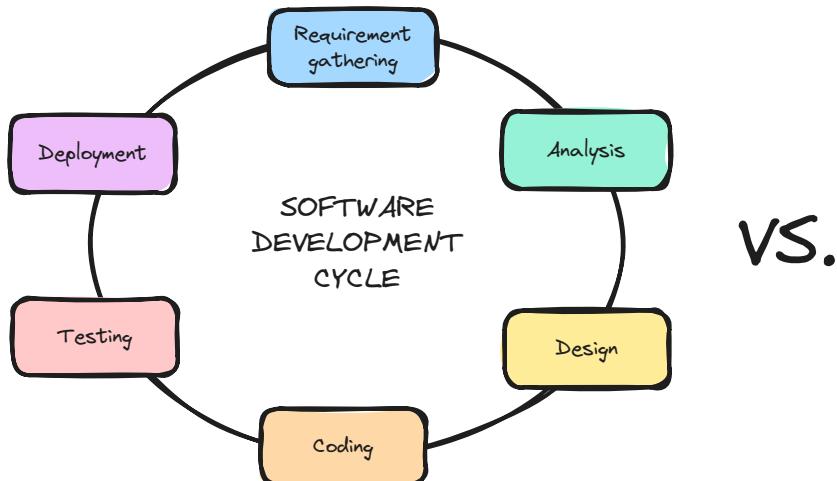


Benefits of Presenting Information Visually and Guidelines on How to Do it

#Presentations

Visual vs. text

- ◆ Visuals are processed **60,000** times faster than text.
(Source: 3M Corporation)
- ◆ Visuals can improve comprehension by up to **400%** compared to text alone.
(Source: Zabisco)



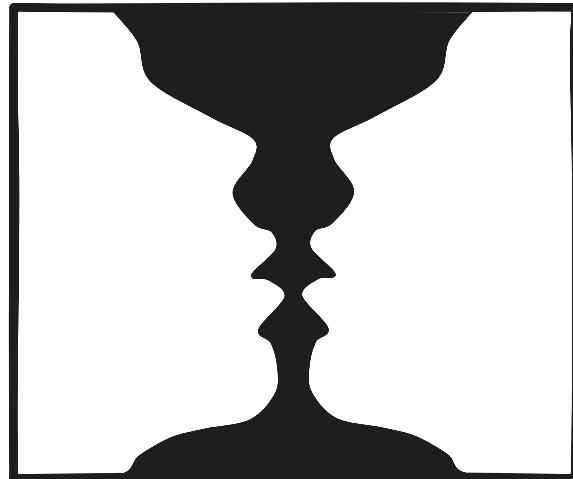
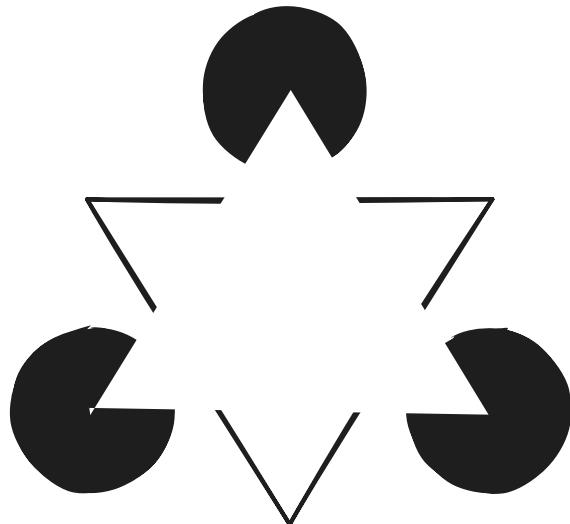
VS.

Software development involves multiple stages, including requirements gathering, analysis, design, coding, testing, and deployment. Each stage requires collaboration and careful planning to ensure a successful end product. Developers use various programming languages, frameworks, and tools to write code and create functional software applications.

Gestalt Theory

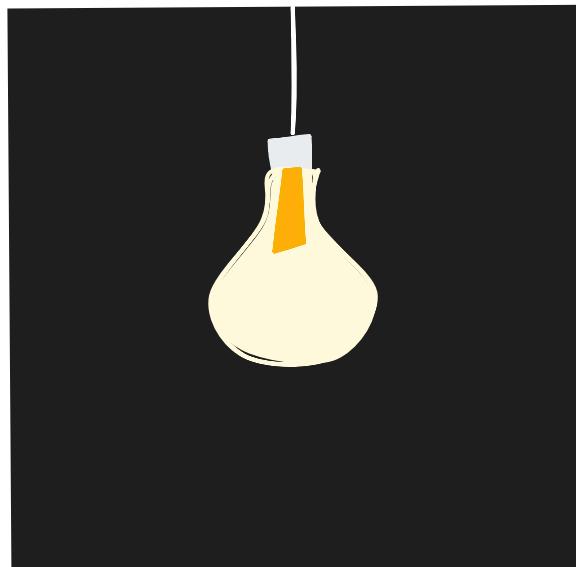
- ◆ Our brains naturally perceive and interpret visual information as **wholes**, focusing on **shapes** and **patterns**. (Gestalt Theory)

Closure and **continuity** principles from Gestalt Theory allow us to mentally complete incomplete **figures** or connect dots.



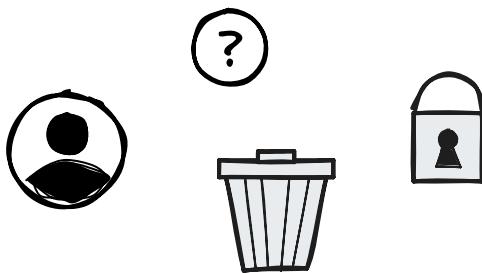
Colors

- ◆ Colors have the power to evoke emotions and create different psychological responses. (Color Theory)
- ◆ Effective use of color contrasts can highlight differences and draw attention to important elements in visualizations.

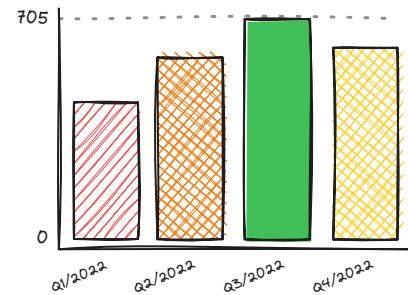


Types of visualizations

- ◆ We have 4 different types of visualization:

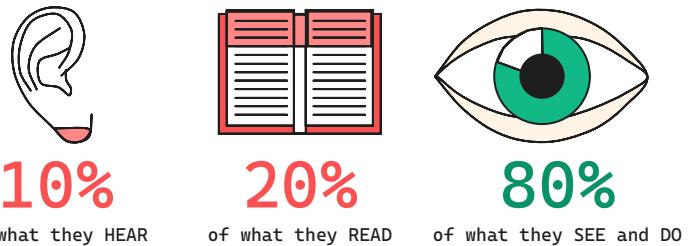


- ◆ Graphic Organizers



- ◆ Infographics

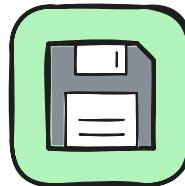
People remember:



Icons

- ◆ Icons are visual cues that simplify complex ideas and convey meaning quickly and intuitively.
- ◆ Effective icons are designed to be easily recognizable and understandable by the target audience.

Save



Trash

Load



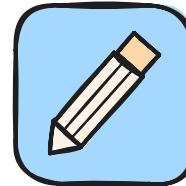
Delete

Private



Rename

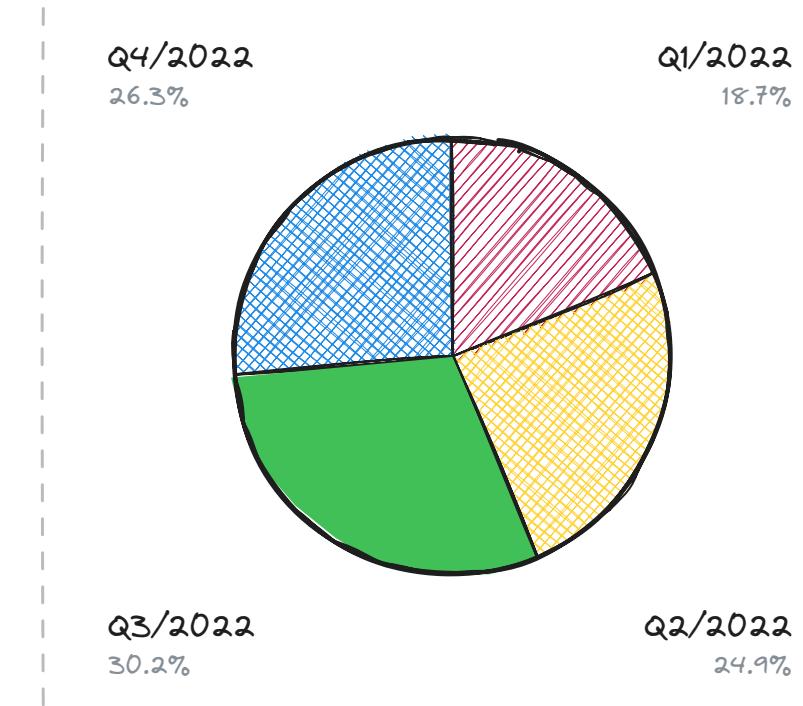
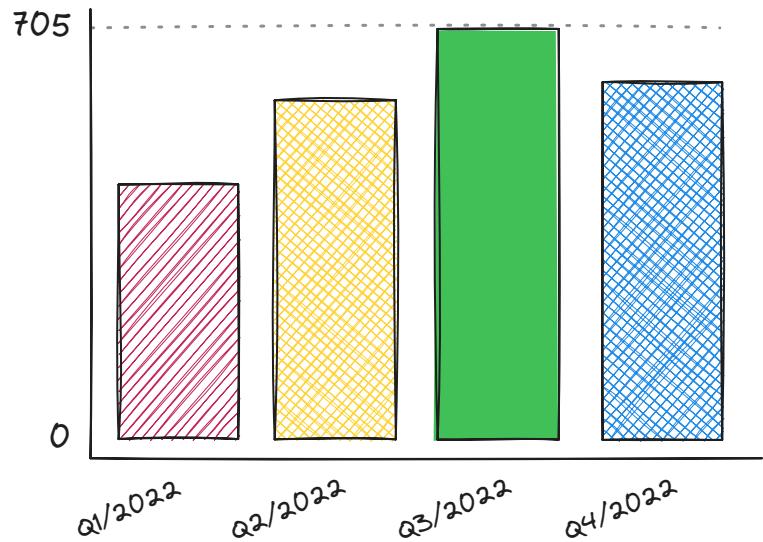
Lock



Draw

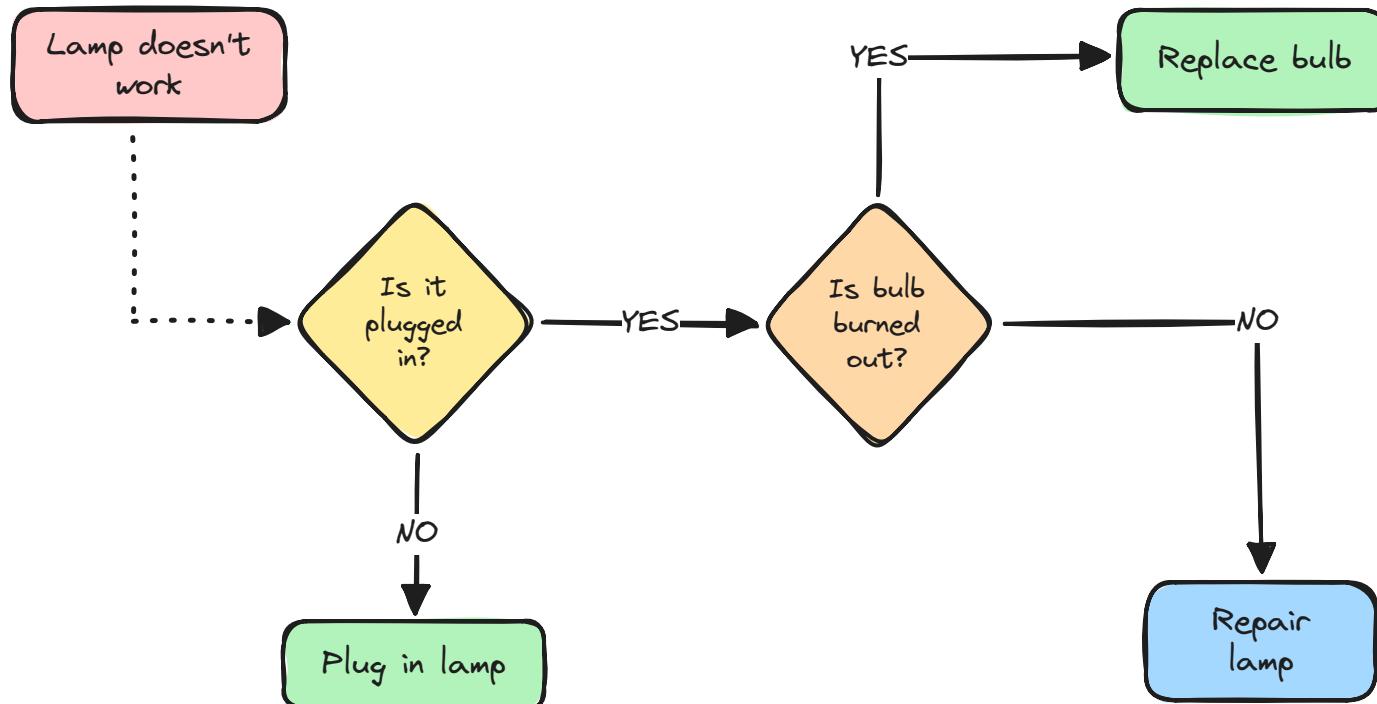
Data Visuals

- ◆ Data visualizations provide an abstract representation of data that is easily understandable and facilitates insights.



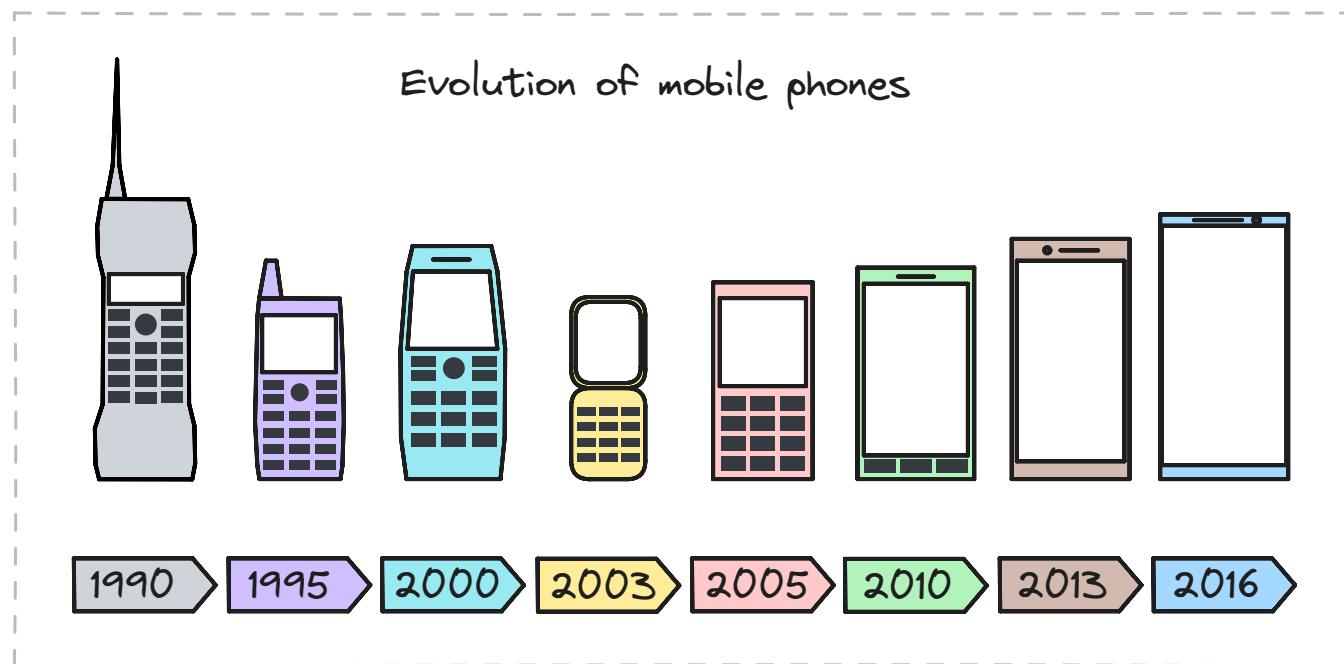
Graphic Organizers

- ◆ Graphic organizers, such as flowcharts and mind maps, help structure and organize information, making it easier to comprehend and remember.



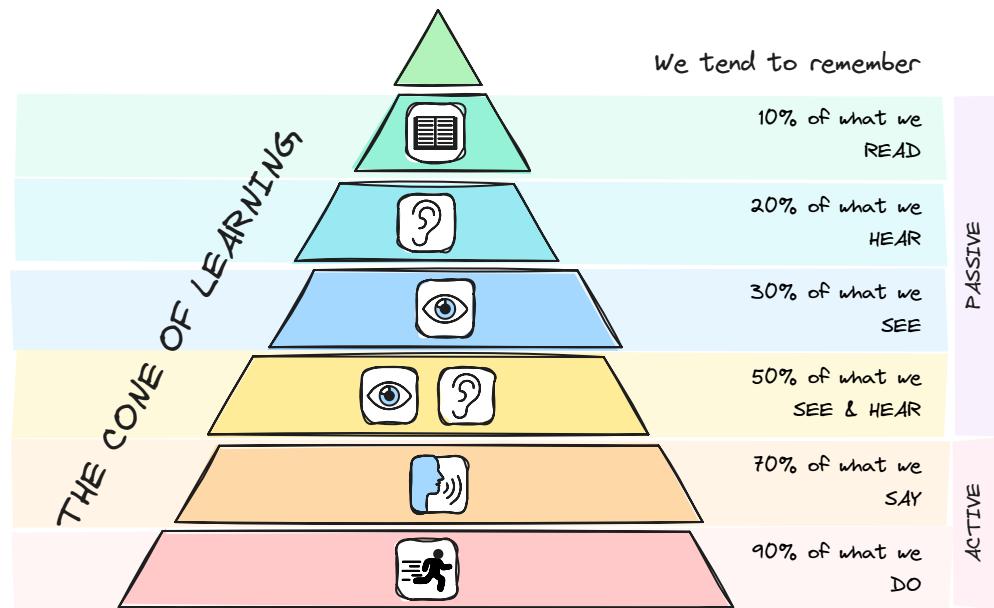
Infographics

- ◆ Infographics are effective in summarizing complex information quickly, allowing viewers to grasp key insights at a glance.
- ◆ Well-designed infographics can present data and narratives in a visually appealing and easily understandable format.



Connecting the Dots

- Combining different visual elements cohesively in an infographic reinforces the message and provides a comprehensive understanding of the topic.
- The integration of icons, data visuals, and other visual elements helps convey a clear and cohesive narrative.



JUST #KeepItSimple

- ◆ Simple visuals are more **impactful** and easier for viewers to understand and remember (see guidelines below for how to do that)

✓ DO

- 1 Use clear and concise labels
- 2 Use appropriate colors and size
- 3 Maintain consistency in visual elements
- 4 Focus on key information
- 5 Use visual hierarchy to prioritize content

✗ DON'T

- 1 Over-complicate
- 2 Overwhelm with too many elements
- 3 Use excessive text
- 4 Use conflicting color schemes
- 5 Neglect accessibility considerations

Thanks for **watching,**
folks!