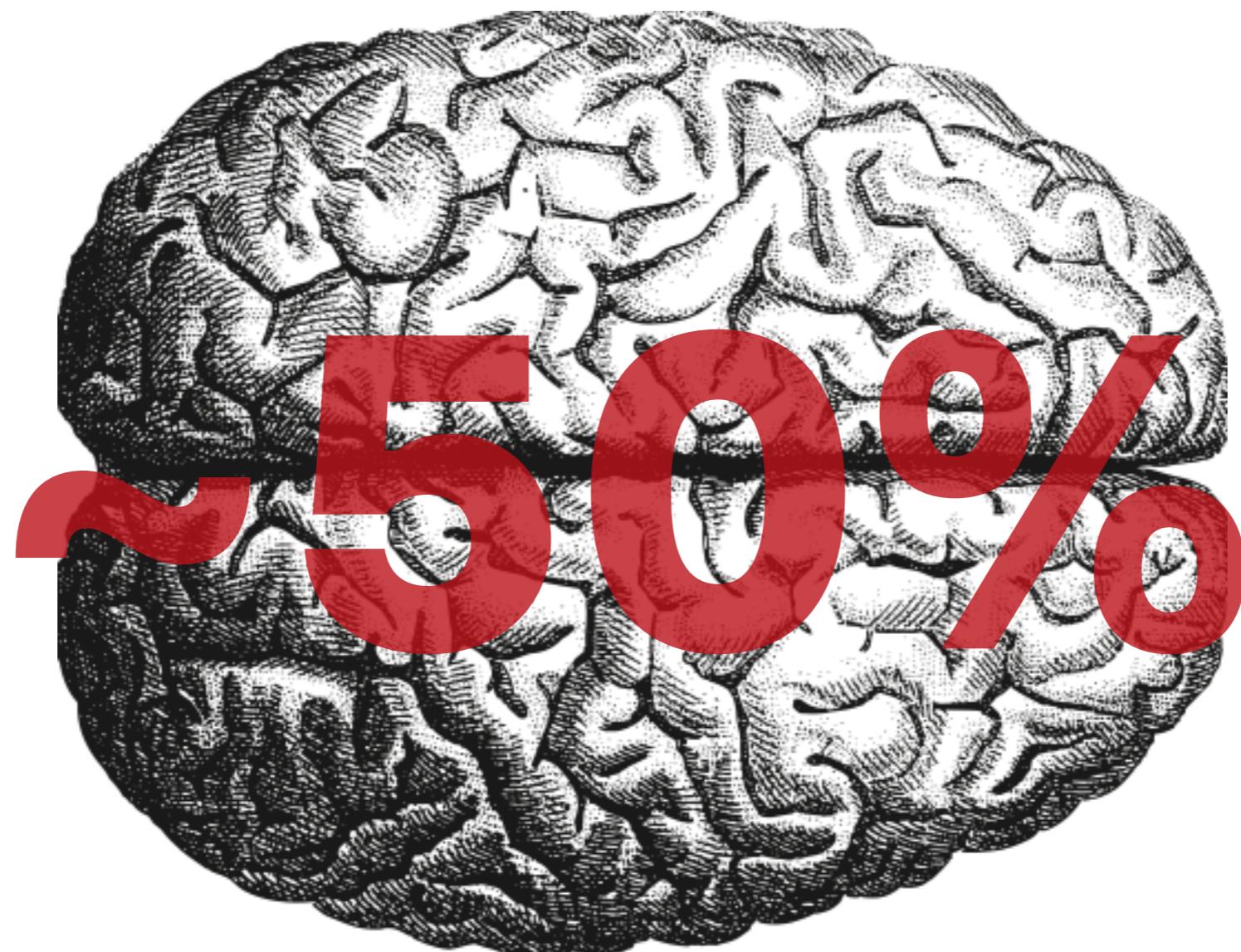


20%
of what
they read



80%
of what
they see

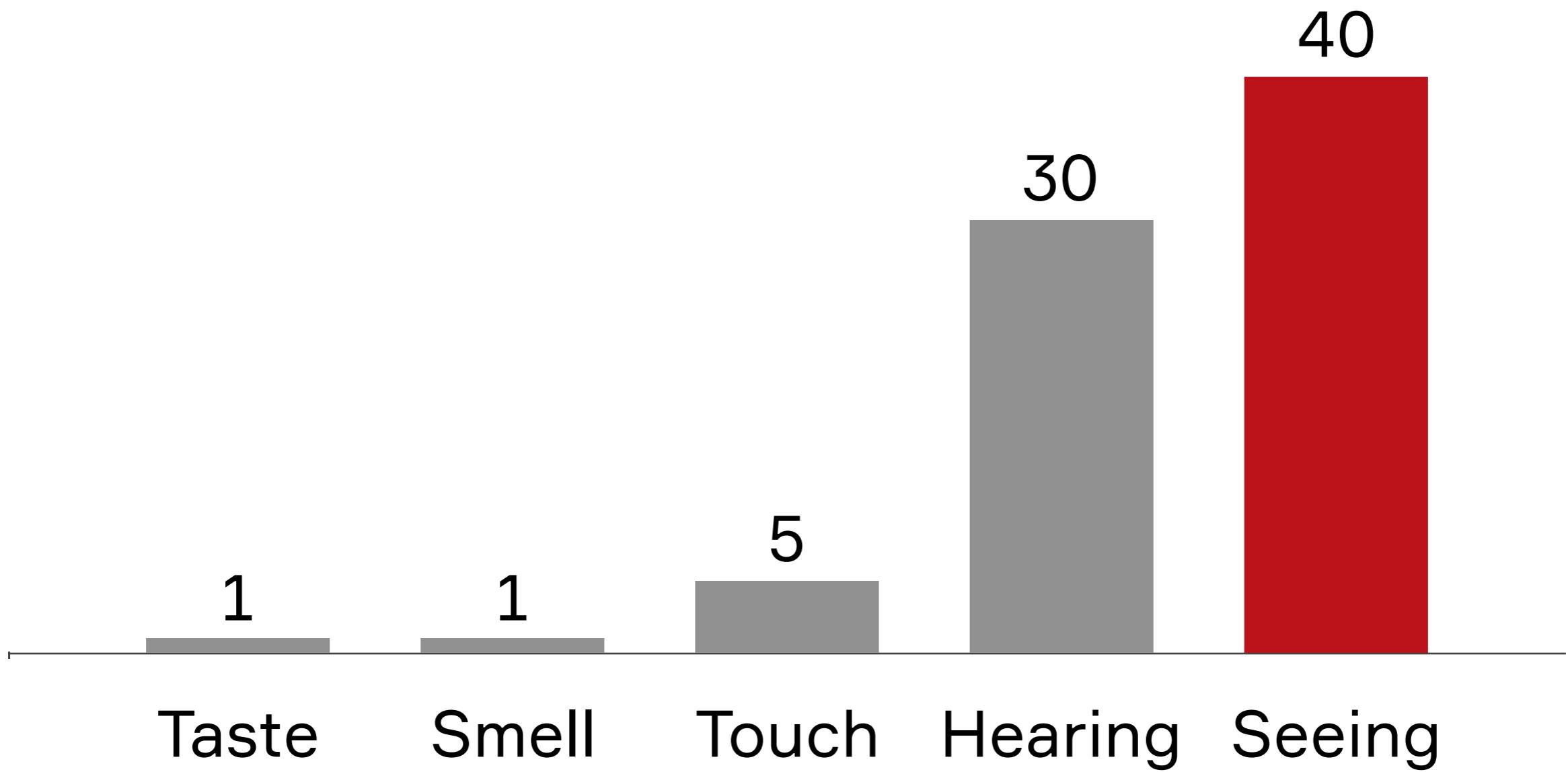




of the brain is involved
in visual processing

Conscious information

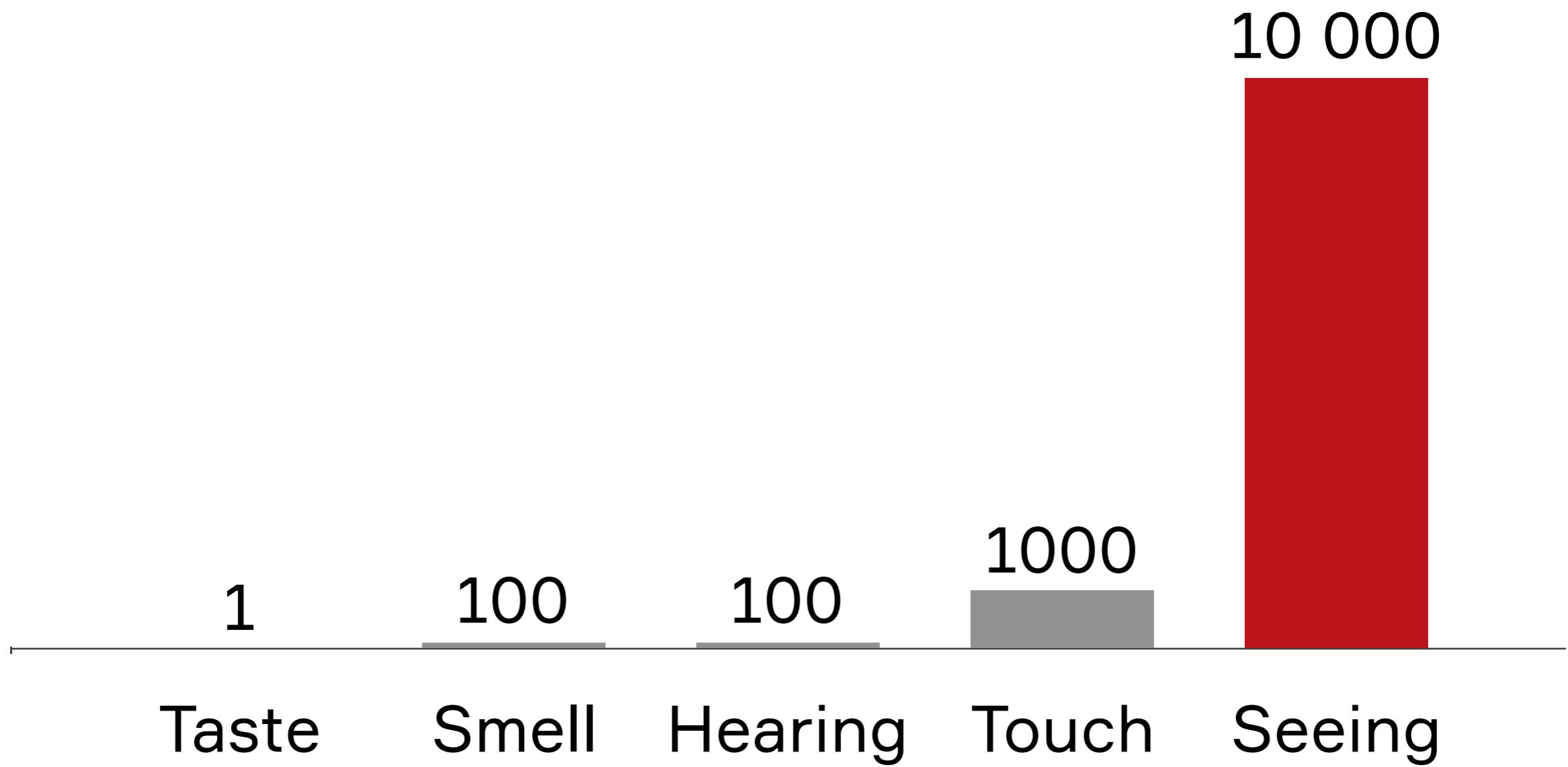
bits/sec



Wilson, 2002; Norretranders, 1998

Unconscious information

kbits/sec



Wilson, 2002; Norretranders, 1998





Snake

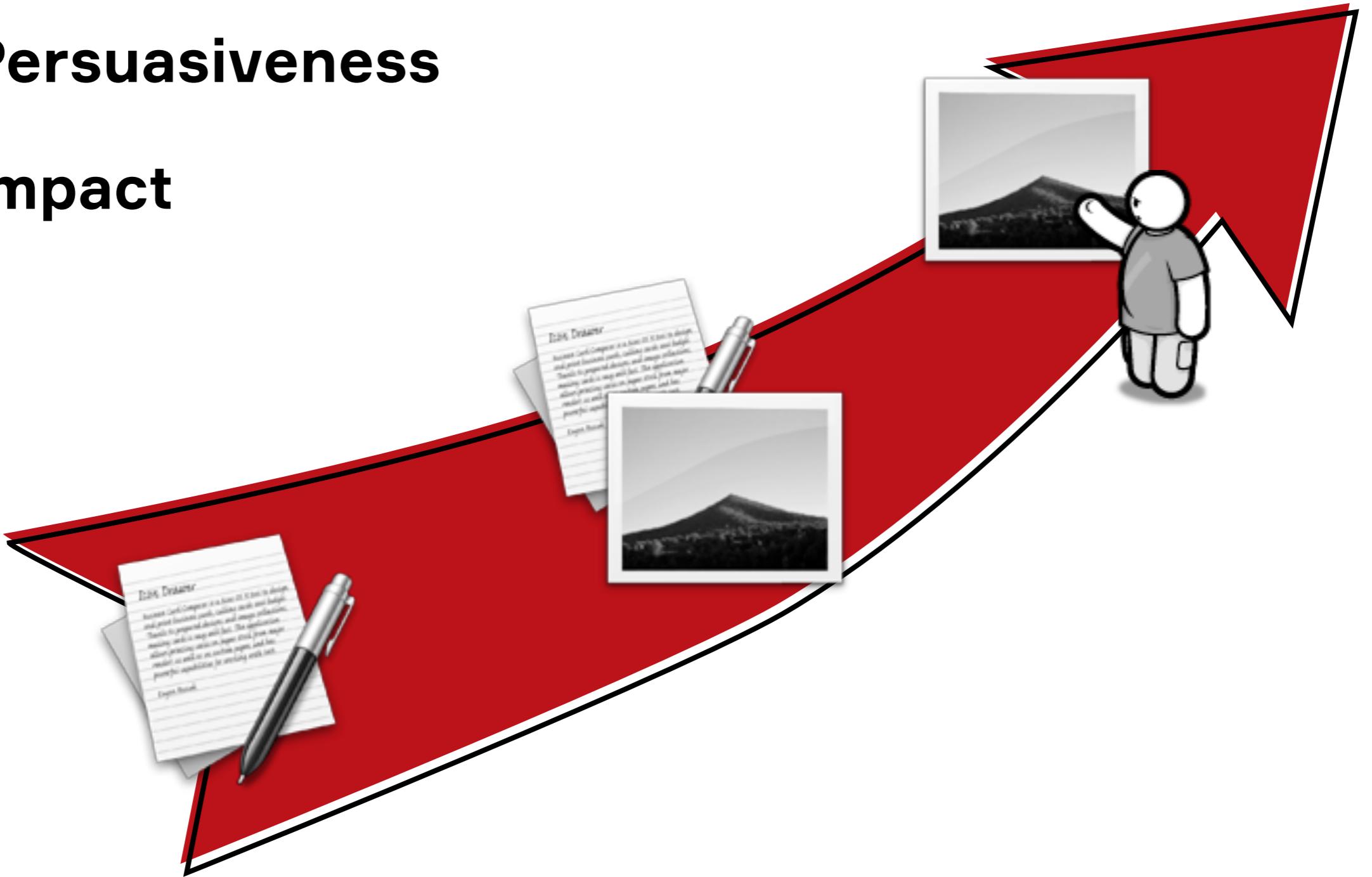
The picture superiority effect

Pictures are more likely to be remembered than words

Retention

Persuasiveness

Impact



AMOXYCILLIN TRIHYDRATE SUSP.

TAKE
NEEM
THATHA

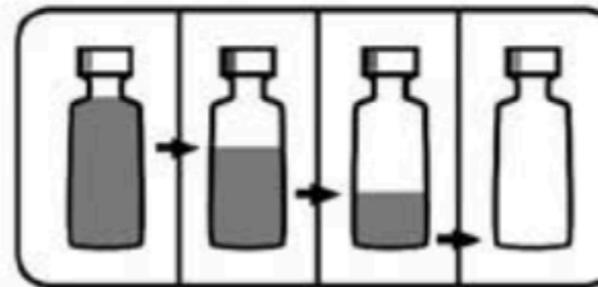
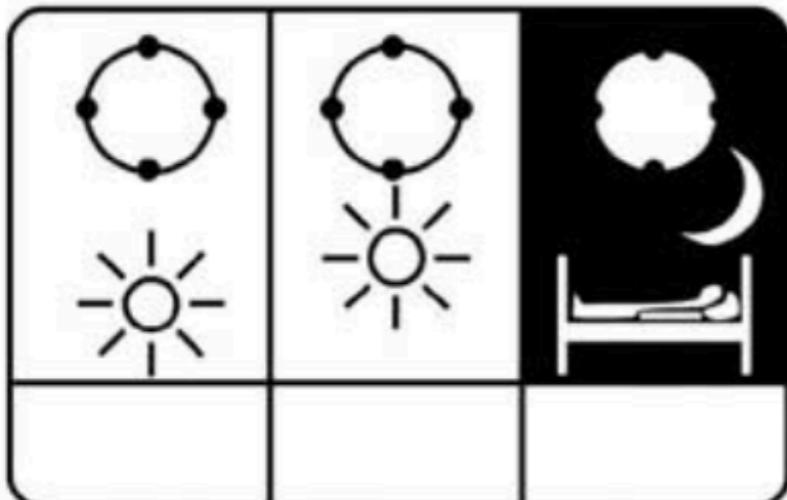


5ml MEDICINE MEASUREFUL
5ml MEDISYNMAATVOL
5ml IYEZA NGOKOMLINGANISELO



TIMES A DAY
MAAL PER DAG
NGEMINI

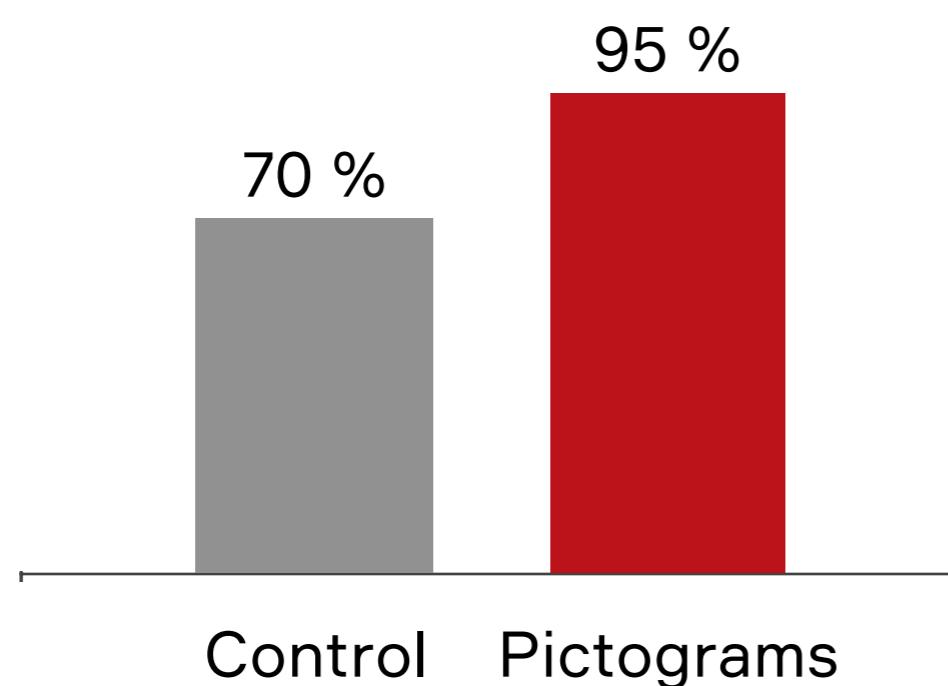
SHAKE THE BOTTLE SKUD DIE BOTTEL HLUKUHLA IMBODELELA



SETTLERS HOSPITAL

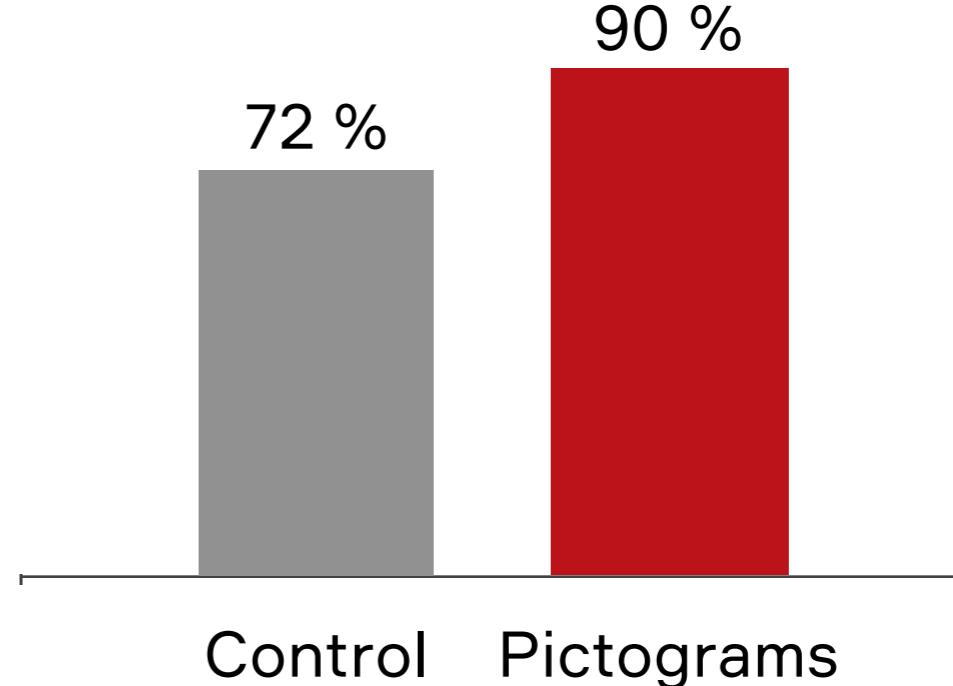
Understanding

+25%

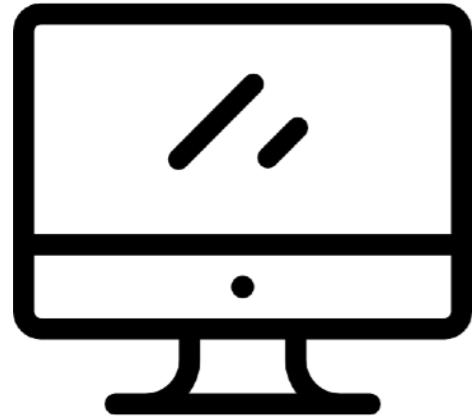


Adherence

+18%



Dowse, R. & Ehlers, M. (2005). Medicine labels incorporating pictograms: Do they influence understanding and adherence?, *Patient Education and Counseling*, Vol 58, Issue 1.



← *Abstract* ————— *Detailed* —→

Explain

Bigger doesn't
always mean better

Bullet points

Impress or prove

Bigger almost
always means better

Header

*How many
PICTURES
can you have?*

1

FOR THE
HEADER

and / or

1

FOR EACH
BULLET

What other benefits of the National Team?

- Help in Defining Survey Objectives
- Questionnaire Development
- Identify Sample Size Approach
- Survey Monitoring



What other benefits of the National Team?

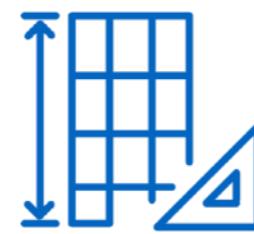
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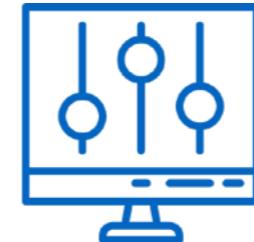
Help in Defining Survey Objectives



Identify Sample Size Approach



Questionnaire Development



Survey Monitoring



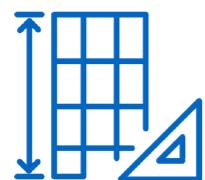
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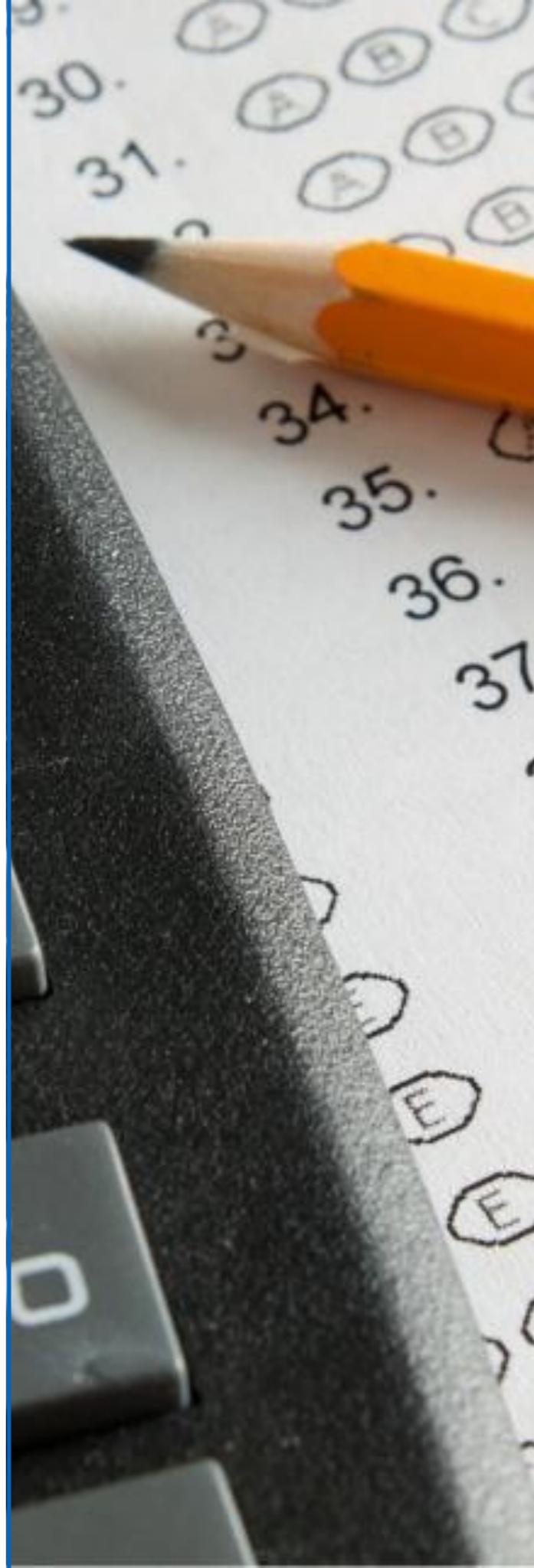
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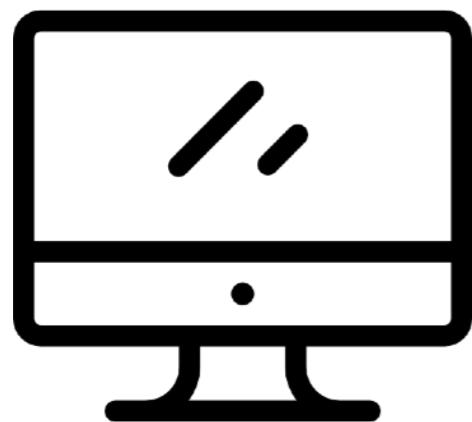


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Survey Monitoring





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Pictograms



The Oxford Dictionary's
Word of the Year in 2015

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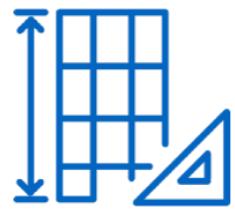


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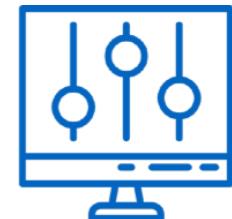
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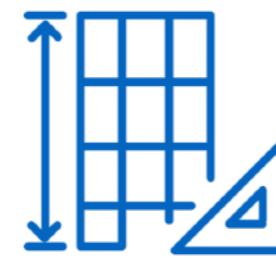
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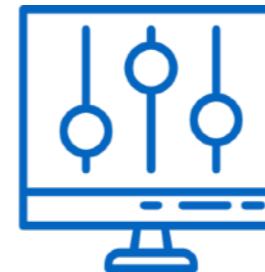
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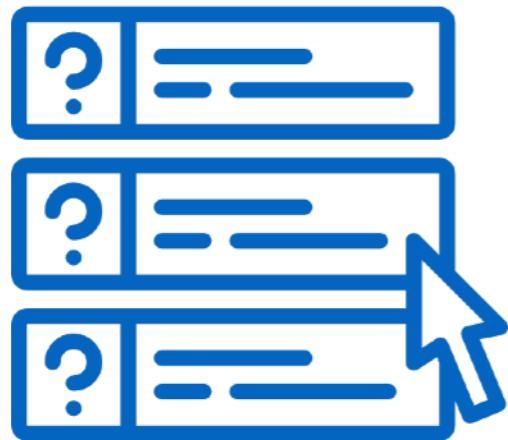




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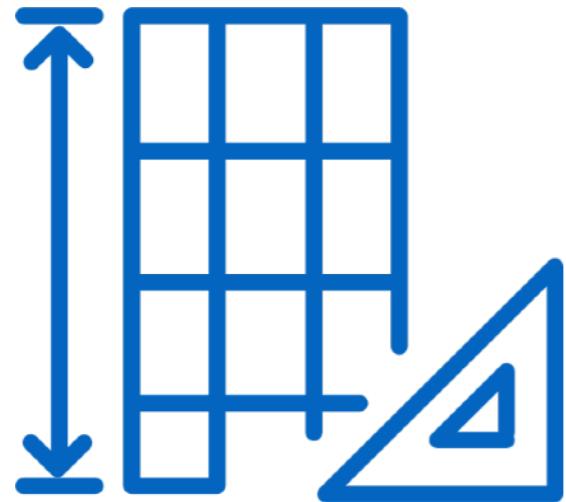




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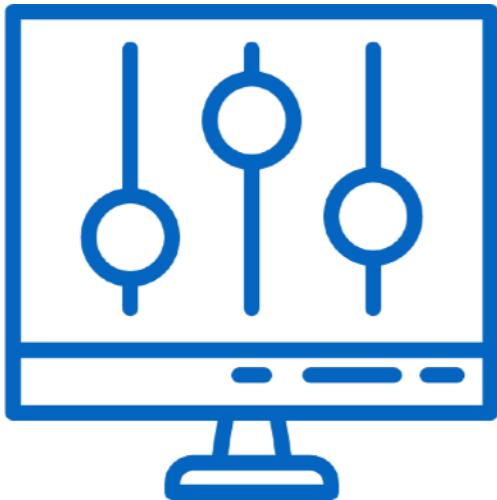




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Issues with icons

- Quantity
- Position relative to the text
- Size
- Mismatching styles

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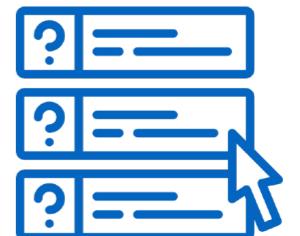
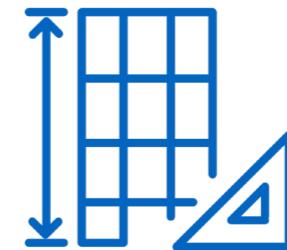
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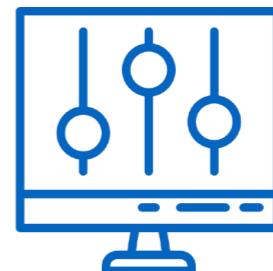
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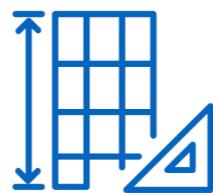


What other benefits are provided by the National Team?

Help in Defining Survey Objectives



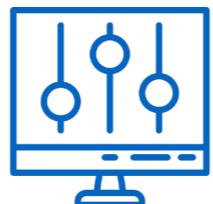
Identify Sample Size Approach

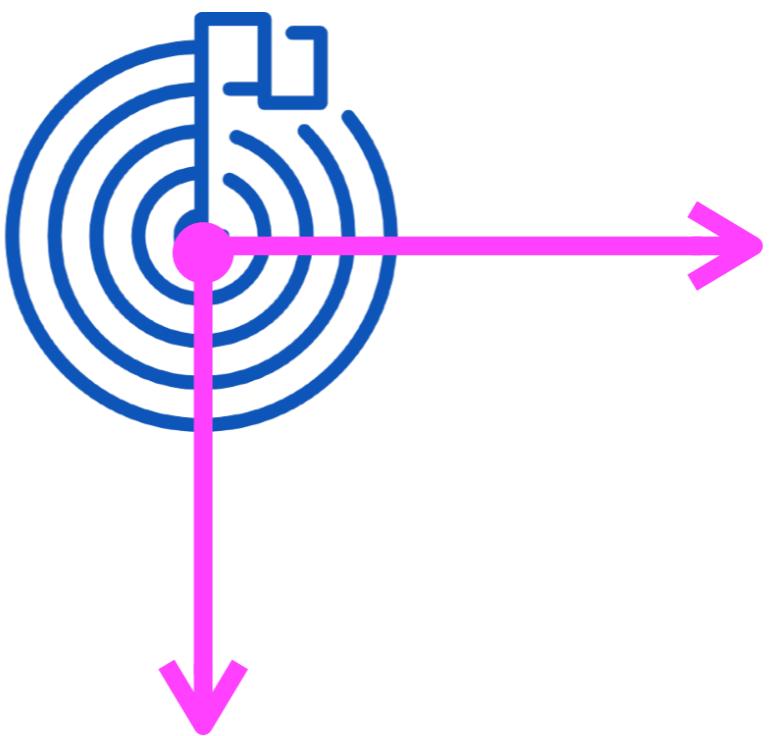


Questionnaire Development



Survey Monitoring

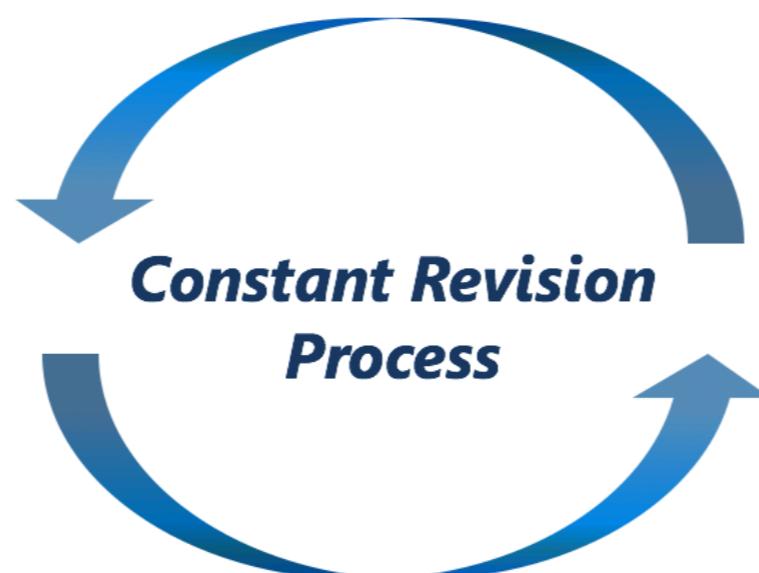




CPC Revision Process

- The CPC is constantly revised in collaboration between USPTO and EPO experts. The revision process is flexible enough as to ensure the structure is up-to-date. The user can rely on it to represent an accurate source of information

USPTO



EPO



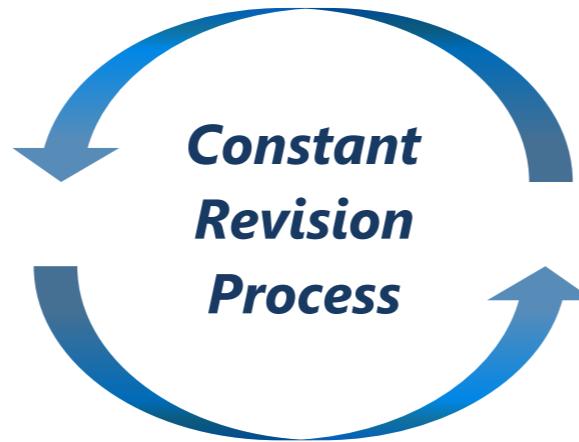
uspto

CPC Revision Process

- 1
- 2
- 3



USPTO



EPO

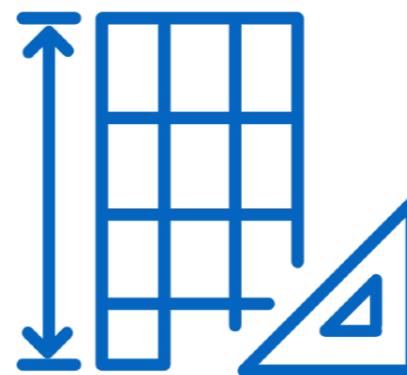
- 1
 - 2
 - 3
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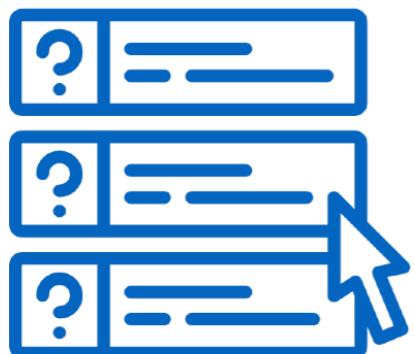
What other benefits are provided by the National Team?



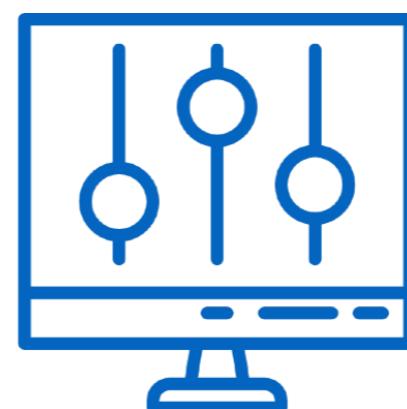
Help in Defining Survey Objectives



Identify Sample Size Approach



Questionnaire Development



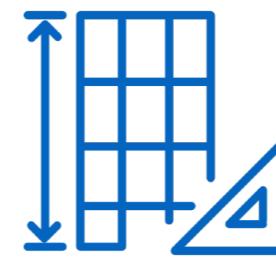
Survey Monitoring



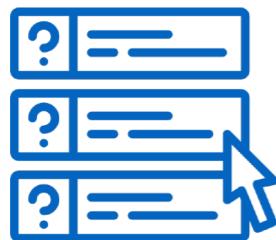
What other benefits are provided by the National Team?



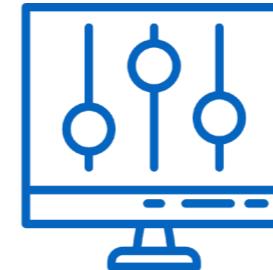
Help in Defining Survey Objectives



Identify Sample Size Approach



Questionnaire Development



Survey Monitoring



Please don't mix

ICONS WITH PHOTOS

or with icons in different styles

A TRU Team Effort

Several people from different agencies and backgrounds make TRU possible



Probation Officers

Sworn officers provide more than enforcement. Officers are trained in T4 and reinforce skills taught in group sessions.



STAT

The Stabilization, Transition, Assessment, and Treatment (STAT) team provides individual sessions .



Correctional Counselors

Correctional Counselors provide T4 group sessions.

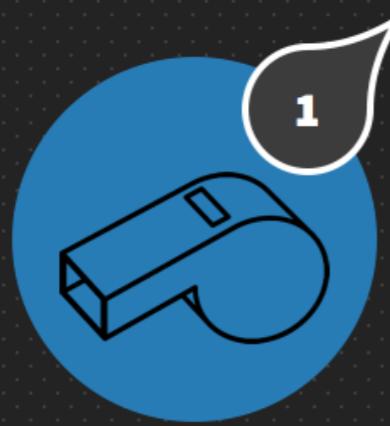


Education

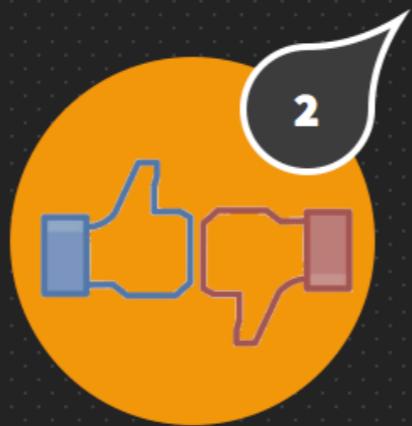
San Diego Unified School District provides education services and reinforce T4 skills in classroom.

Quality Assurance and Fidelity Monitoring

Advanced Trauma Solutions provides one year of oversight following initial training



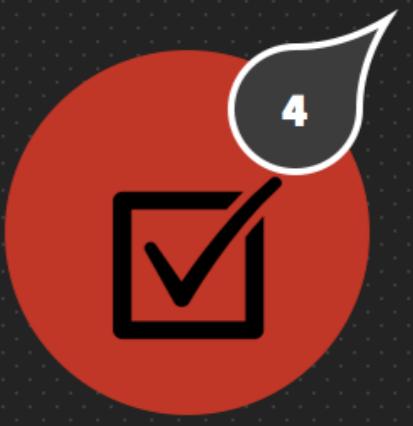
Coaching and fidelity monitoring



T4 group sessions videotaped and reviewed



Monthly individual and group consultation



Certification



flaticon.com

Free icons in the color you want

Vector art



← *Abstract* ————— *Detailed* →

Explain

Bigger doesn't
always mean better

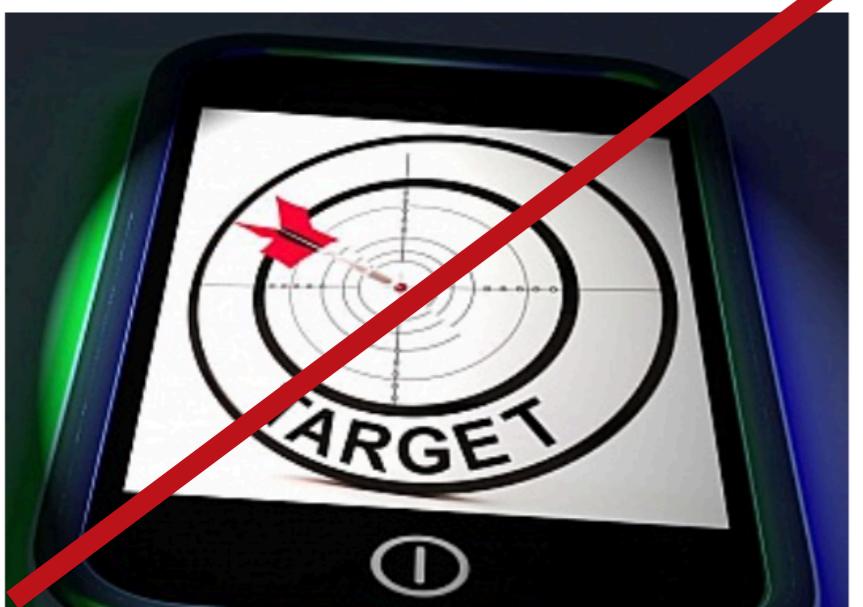
Bullet points

Impress or prove

Bigger almost
always means better

Header



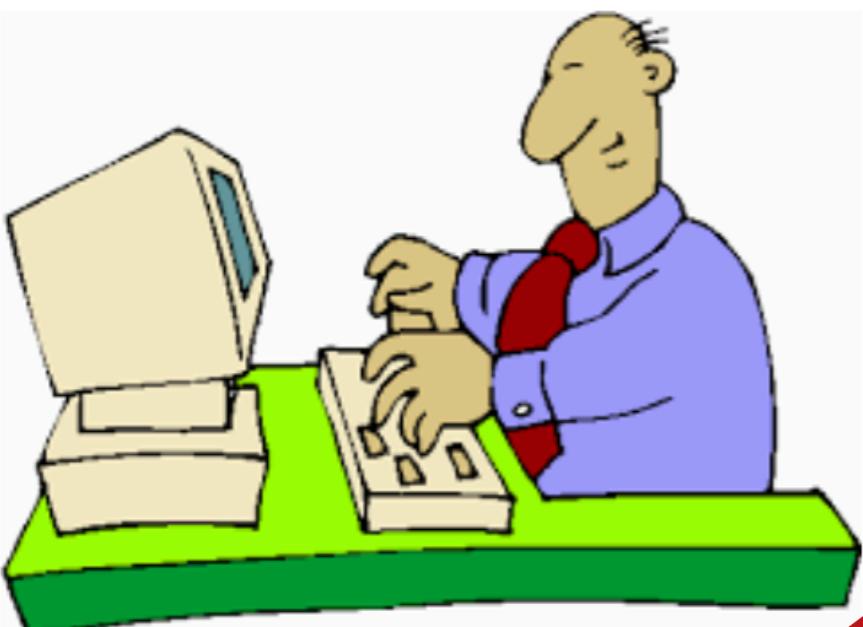






— *Why?!*

- 1.** Too detailed for a pictogram
- 2.** Not emotional
- 3.** They look cheap
- 4.** ... and dated



360 × 470 - cl





Vector illustrations

Questionnaire Development

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



Questionnaire Development

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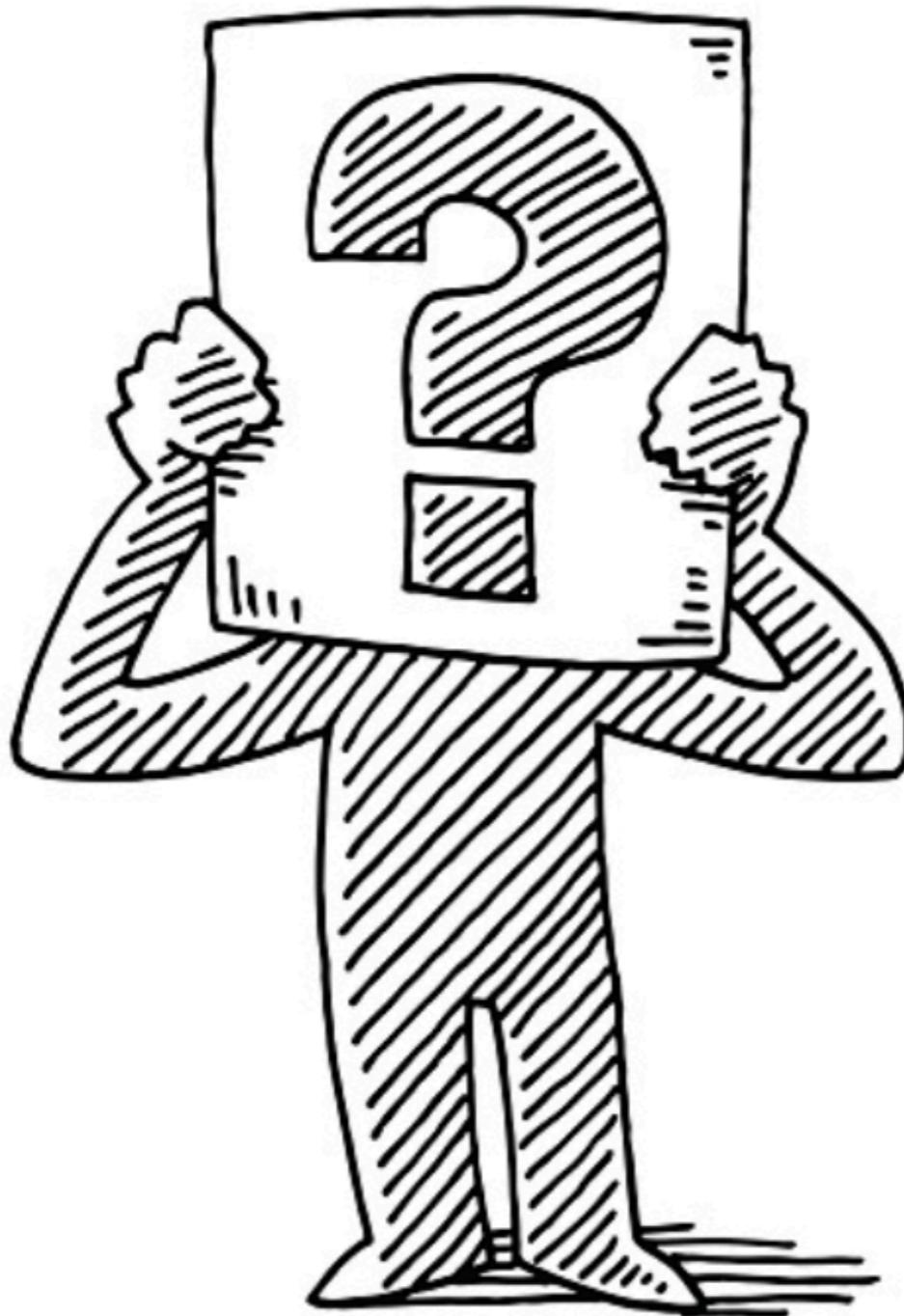




Questionnaire Development

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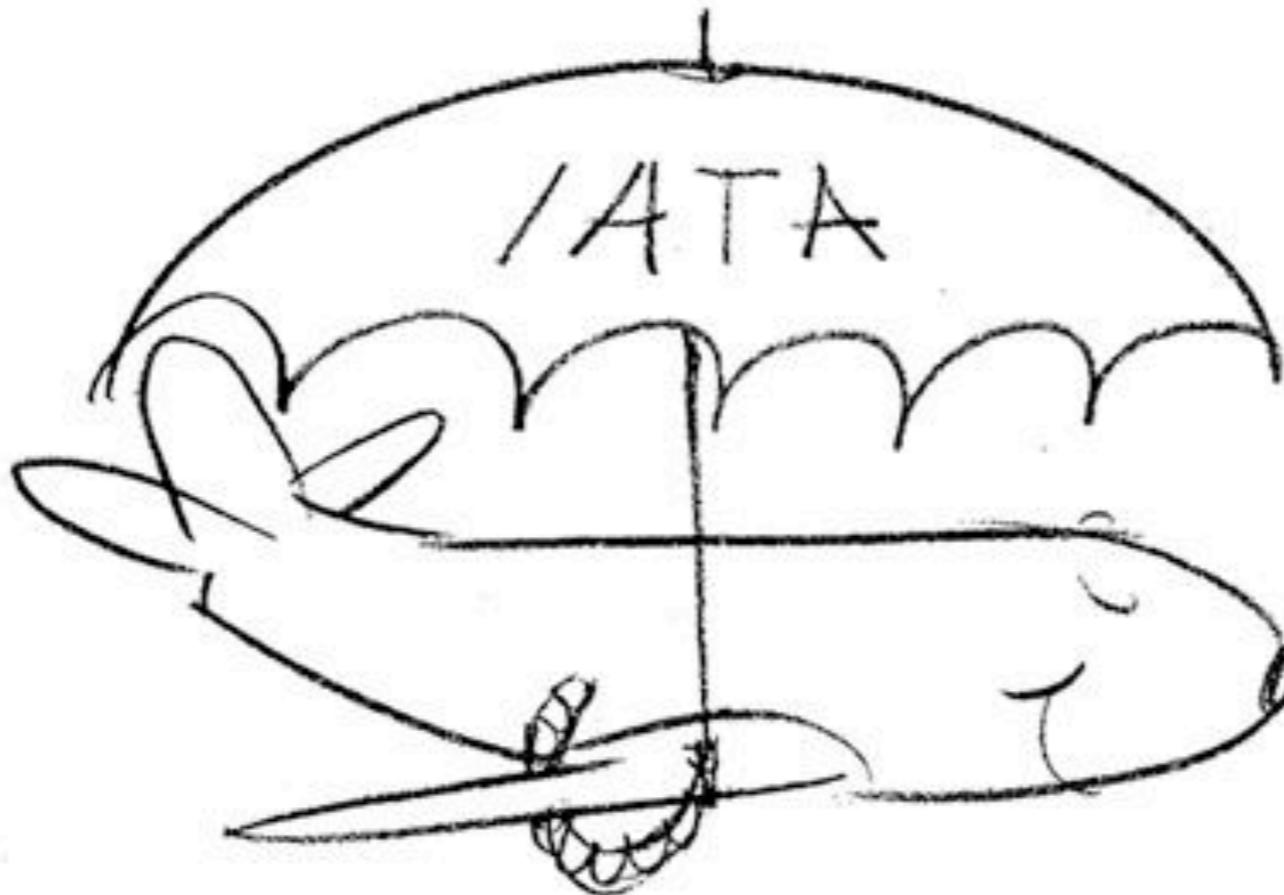




Questionnaire Development

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- Cognitive testing
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- Response format





We were a healthy, profitable company for 17 years.

Business boomed, year after year.
In IATA, we and the other airlines

pretty much agreed on how we would share the increasingly abundant bag of goodies.

It was a secure and orderly world.



Or European companies which have pursued more consistent and purposeful policies than we have.

And who keep making money, hard times or not.

Questionnaire Development

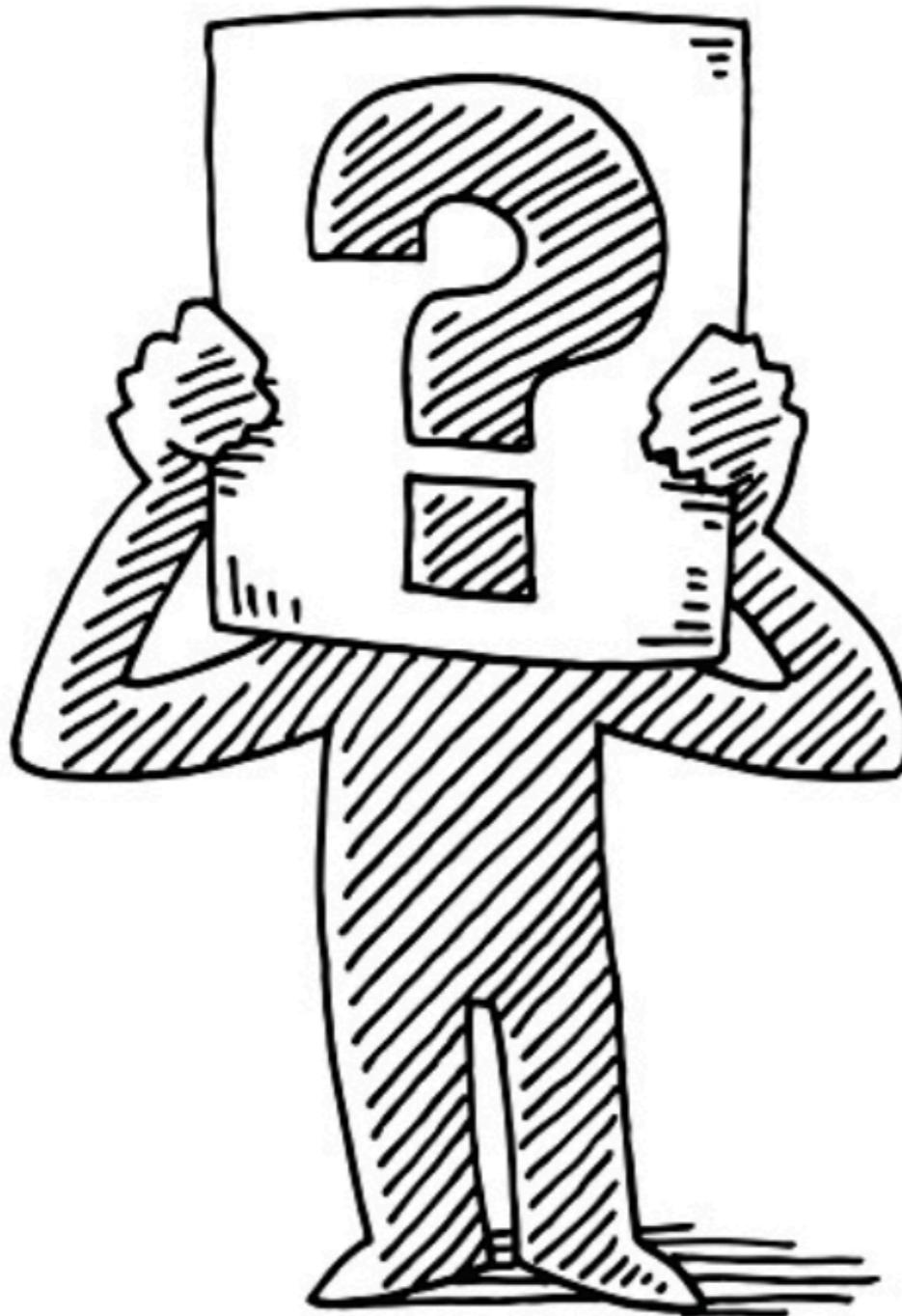
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Free illustrations

Photography



← *Abstract* ————— *Detailed* —→

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From transition meeting to child's third birthday activities must include a PPT with the child's parents.

- A PPT meeting with the public school.



1

Please don't use
STOCK CLICHES

—



TEAM SPIRIT



TEAM SPIRIT

Smiling seniors using laptop.



ADOBESTOCK #37154460



Firm handshake between
business associates.

— Wait, what?!
No more stock photos?!





TEAM SPIRIT



TEAM SPIRIT

2

With photos,
BIGGER IS BETTER



**By 2018 wind energy will account
for 13% of a total energy balance**

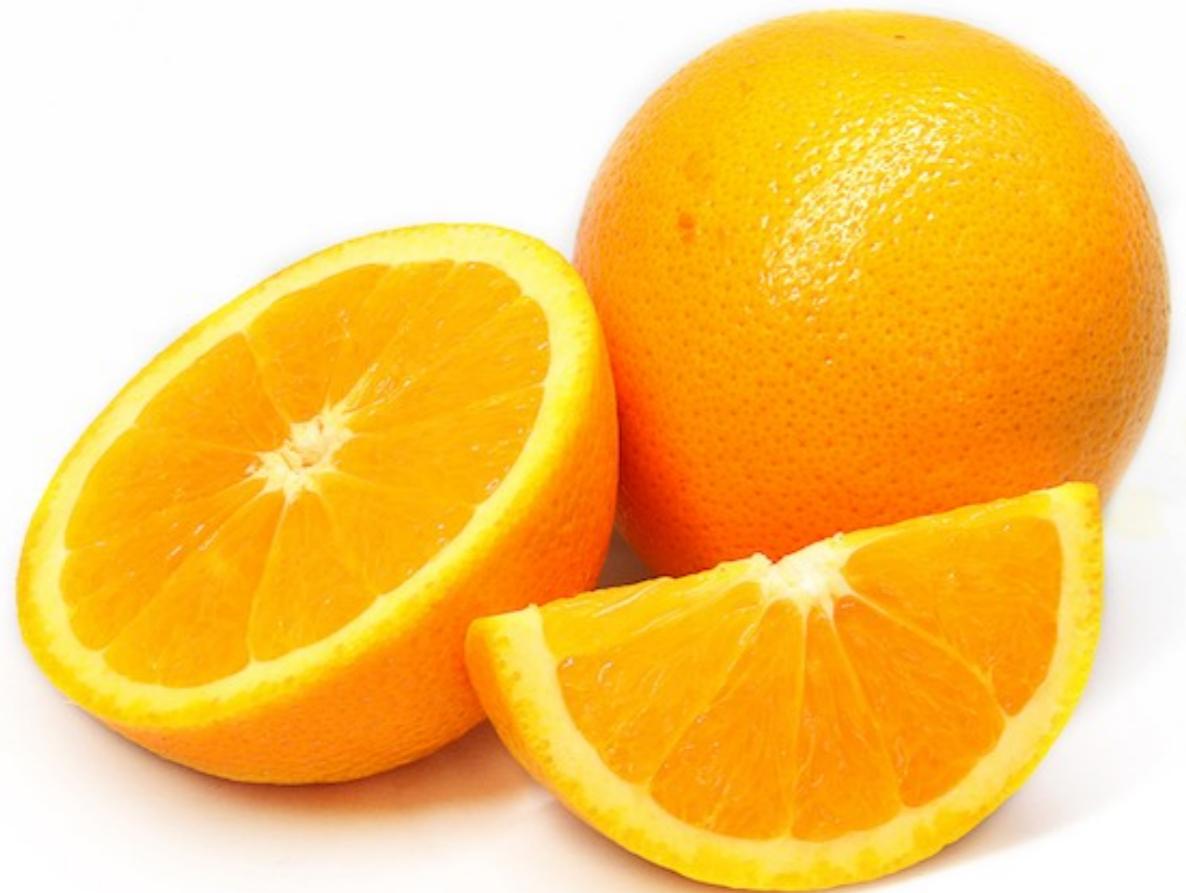


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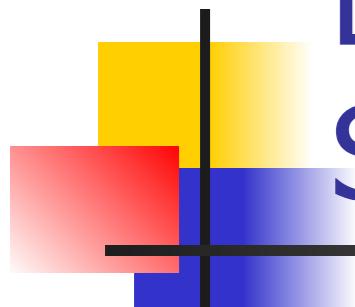
**71.4 million
metric tons
of oranges were
grown worldwide
in 2013**



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metric tons
of oranges were
grown worldwide
in 2013**



**71.4 million
metric tons
of oranges were
grown worldwide
in 2013**



Developing a Partnership with the Public School

- This is the preschool classroom at Connecticut school.





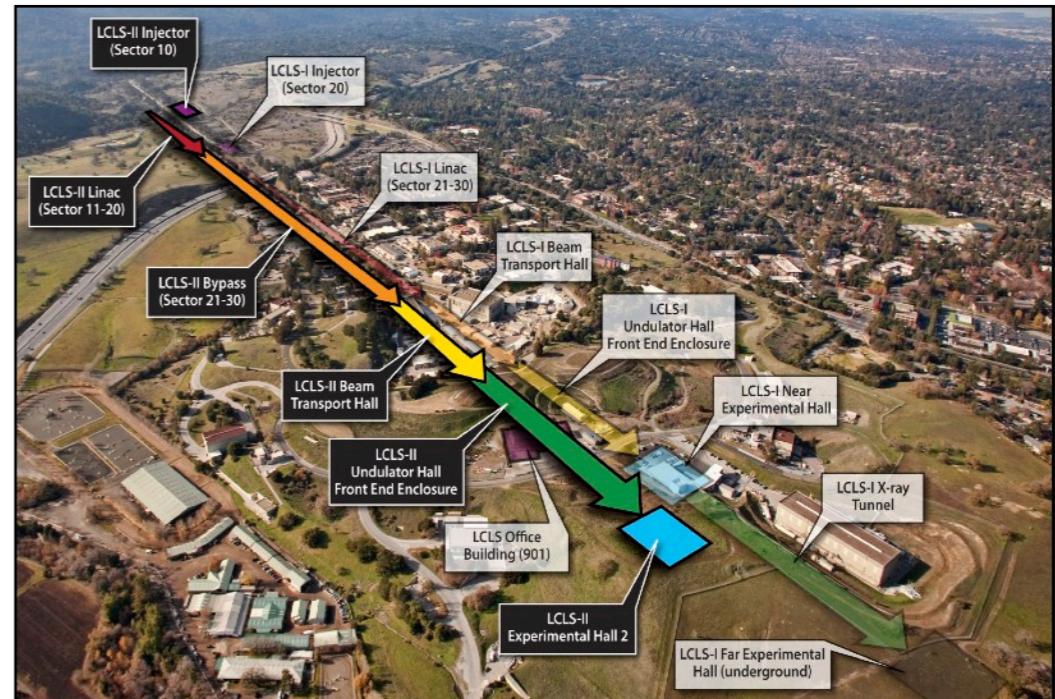
Preschool classroom at Connecticut school

Developing a Partnership with the Public School

LCLS-II and APS-U Underway

Linac Coherent Light Source-II (LCLS-II)

- FY 2016 = \$200,300K; FY 2017 = \$190,000K for R&D, design, prototyping, long lead procurement, and construction of technical systems.
- LCLS-II will provide high-rep-rate, ultra-bright, transform-limited femtosecond x-ray pulses with polarization control and pulse length control to ~1 femtosecond. The hard x-ray range will be expanded to 25 keV.
- Added are a 4 GeV superconducting linac; an electron injector; and two undulators to provide x-rays in the 0.2–5 keV energy range.

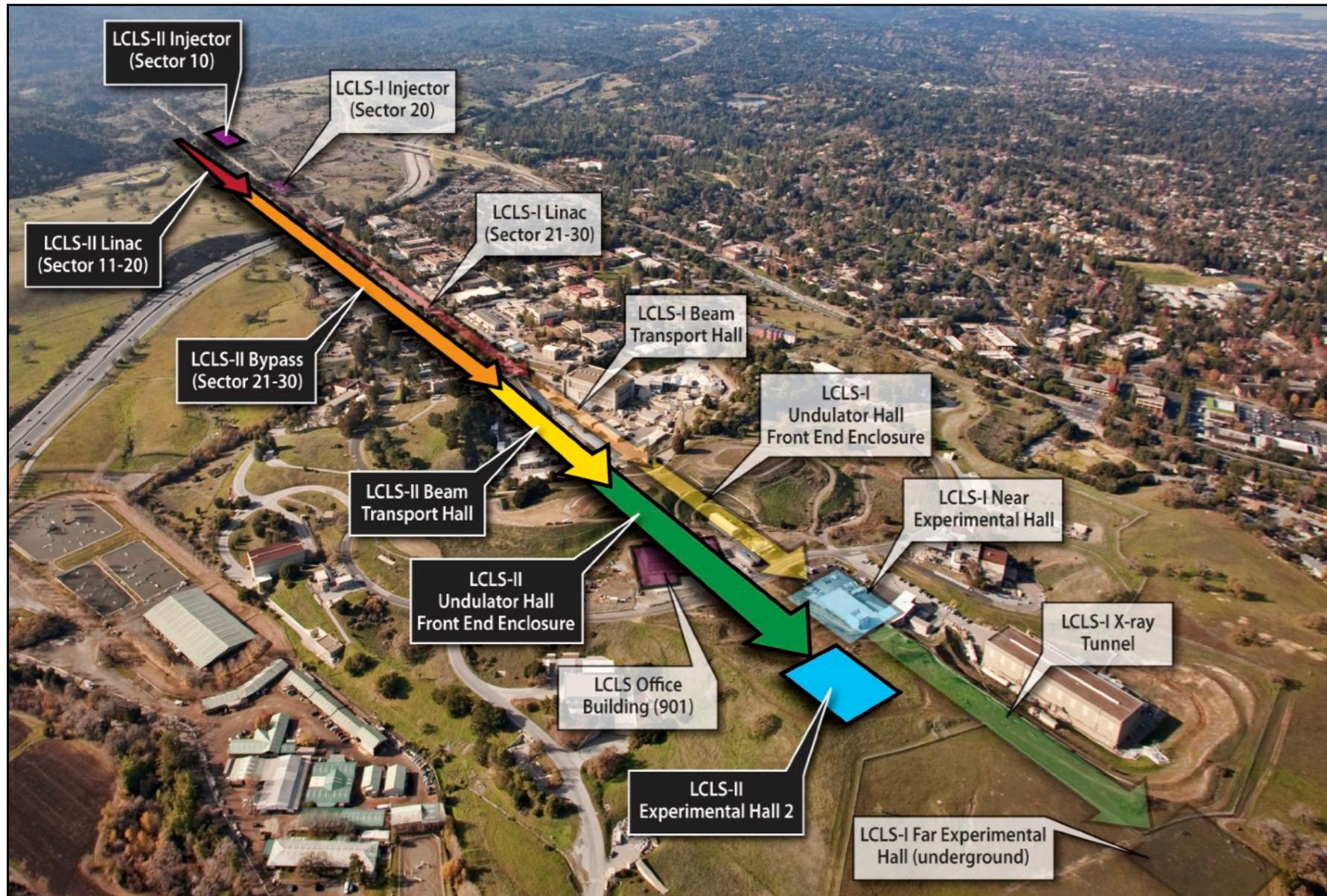


Advanced Photon Source Upgrade (APS-U)

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- Initial conceptual design for the new lattice completed; conducting R&D and key component prototyping in support of the new design. Key performance parameters are being defined for the project and the new storage ring.



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3

Combining
PHOTOS AND TEXT

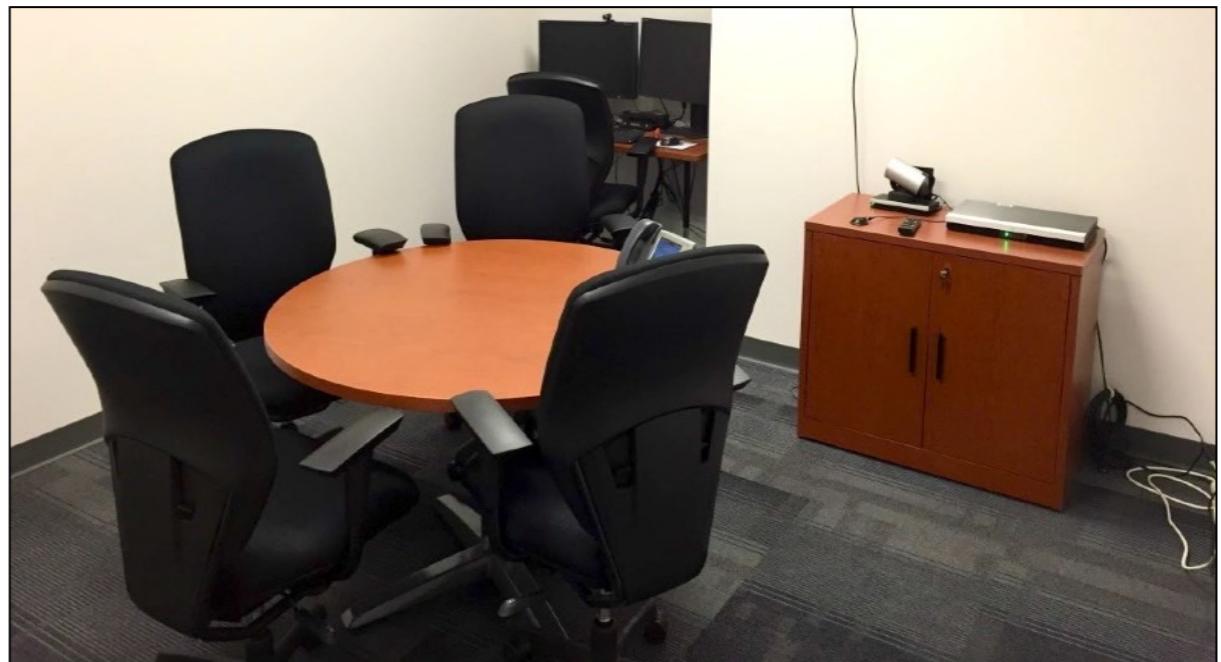


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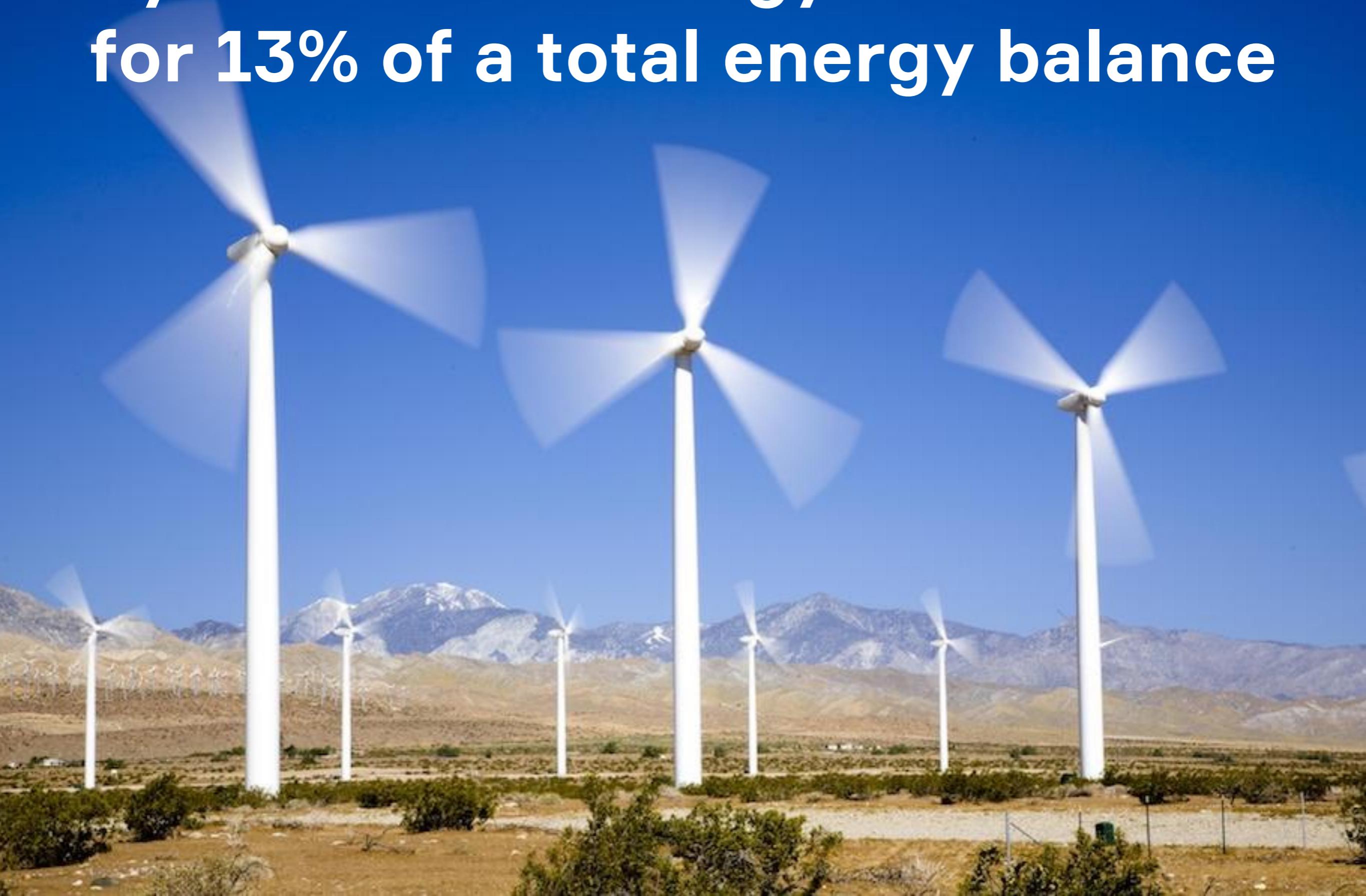


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**By 2018 wind energy will account
for 13% of a total energy balance**





By 2018 wind energy will account
for 13% of a total energy balance



By 2018 wind energy will account
for 13% of a total energy balance

A photograph of a wind farm under a clear blue sky. In the foreground, several white wind turbines with three blades each are visible, their blades blurred by motion. Behind them, more turbines are scattered across a grassy hillside. Distant mountains are visible under the sky.

**By 2018 wind energy will account
for 13% of a total energy balance**

A photograph of a wind farm under a clear blue sky. In the foreground, several white wind turbines with three blades each are visible, their blades blurred by motion. Behind them, a range of mountains is visible across a dry, brown landscape.

By 2018 wind energy

will account for 13%

of a total energy balance

A photograph of a wind farm in a desert. In the foreground, several white wind turbines stand in a row against a clear blue sky. The turbines' blades are blurred, indicating motion. Behind them, a range of mountains with snow-capped peaks rises across a dry, brown landscape. The overall scene conveys a sense of renewable energy generation in a natural environment.

**By 2018 wind energy will account
for 13% of a total energy balance**



By 2018 wind
energy will account
for 13% of a total
energy balance



By 2018 wind
energy will account
for 13% of a total
energy balance

A landscape photograph showing a vast field of wind turbines. The turbines are white with three blades each, mounted on tall grey poles. They are scattered across a dry, light-colored grassy field. In the background, there are several low, rounded mountains under a clear blue sky.

By 2018 wind
energy will account
for 13% of a total
energy balance

A photograph of a wind farm. In the foreground, several white wind turbines with three blades each are visible, their blades blurred by motion. They stand in a field of dry, yellowish-brown grass. In the background, there are low, brown hills and a range of mountains under a clear, bright blue sky.

WIND ENERGY

By 2013 it will account for 1 %
of a total energy balance

0% black

50% black

A photograph of a wind farm. In the foreground, several white wind turbines with three blades each are visible, their blades blurred by motion. They stand in a field of dry, yellowish-brown grass. In the background, there are low, brown hills and a range of mountains under a clear, bright blue sky.

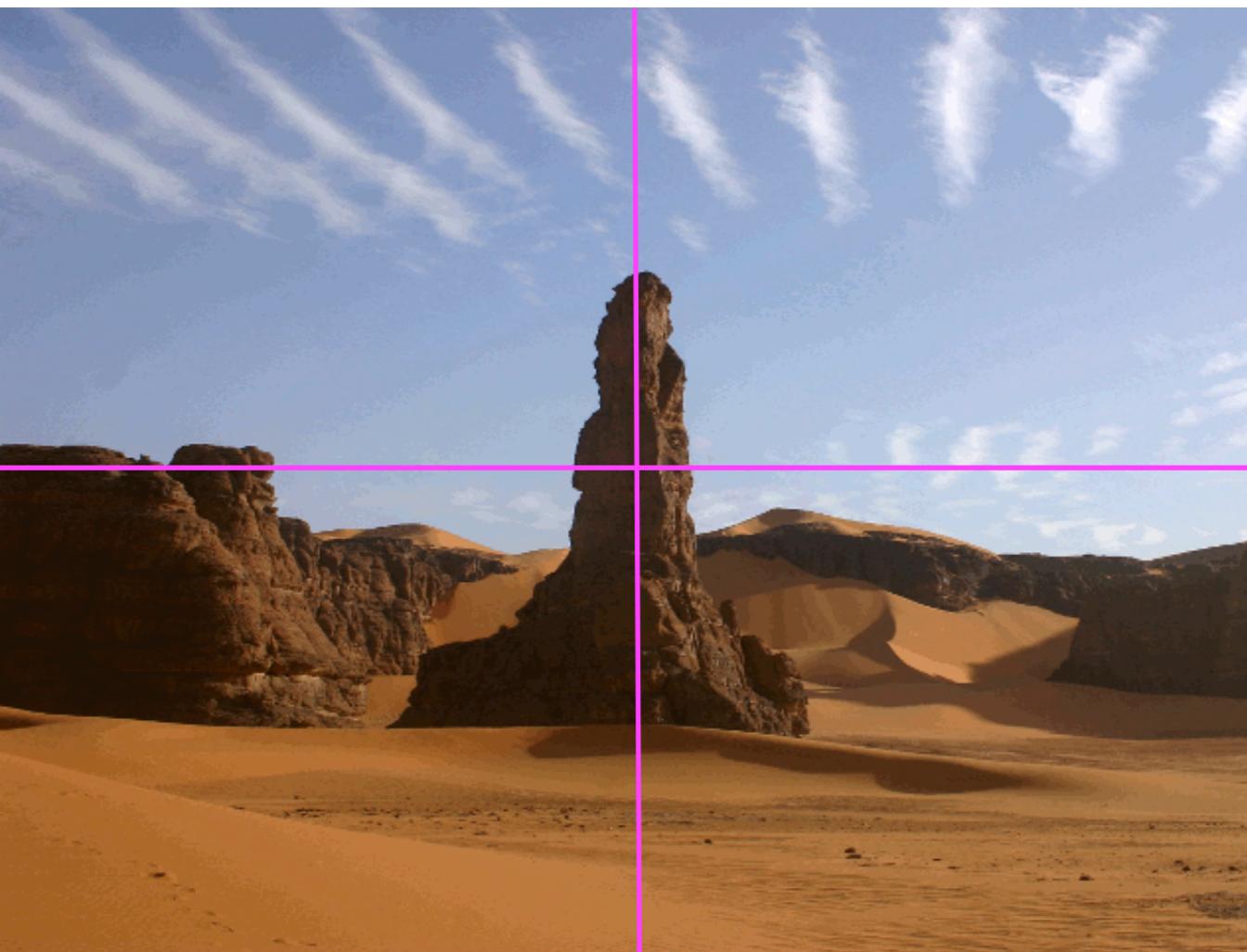
WIND ENERGY

By 2013 it will account for 1 %
of a total energy balance

A photograph of a wind farm. In the foreground, several white wind turbines with three blades each are visible, their blades blurred by motion. They stand in a field of dry, brownish grass. In the background, there are low, arid mountains under a clear, pale blue sky.

WIND ENERGY

By 2018 it will account for 13%
of a total energy balance



Central composition



Rule of the thirds

A photograph of a single wind turbine standing on a green grassy hill. The turbine has three blades and a white tower. In the background, there are power lines and poles under a clear blue sky.

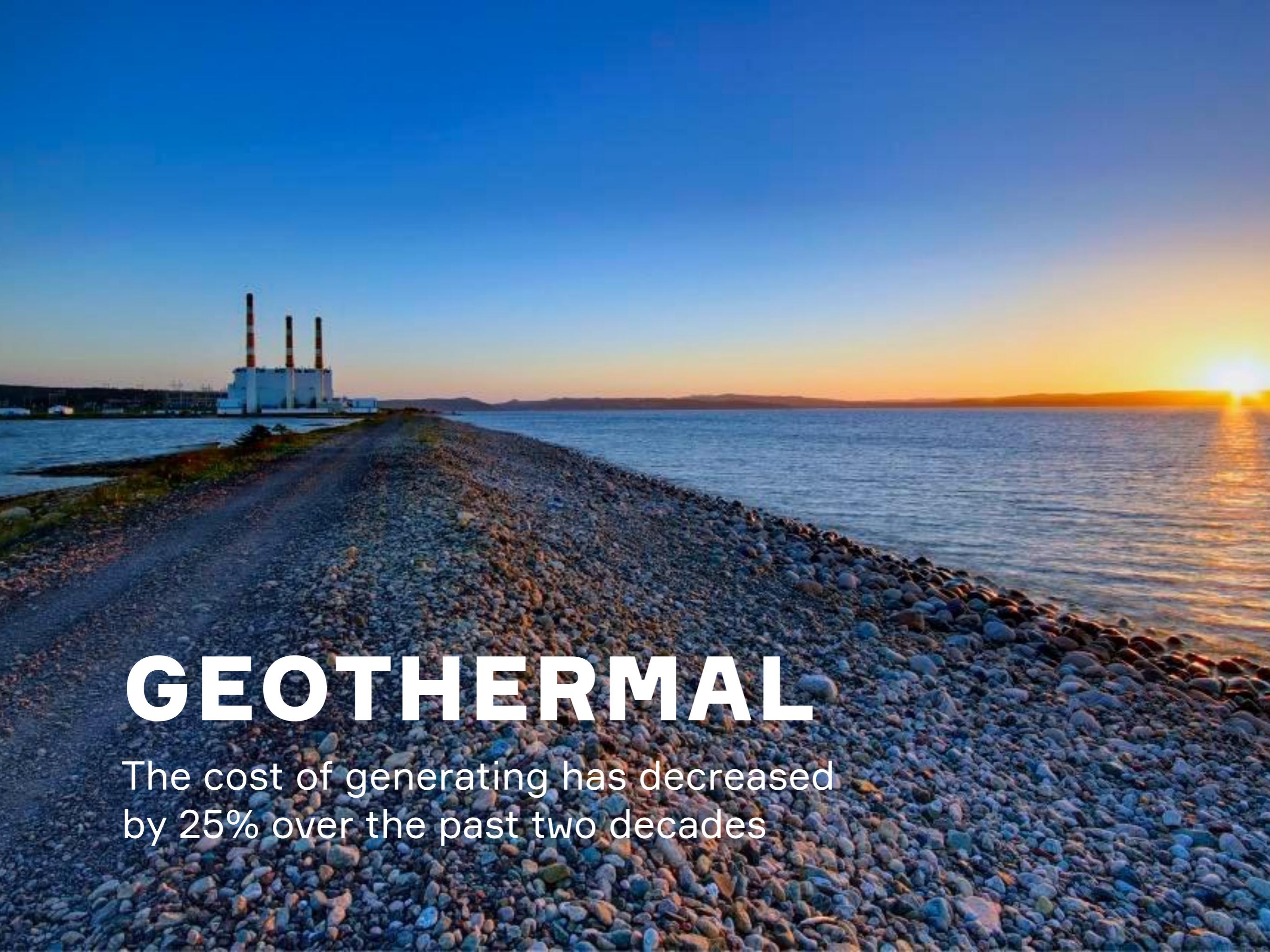
**By 2018 wind
energy will
account for
13% of a total
energy balance**

A photograph of a single wind turbine standing on a green grassy hill. The sky is a clear, pale blue. In the distance, several utility poles with wires are visible.

By 2018 wind energy
will account for

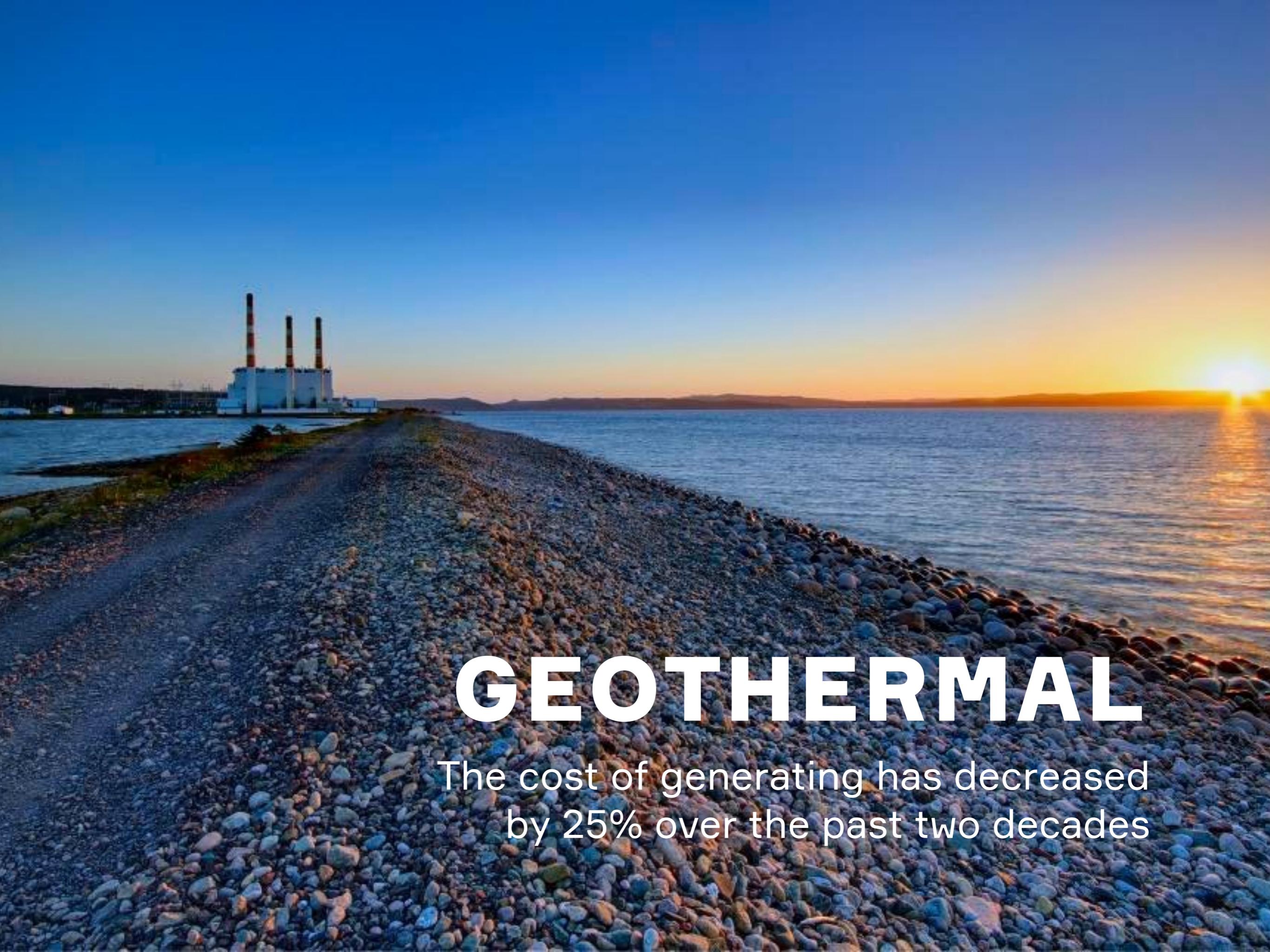
13%

of a total energy balance

A wide-angle photograph of a coastal scene at sunset. In the foreground, a rocky beach or embankment slopes down towards the ocean. In the middle ground, a large industrial facility with several tall chimneys is visible across the water. The sky is a gradient of blue, orange, and yellow, with the sun setting on the horizon. The overall atmosphere is peaceful and industrial.

GEOTHERMAL

The cost of generating has decreased
by 25% over the past two decades

A wide-angle photograph of a coastal scene at sunset. In the foreground, a rocky beach or embankment slopes down towards the ocean. In the middle ground, a large industrial facility with several tall, striped chimneys is visible across the water. The sky is a gradient of blue, orange, and yellow, with the sun partially visible on the right horizon.

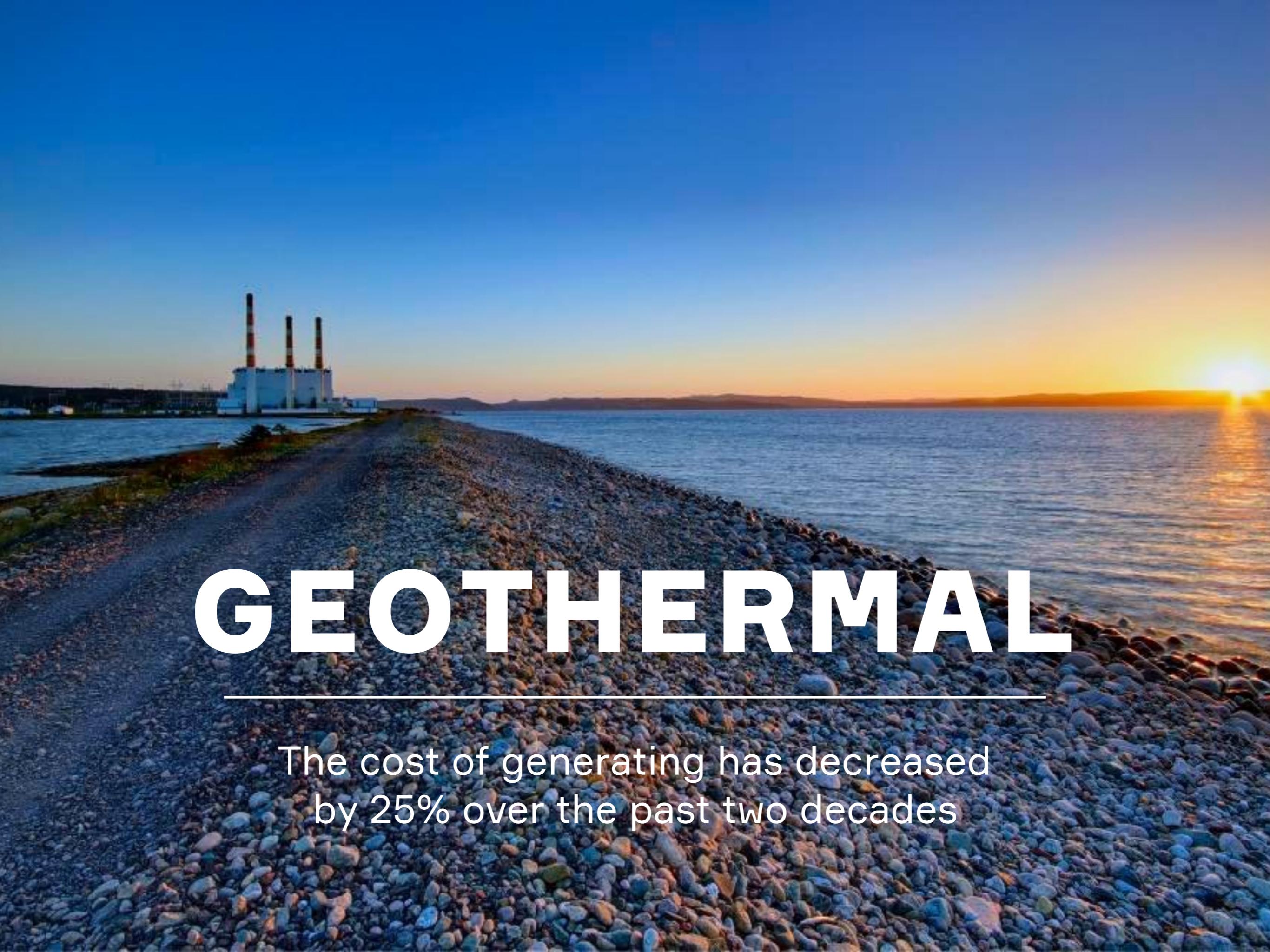
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GEOTHERMAL

The cost of generating has decreased
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4

Be careful with
ISOLATED PEOPLE

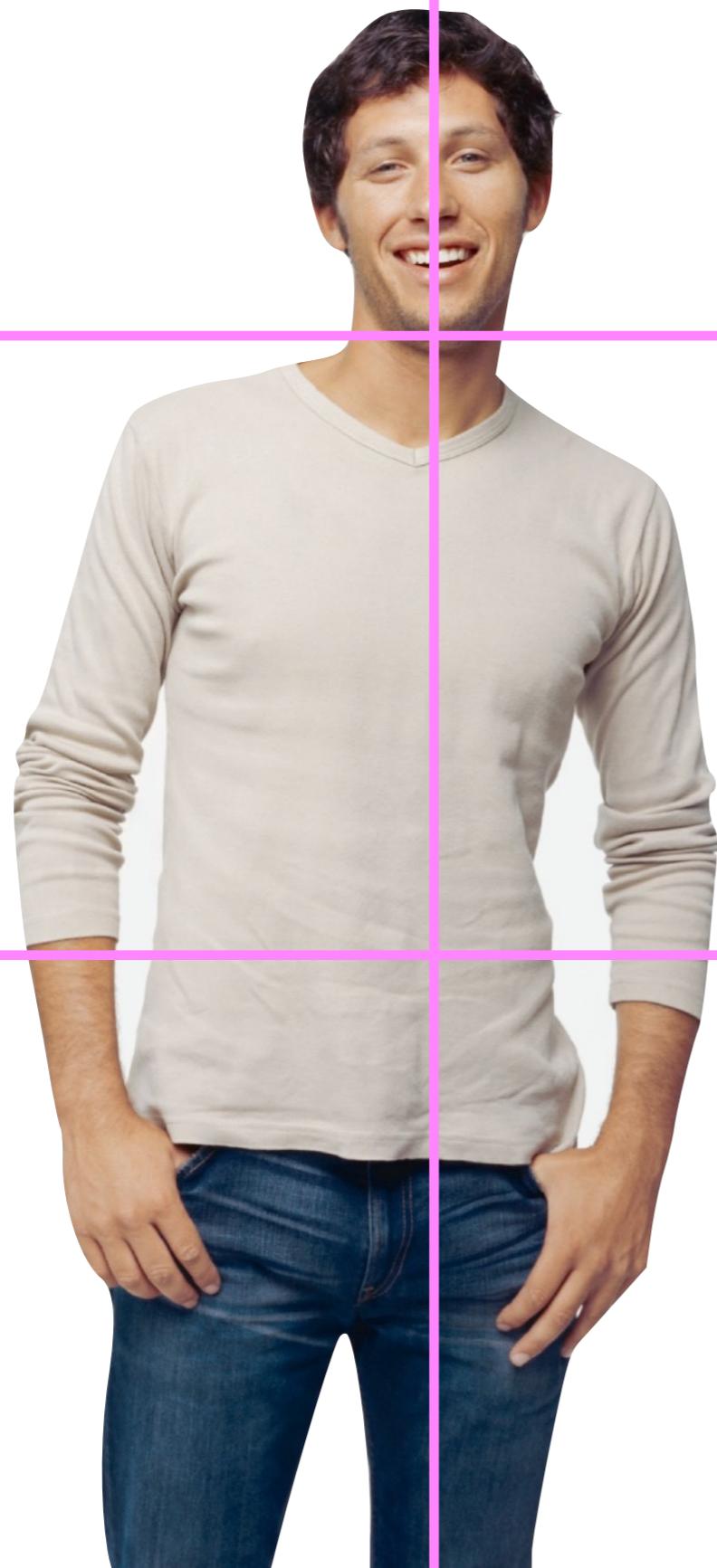
—





**Don't cut off
people's legs**

Or any other body parts



**Don't cut off
people's legs**

Or any other body parts

ORIGINAL FY17 RATE REQUESTS FOR THE GIC

- Original weighted average increase: 7.1%
- One plan's original rate increase: 11.8%



ORIGINAL FY17 RATE REQUESTS FOR THE GIC

+7.1%

Original weighted average

+11.8%

One plan's original rate



ORIGINAL FY17 RATE REQUESTS FOR THE GIC



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One plan's original rate

ORIGINAL FY17 RATE REQUESTS FOR THE GIC

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One plan's original rate



5

Using
SCREENSHOTS

—



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Enhanced Patent Quality Initiative



High-quality patents enable certainty and clarity of rights, which fuels innovation and reduces needless litigation. To ensure we continue issuing high-quality patents well into the future, we established the **Enhanced Patent Quality Initiative (EPQI)**. We are strengthening work products, processes, services, and how we measure patent quality at all stages of the patent process.

Updates

- Tune into our next [Patent Quality Chat](#) webinar on Tuesday, March 14, from noon-1 p.m. ET, on "Trademarks and Quality"
- See our new [Quality Metrics](#) approach categorizing into product, process and perception indicators.
- Sign up for an upcoming [Stakeholder Training on Examination Practice and Procedure](#) (STEPP) course in your area.

EPQI programs

You spoke; we listened. To advance our Initiative, we created [12 EPQI programs](#) based on feedback from internal and external stakeholders. These programs fall into four areas of concertation for enhancing overall patent quality.



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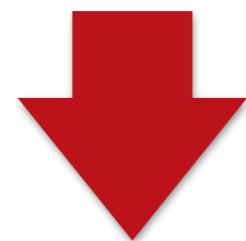


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EPQI programs

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patents enable certainty and clarity of rights, which fuels innovation. By ensuring high-quality patents well into the future, we established the **Enhanced Patent Quality Initiative**.

We will host a **Patent Quality Chat** webinar on Tuesday, March 14, from noon-1 p.m. ET, on "Training Examiners to Evaluate Patent Quality." This will be the first in a series of webinars that will focus on how we evaluate patent quality based on our approach categorizing into product, process and perception indicators.

The **Stakeholder Training on Examination Practice and Procedure (STEPP)** course will also be updated to reflect the Enhanced Patent Quality Initiative.

To enhance our Initiative, we created **12 EPQI programs** based on feedback from stakeholders for enhancing overall patent quality.

MORPH

In PowerPoint

MAGIC MOVE

In Keynote



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Enhanced Patent Quality Initiative



High-quality patents enable certainty and clarity of rights, which fuels innovation and reduces needless litigation. To ensure we continue issuing high-quality patents well into the future, we established the **Enhanced Patent Quality Initiative (EPQI)**. This initiative is focused on strengthening work products, processes, and services, and how we measure patent quality at all stages of the patent process.

Updates

- Tune into our next [Patent Quality Chat](#) on Tuesday, March 14, from 1 p.m.-1 p.m. ET, on "Trademarks and Quality" perception indicators.
- See our new [Quality Metrics](#) approach coming into product, process, and [Procedure](#) (STEPP) course in your area.
- Sign up for an upcoming [Stakeholder Training](#) or [Examination Practice](#).

EPQI programs

You spoke; we listened. To advance our Initiative, we created **12 EPQI programs** based on feedback from internal and external stakeholders. These programs fall into four areas of concertation for enhancing overall patent quality.

PowerPoint

Picture Format → Crop▼ → Crop to Shape

Keynote

Format → Image → Mask with shape



[Home](#) / [Patents](#) / Enhanced Patent Quality Initiative

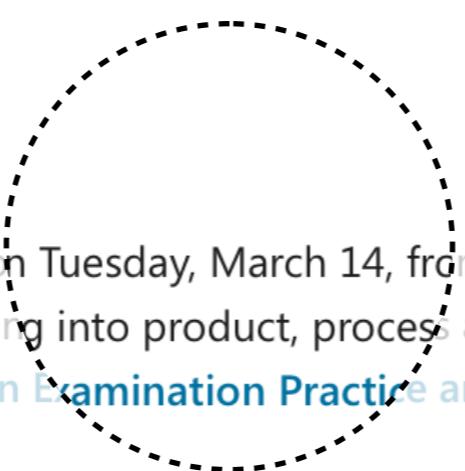
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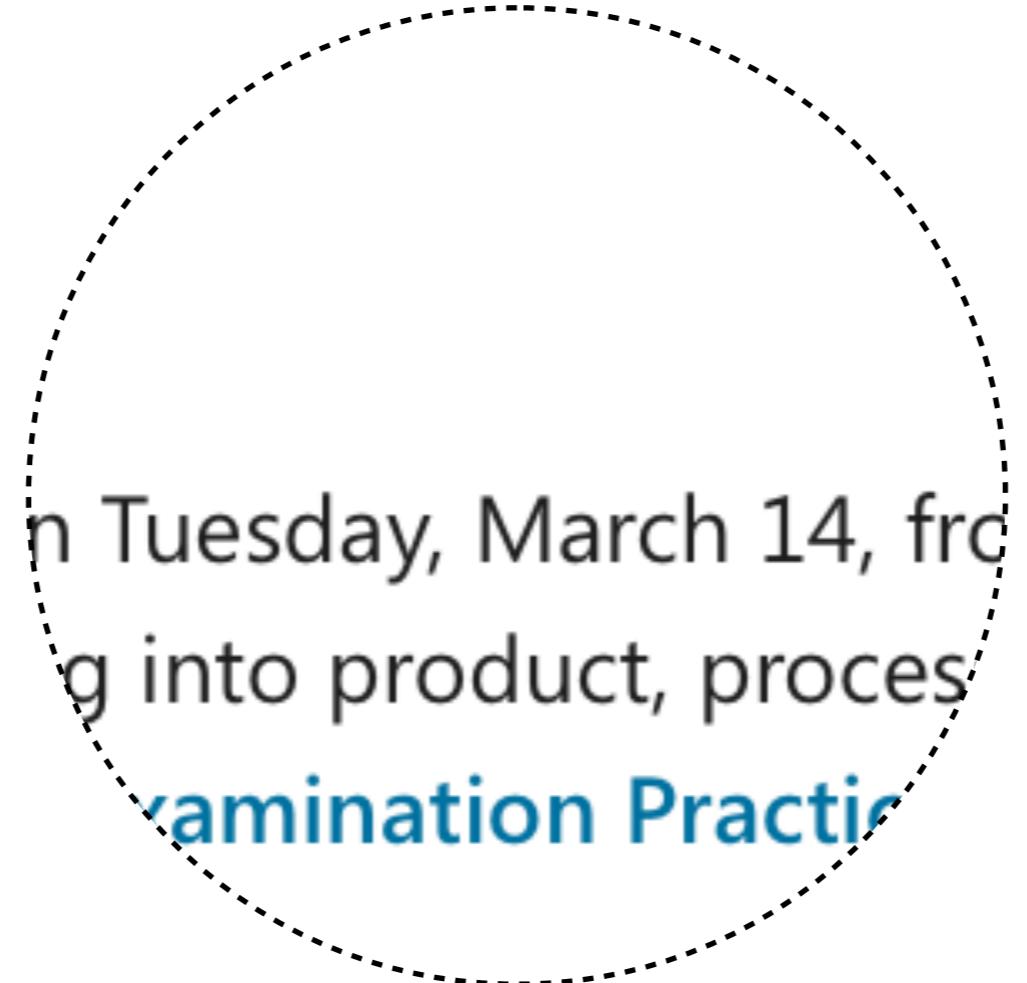
Updates

- Tune into our next [Patent Quality Chat](#) webinar on **Tuesday, March 14, from noon-1 p.m. ET**, on "Trademarks and Quality"
- See our new [Quality Metrics](#) approach categorizing into product, process and perception indicators.
- Sign up for an upcoming [Stakeholder Training on Examination Practice and Procedure \(STEPP\)](#) course in your area.



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on Tuesday, March 14, from 9:00 a.m. to 12:00 p.m. This will be a general meeting, open to all members, focusing on product, process, and service examination practices.

Examination Practice

on Tuesday, March 14, from 1:00 p.m. to 3:00 p.m. This will give you time to go into product, process, and service examination practice.

Examination Practice



[Home](#) / [Patents](#) / Enhanced Patent Quality Initiative

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[Home](#) / [Patents](#) / Enhanced Patent Quality Initiative

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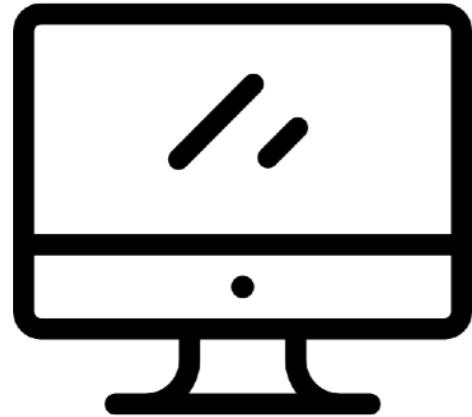
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Yes,
IT DOES
TAKE TIME
but
IT'S TOTALLY
WORTH IT

To sum things up

- Pictures produce more retention and impact
- Bigger is better,
except for the icons
- Put pictures at the top or
on the left side of the slide



← *Abstract* ————— *Detailed* —→

Explain

Bigger doesn't
always mean better

Bullet points

Impress or prove

Bigger almost
always means better

Header