Cacioppo/Freberg, *Discovering Psychology* 1e, Art Specs and Samples

Charts

Data charts

Grid/axes/tics
• *xy* axes: .5pt 100% black rules. If "0" appears mid-graph set 100% black (sample 3).
• Grids: .5pt 50% black rules (samples 1-3). Exception is when background screen is used to divide chart into sections (sample 5) or there is only 1 x-axis tic mark (sample 4).
• Tic marks: .5pt 100% black rules, 6pt long.

Plot rules/plot points
• Plot rules: 1.75pt, 100% color. Dashed rule sets 5pt dash/2pt gap. Colors in order of use preference: 04_red, 09_teal, 12_green
• Plot points: 5 x 5pt plot points, radial fill 100% color—0% with highlight at upper left per sample 2. No stroke.
• Plot point colors: Should contrast with plot rule i.e. red rule/teal plot point, teal rule/fuschia plot point, green rule/orange plot point. When plot points appear without a rule default fill is teal (sample 3).
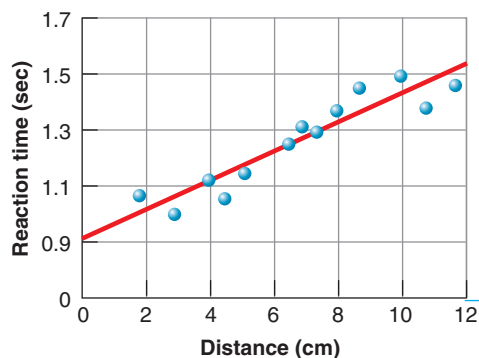
Labels
• Graph titles 8pt Helvetica bold init cap/lower case,100% black, centered over graph. 6pt space between title and top of graph.
• Axis titles 8pt Helvetica bold 100% black. 4pt space between title and axis labels.
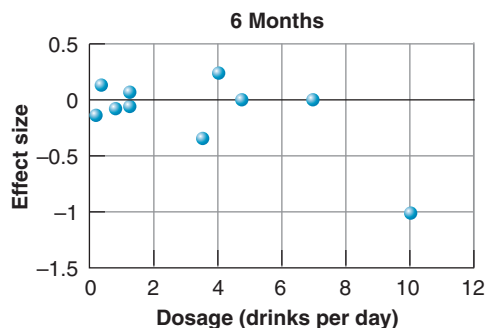• Axis labels 8pt Helvetica medium 100% black. 4pt space between axis labels and axis rule.
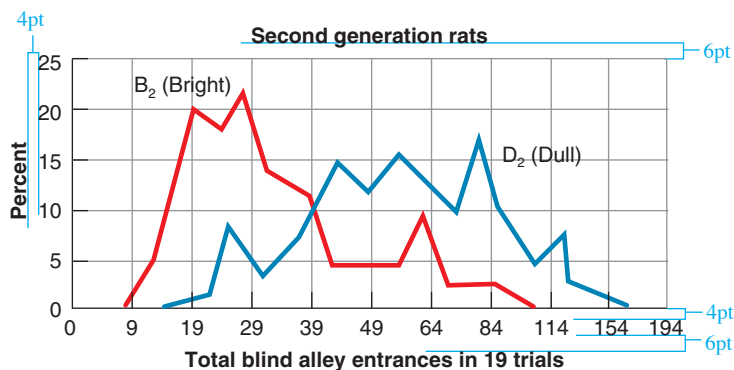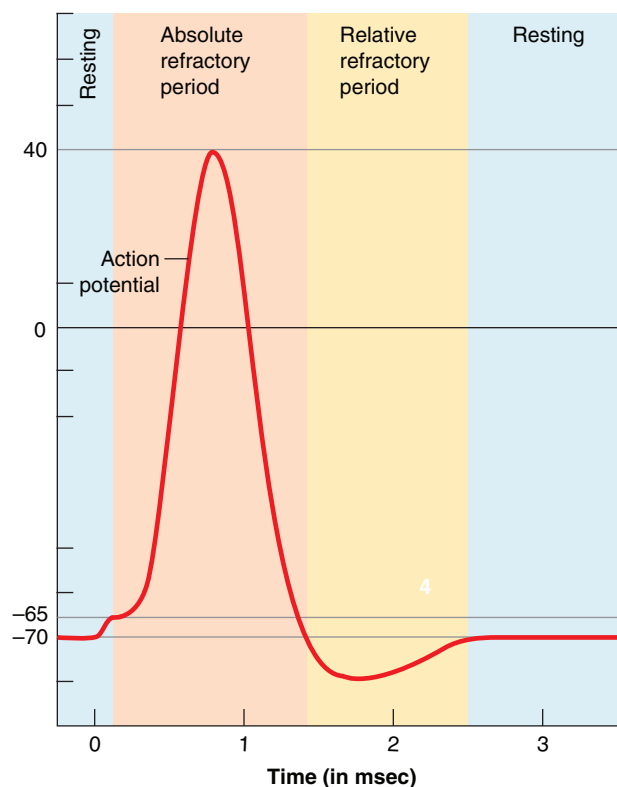

Sample 1
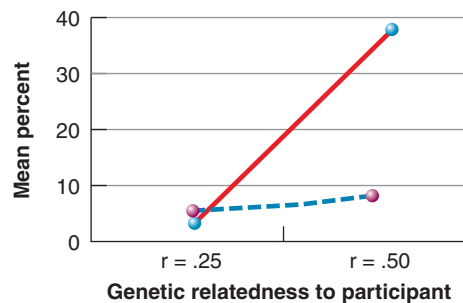
Sample 4

Sample 2

Sample 3

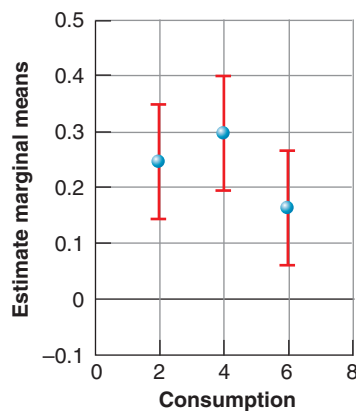*Sample 5*

Charts, continued

*Data chart variants*

Error bar & Box and Whisker charts:

• *Error bars:* 1pt 100% 04_red bar, 1pt end-caps 6pt long centered on vertical bar. Points: 5 x 5pt point, radial fill 100% 09_teal–0% with highlight at upper left per data chart samples 2 & 3. No stroke.
• Set axis rules, tic marks, and background grid as for data chart samples 1-3 for error bar charts.

• *Box and whisker charts:* Boxes 18pt wide. .5pt 100% 13_dark green exterior/interior box rules, 20% 12_green box fill. 1pt 100% 13_dark green "whiskers" rule with 1pt end-caps 6pt long centered on top and bottom of rule.
• Set axis rules, tic marks, and horizontal background bars as for bar charts for box and whisker charts.

Labels
• Set as spec'd on data chart general directions previous page.

Sample 6, Error bar charts
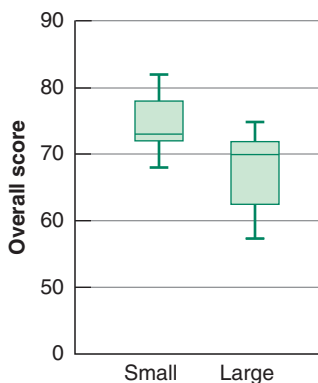
Sample 7, Box and whisker charts

Bar charts
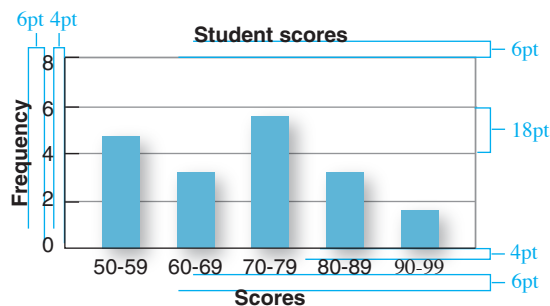
Sample 1
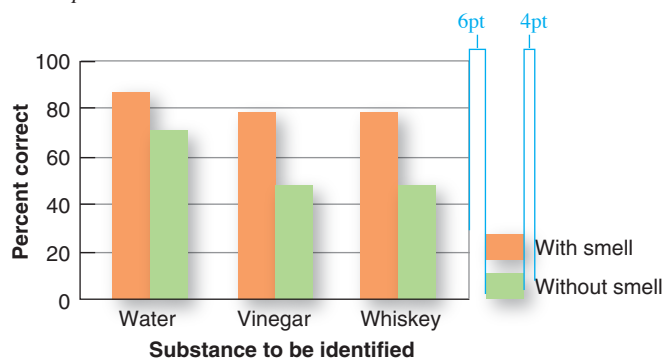
Sample 2

Grid/axes/tics
• *xy* axes: .5pt 100% black rules.
• Horizontal graph background rules: .5pt, 50% black rules. Set r.h. vertical rule to "box" background grid. 18pt space between grid rules/tics preferred spacing.
• Tic marks: .5pt 100% black rules, 6pt long.

Bars:
• 14pt preferred bar width, color fill, no rule. See color palette for bar colors and percentages.
• When bars appear as pairs or in groupings choose contrasting colors for legibility. See color palette for pair colors.
• Set dropshadow to bars using effect pulldown menu in Illustrator (effect > stylize > drop shadow). Settings: Opacity 75%, Offsets and blur 0p3, color 50% K. See color palette for screen capture of settings.

Key
• When a key is indicated set to right of graph, base aligned with *x* axis. Allow 6pt space between graph and key material, 4pt between key and key labels.

Labels
• Set as spec'd on data chart general directions.

Cacioppo/Freberg, *Discovering Psychology* 1e, Art Specs and Samples

Charts, continued

Bar charts continued

Grid/axes/tics
• Set as for vertical bar graphs except set .5pt, 50% black vertical background rules per sample. 36pt space between grid rules/tics preferred spacing.

Bars:
• 14pt preferred bar depth but if there are multiple bars or pairs as in sample use 10pt depth. Color fill, no rule. See color palette for bar and bar pair colors.
• Set dropshadow to bars using effect pulldown menu in Illustrator (effect > stylize > drop shadow). Settings: Opacity 75%, Offsets and blur 0p3, color 50% K. See color palette for screen capture of settings.

Key
• Set as for vertical bar graphs.

Labels
• Set as spec'd on data chart general directions.

Sample 3, horizontal bar chart
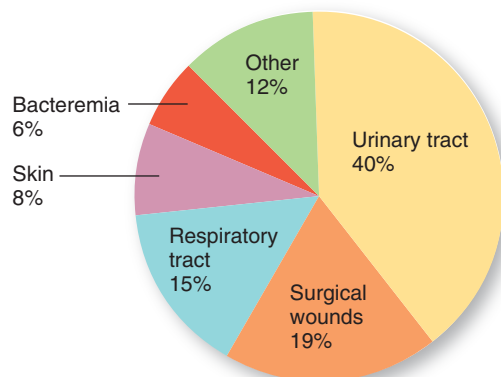
Pie charts

Pie
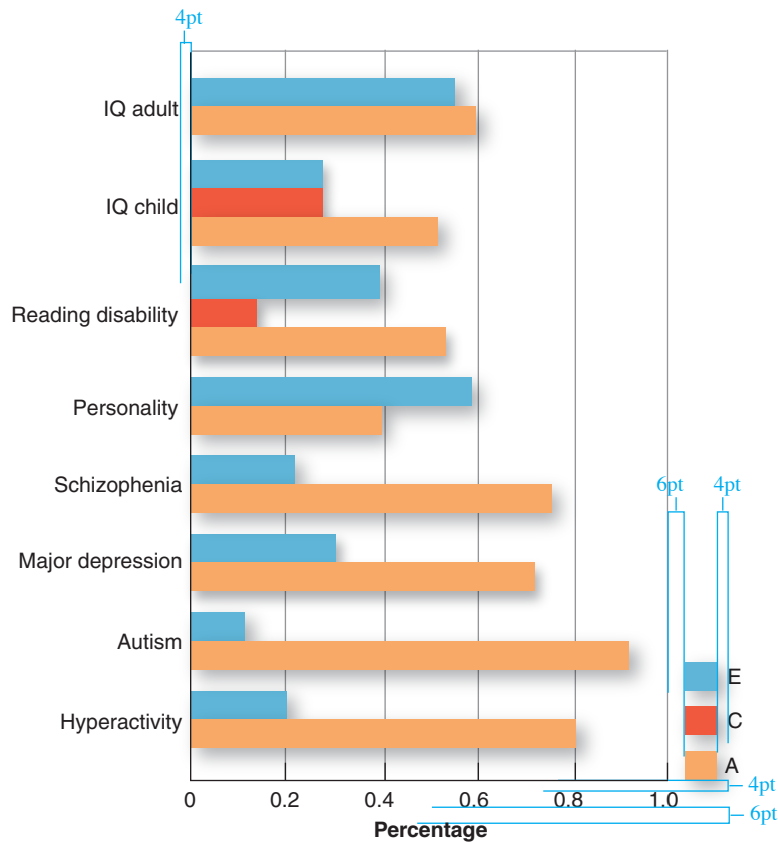• Preferred size 12 x 12pts, but can be smaller if labels allow. No rules between wedges or around exterior or chart. Use contrasting color fills for wedge sections. See color palette for color choices.
• Set dropshadow to pie charts as for bars in bar charts, using effect pulldown menu in Illustrator (effect > stylize > drop shadow). Settings: Opacity 75%, Offsets and blur 0p3, color 50% K. See color palette for screen capture of settings.

Labels
• 8pt Helvetica Medium set flush left, set inside "wedges" when possible. If label is placed outside set .5pt 100% black leadline to corresponding wedge.

Cacioppo/Freberg, *Discovering Psychology* **1e, Art Specs and Samples**

Charts, continued

Flowcharts

Boxes/leadlines
• Set using color screen boxe, color choices as spec'd on color palette, no keyline rule. "Title" boxes set 100% color with d.o. white all cap text.
• Set dropshadow to flowchart boxes as for bars in bar charts, using effect pulldown menu in Illustrator (effect > stylize > drop shadow). Settings: Opacity 75%, Offsets and blur 0p3, color 50% K. See color palette for screen capture of settings.
• Leadlines: .65pt 100% black. If arrows are spec'd at end of leadlines set #3 arrow from Illustrator palette scaled at 100% .

Labels
• 8pt Helvetica bf all caps, d.o. white, for any title boxes. 8pt Helv bf init cap/lower case for second level title boxes. 8pt Helv medium for all others.

Flowchart:

NEUROTRANSMITTERS

Small-Molecule Neurotransmitters
- Acetylcholine (ACH)
- Monamines
  - • Dopamine
  - • Norepinephrine
  - • Serotonin
  - • Melatonin
- Amino acid neurotransmitters
  - • Glutamate
  - • GABA
  - • 6 others
- ATP and its byproducts

Neuropeptides
- • Endorphins
- • Substance P
- • Cholecystokinin
- • Insulin
- • Vasopressin
- • Oxytocin
- • More than 40 others
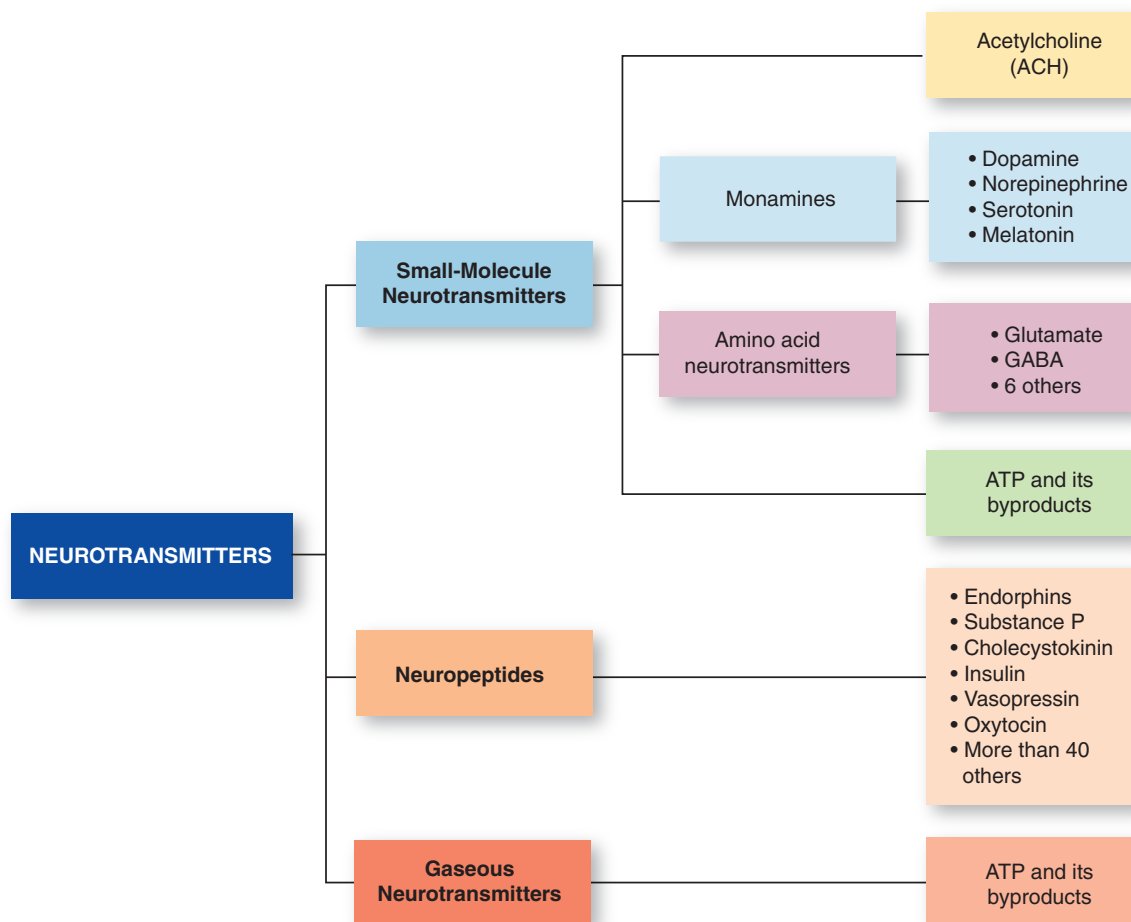
Gaseous Neurotransmitters
- ATP and its byproducts

Technical figures

Punnett squares

Body
• Rectangular multi-column shape (sample 1): Preferred column depth 18pt. Body columns equal width. No rules between header bars (100% color) and body column or around exterior. 1pt d.o. white interior rules. Use contrasting color fills for sub-head and body sections.
• Square shape (sample 2): Square divided into 4 equal sections divided by 1pt d.o. white interior rules. No exterior rules. Center labels in sections.
• When header bars are used set 100% 08_blue with d.o. white bf labels.
• Use flowchart color choices on color palette for Punnett square figures.

Labels
• 8pt Helvetica Medium or bolface set centered.

Mother's Allele	Father's Allele	
	Curly (C)	Straight (c)
Curly (C)	CC (homozygous curly)	Cc (heterozygous curly)
Straight (c)	Cc (heterozygous curly)	cc (homozgous straight)

Sample 1

X_HX
Mother

	X_HX	XX
XY Father	X_HY	XY

Sample 2

Normal curve:

• Axis and curve: .5pt 100% black rule, 1.75pt 100% color curve.
• Section fills/rules: 20-40% color screens with good contrast. Set fill dark enough to set off white rule but light enough for labels to be legible. 1pt d.o. white vertical rules divide sections.

| 2.15% | 13.6% | 34.1% | 34.1% | 13.6% | 2.15% |

$\mu - 3\sigma$ $\mu - 2\sigma$ $\mu - \sigma$ μ $\mu + \sigma$ $\mu + 2\sigma$ $\mu + 3\sigma$

68.2%

95.4%

99.7%

Cacioppo/Freberg, *Discovering Psychology* 1e, Art Specs and Samples

Numbered text

• Set 14 x 14pt circles 100% 09_teal fill, d.o. white Helv bf 8pt number centered inside circle.
• 75pt 100% 09_teal leadline from circle to element identified in art.
• Circled numbers and text sets to right of art as a list, either top or bottom aligned with art. Text sets 8pt Helv. Medium.
Allow 12pt space between art and circled number list.

1. Potassium channels open; K+ starts to leave cell.
2. Sodium channels open; Na+ rushes in.
3. Sodium channels close.
4. Potassium channels close.

Enlargment arrows & circles

• Set a tapered arrow as shown in sample below and fill with 09_teal blend, 10%–100%, 1pt rule around arrow
• Enlargement circles .65pt 100% black. Arrow tip overlaps into enlarged area slightly.

Cacioppo/Freberg, *Discovering Psychology 1e*, Color Palette

	100%	70%	50%	35%	20%	
01 Yellow C0 M7 Y100 K0	1					Color L
02 Gold C0 M20 Y100 K0	2					None, but Color N is closest at 0/40/100/10
03 Orange C0 M70 Y100 K0	3					Color O
04 Red C0 M100 Y100 K0	4					Color P
05 Fuschia C0 M100 Y0 K40	5					Color Q
06 Purple C60 M100 Y0 K0	6					None, but Color R is closest at 80/100/0/0
07 Dark Blue C100 M100 Y0 K10	7					None, but Color E is closest at 100/95/0/0
08 Blue C100 M80 Y0 K0	8					Color D
09 Teal C100 M0 Y0 K30	9					Color C
10 Aqua C100 M0 Y35 K0	10					None, but Color G is closest at 100/0/30/20
11 Light Green C60 M0 Y100 K0	11					Color K
12 Green C100 M0 Y100 K0	12					None, but Color J is closest at 60/0/100/10
13 Dark Green C100 M30 Y80 K0	13					None, but Color I is closest at 60/0/100/50
14 Light Brown C35 M70 Y100 K0	14					None
15 Brown C30 M60 Y100 K30	15					None

Cacioppo/Freberg, *Discovering Psychology 1e,* Color Palette

Plot rule/plot point colors (in order of use)
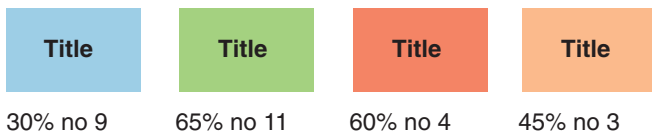All rules 100%, all fills 100%–0%

— no 4 red rule, no 9 teal gradient blend
— no 9 teal rule, no 5 fuschia gradient blend
— no 12 green rule, no 3 orange gradient blend
— no 7 dark blue rule, no 4 red gradient blend
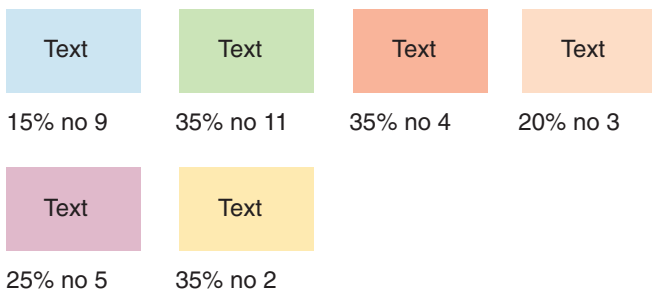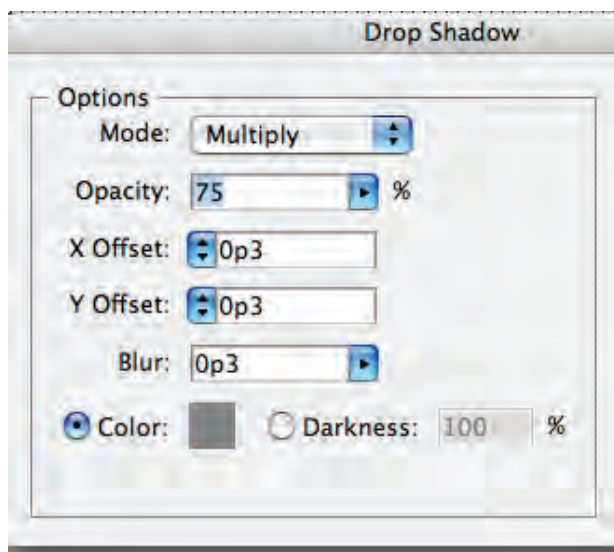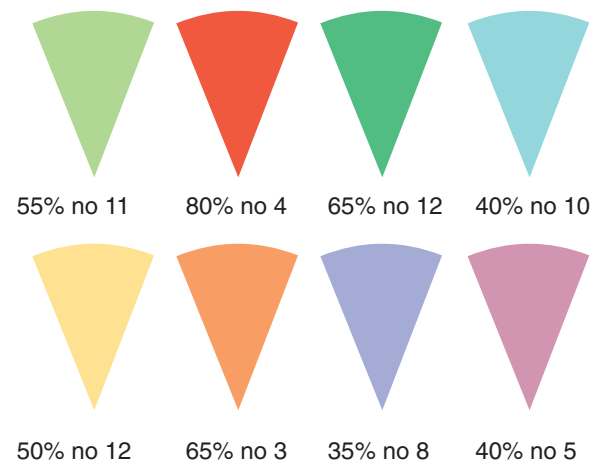
Flowchart box colors
Title boxes:

TITLE	TITLE	TITLE
100% no 8	100% no 12	100% no 4

Second level title boxes:

Title	Title	Title	Title
30% no 9	65% no 11	60% no 4	45% no 3

General boxes:

Text	Text	Text	Text
15% no 9	35% no 11	35% no 4	20% no 3

Text	Text
25% no 5	35% no 2

Dropshadow effect

Drop Shadow

Options
Mode: Multiply
Opacity: 75 %
X Offset: 0p3
Y Offset: 0p3
Blur: 0p3
Color: Darkness: 100 %

Pie chart colors

55% no 11	80% no 4	65% no 12	40% no 10

50% no 12	65% no 3	35% no 8	40% no 5

Bar chart colors
Single bars:

55% no 9	80% no 4	65% no 3	65% no 12	75% no 8

Bar groupings:

65% no 3	65% no 13	50% no 9	35% no 4
55% no 11	55% no 11	65% no 3	80% no 4

65% no 3	30% no 9	30% no 9	75% no 8
55% no 11	55% no 9	55% no 9	20% no 8
65% no13	65% no3	65% no3	65% no12