



8. PULLING IT ALL TOGETHER

WHAT MAKES A GOOD STORY?

1. Context

2. Effective Visuals

3. Eliminate Clutter

4. Focus Audience Attention

LESSON 1: UNDERSTAND THE CONTEXT



Create a connection with your audience



Establish the method of communication with the audience



What is your Big Idea



Storyboard your presentation

STORYBOARDING

- Visual outline of the content you plan to create
- Changes as your work through the details
- Single most important thing you can do to ensure communication

Issue:

Kids have bad attitudes about science

Demonstrate Issue:
show student assignment grades over course of year

Ideas for overcoming issue, including pilot program

Describe pilot program - goals, etc.

Show before & after survey data to demonstrate success of program

RECOMMENDATION:
pilot was a success let's expand it we need \$\$\$

LESSON 2: EFFECTIVE VISUALS

- What do you want your audience to know?
- Test different visuals for the same task
- Misleading visuals destroy credibility



CHOOSING A CHART TYPE

Show changes
over time:

- Line Chart
- Bar Chart
- Scatter Plot
- Maps

Show Groupings /
Rankings:

- Bar Charts
- Tables

Show
Relationships:

- Scatter Plot
- Bubble chart

To emphasis a
single data point:

- Numbers
- Pie Charts

Compare
categories:

- Bar Charts
- Pie Charts
- Treemaps
- Bubble Charts
- Heat Maps

EFFECTIVE VISUALS

Meals served over time

Campaign Year	Meals Served
2010	40,139
2011	127,020
2012	168,193
2013	153,115
2014	202,102
2015	232,897
2016	277,912
2017	205,350
2018	233,389
2019	232,797

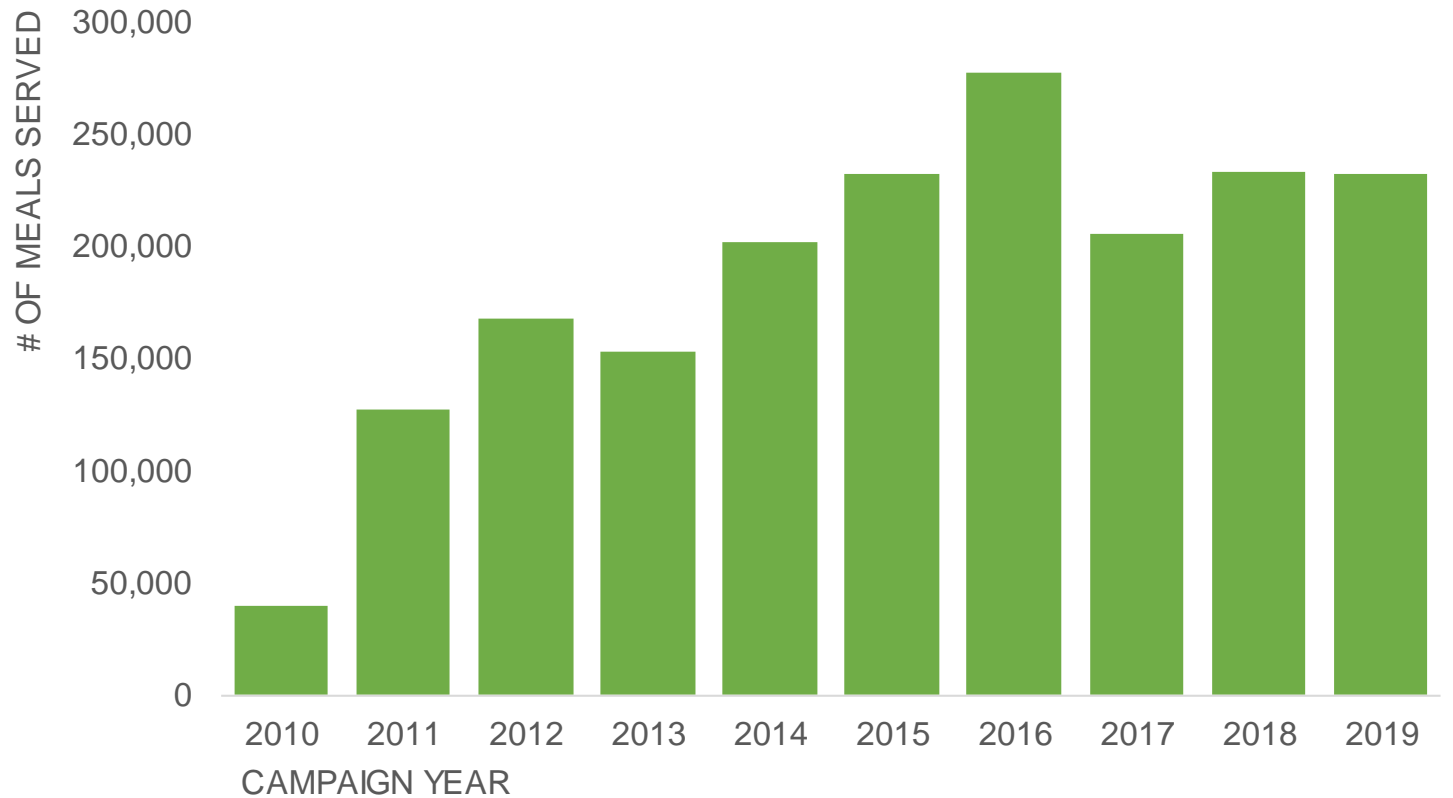
EFFECTIVE VISUALS

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EFFECTIVE VISUALS

Meals served over time



**LESSON 3:
ELIMINATE
CLUTTER**

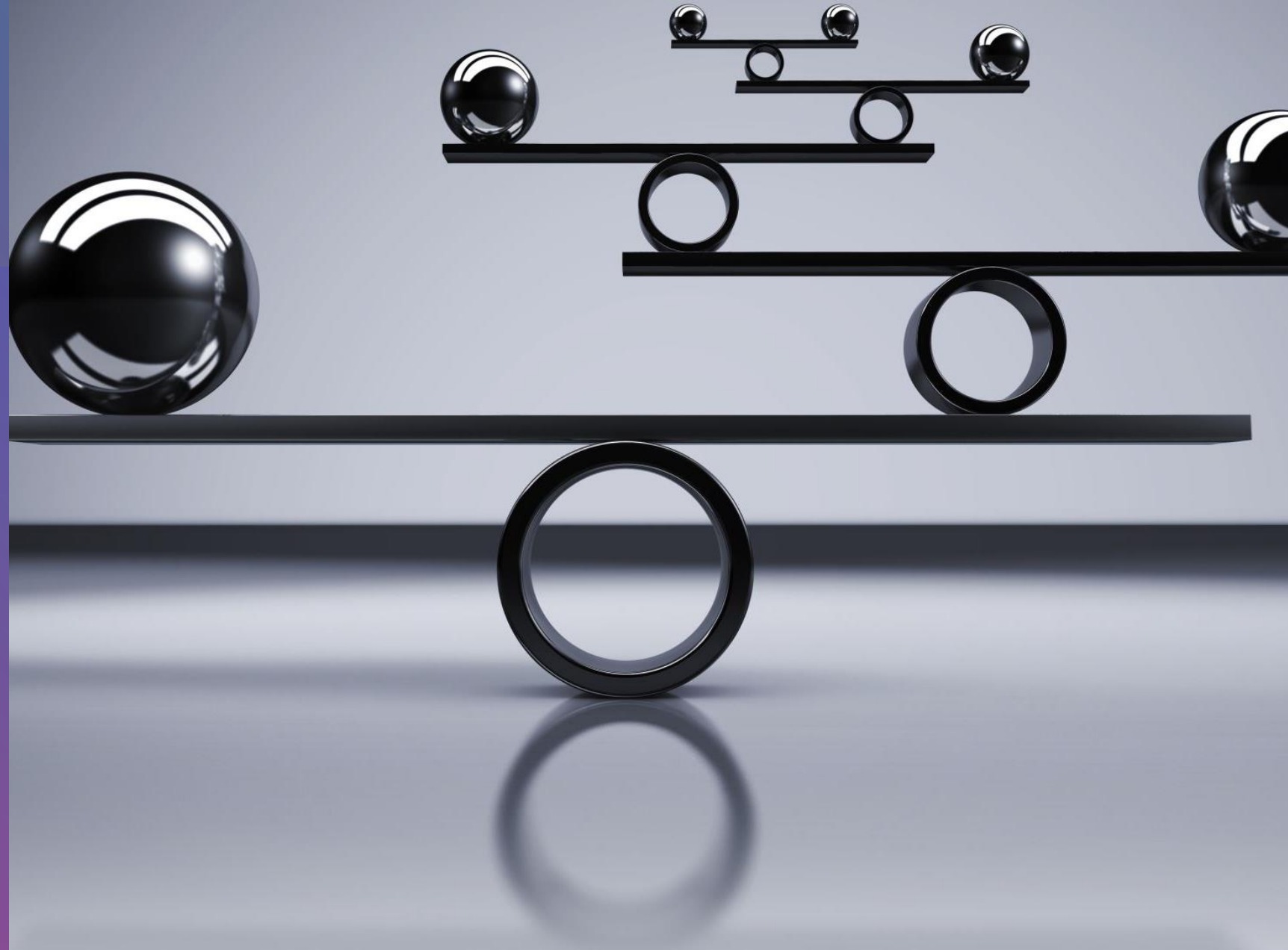
Visual clutter creates
cognitive overload

Remove clutter using
Gestalt Principles

White spaces reduce
cognitive load

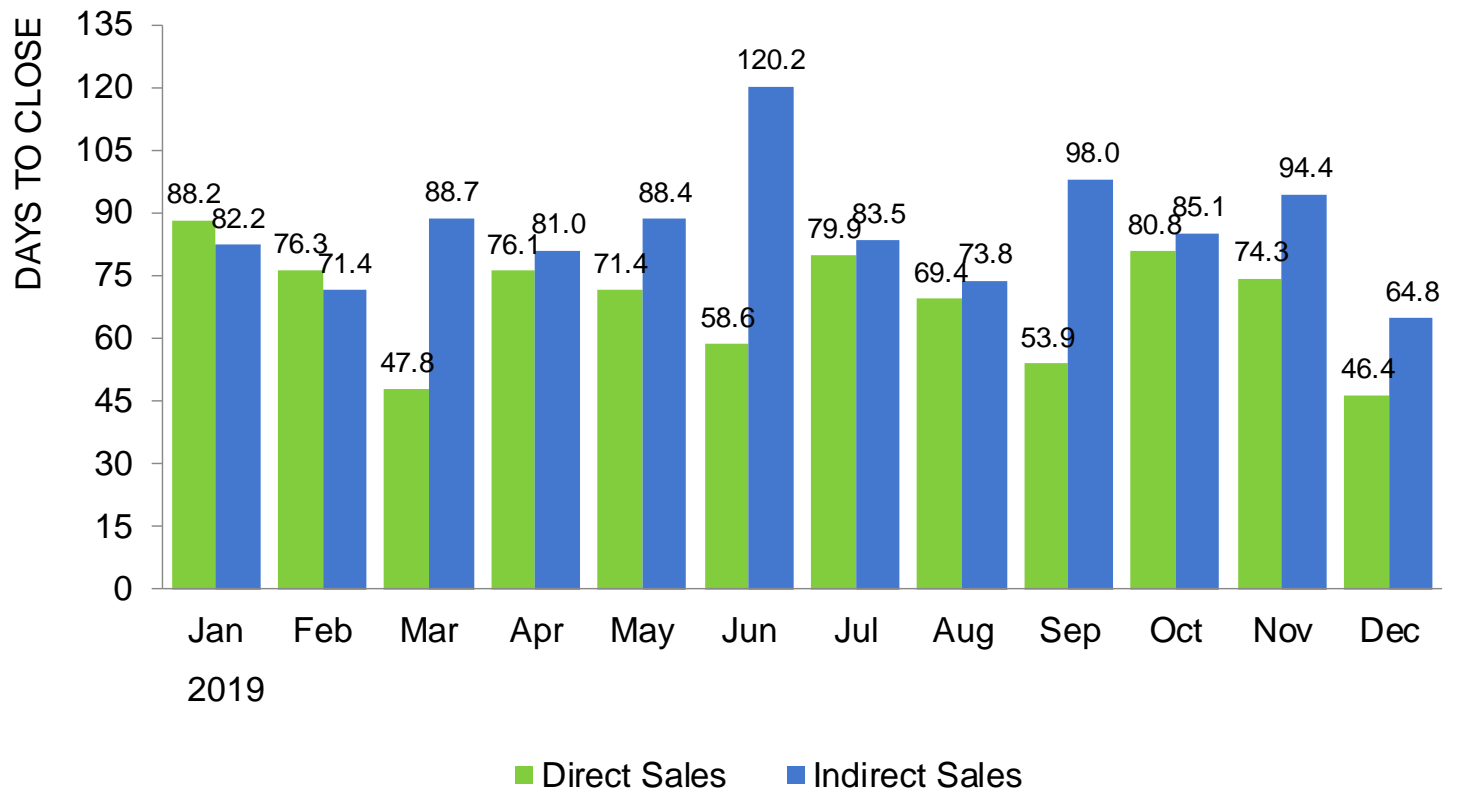
GESTALT PRINCIPLES:

1. PROXIMITY
2. SIMILARITY
3. ENCLOSURE
4. CLOSURE
5. CONTINUITY
6. CONNECTION



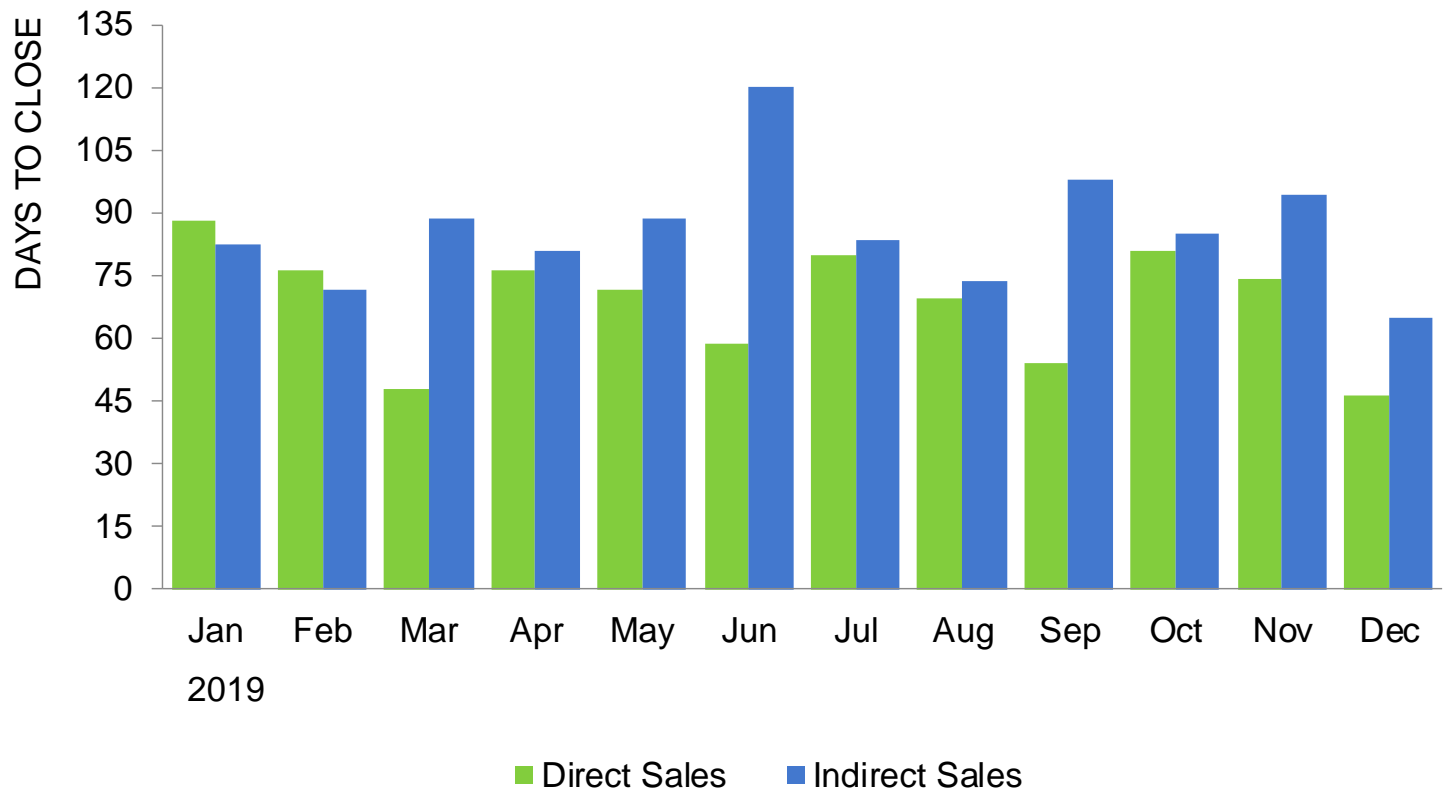
ELIMINATE
CLUTTER

Time to Close Deal
Goal = 90 days



ELIMINATE
CLUTTER

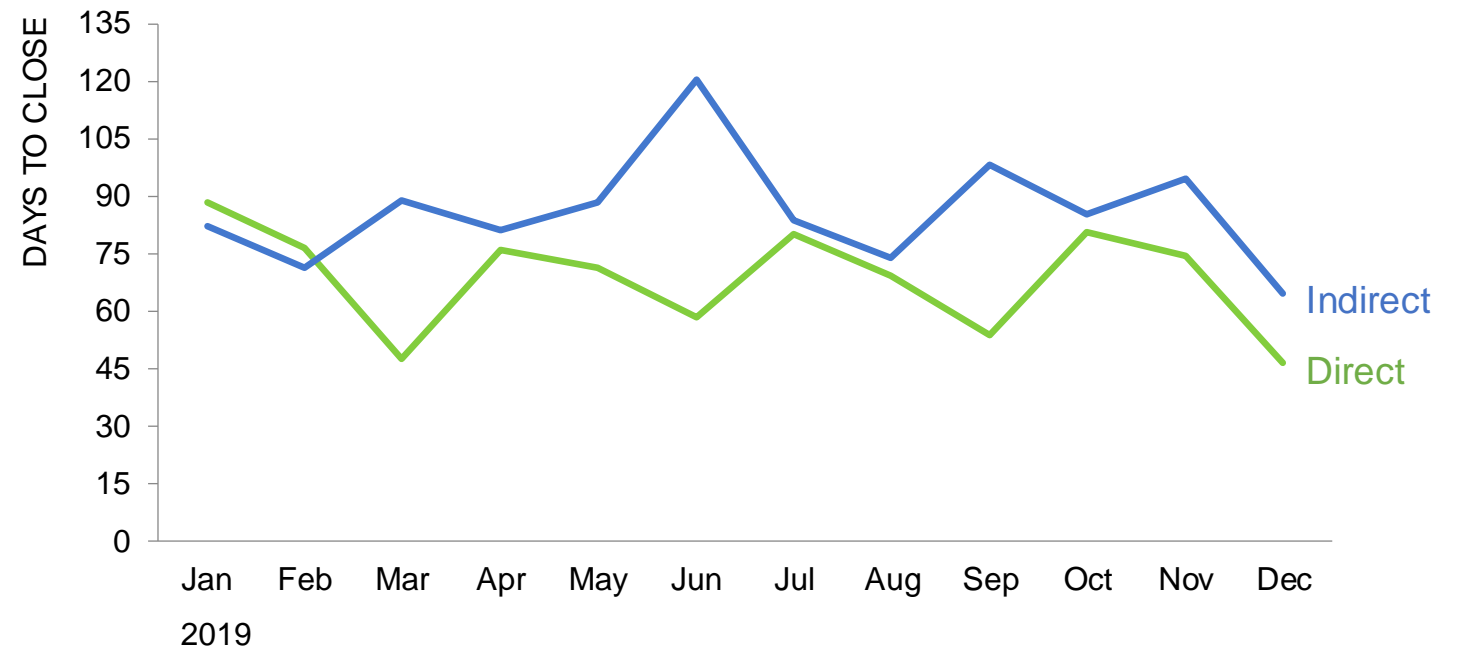
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ELIMINATE CLUTTER

Time to Close Deal

Goal = 90 days



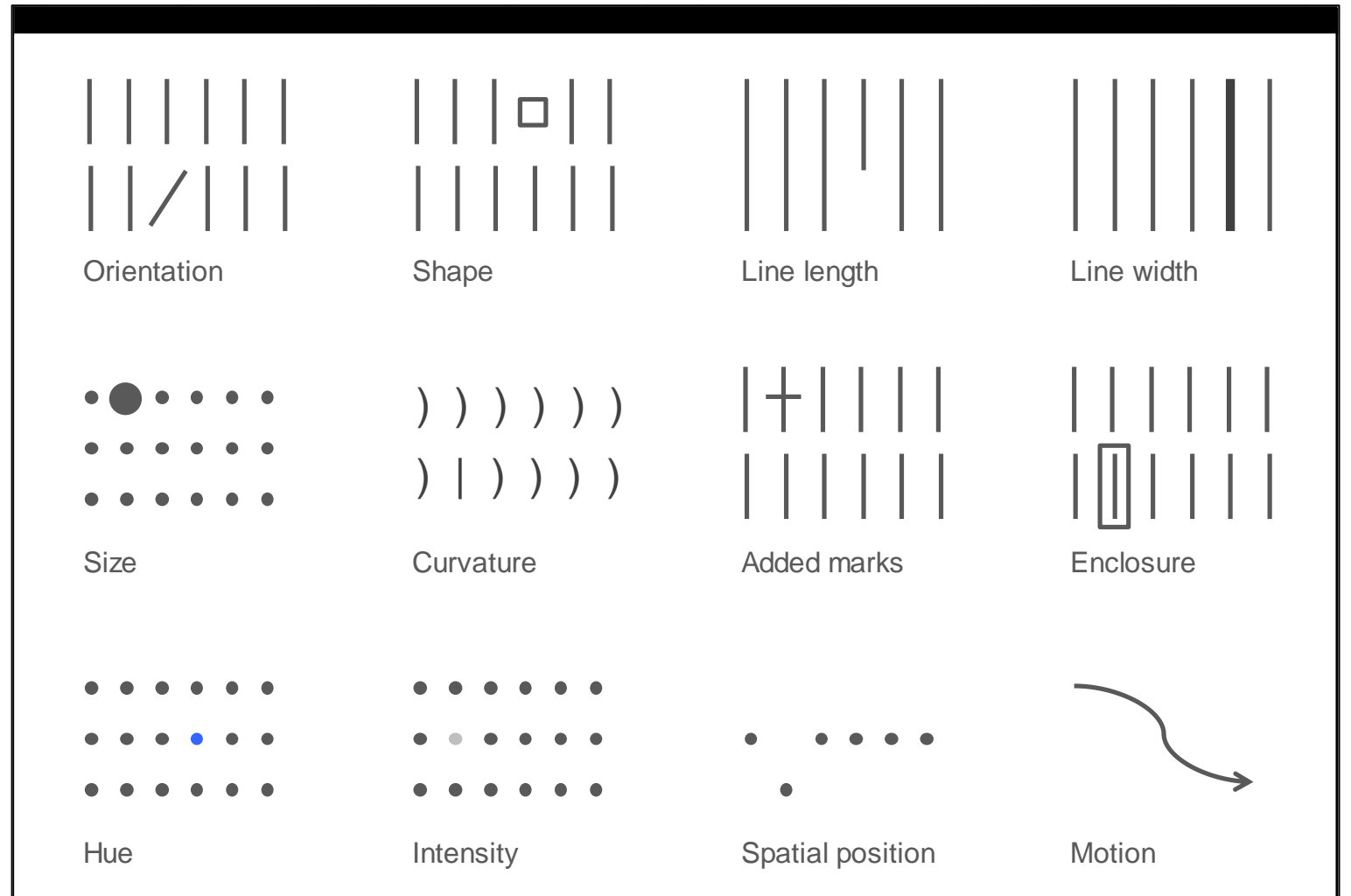
LESSON 4: FOCUS AUDIENCE ATTENTION

Preattentive attributes, like size & shape, signal importance

Visual Hierarchies “walk” audience through presentation

Use the “Where are your eyes drawn” test for attributes

PREATTENTIVE ATTRIBUTES



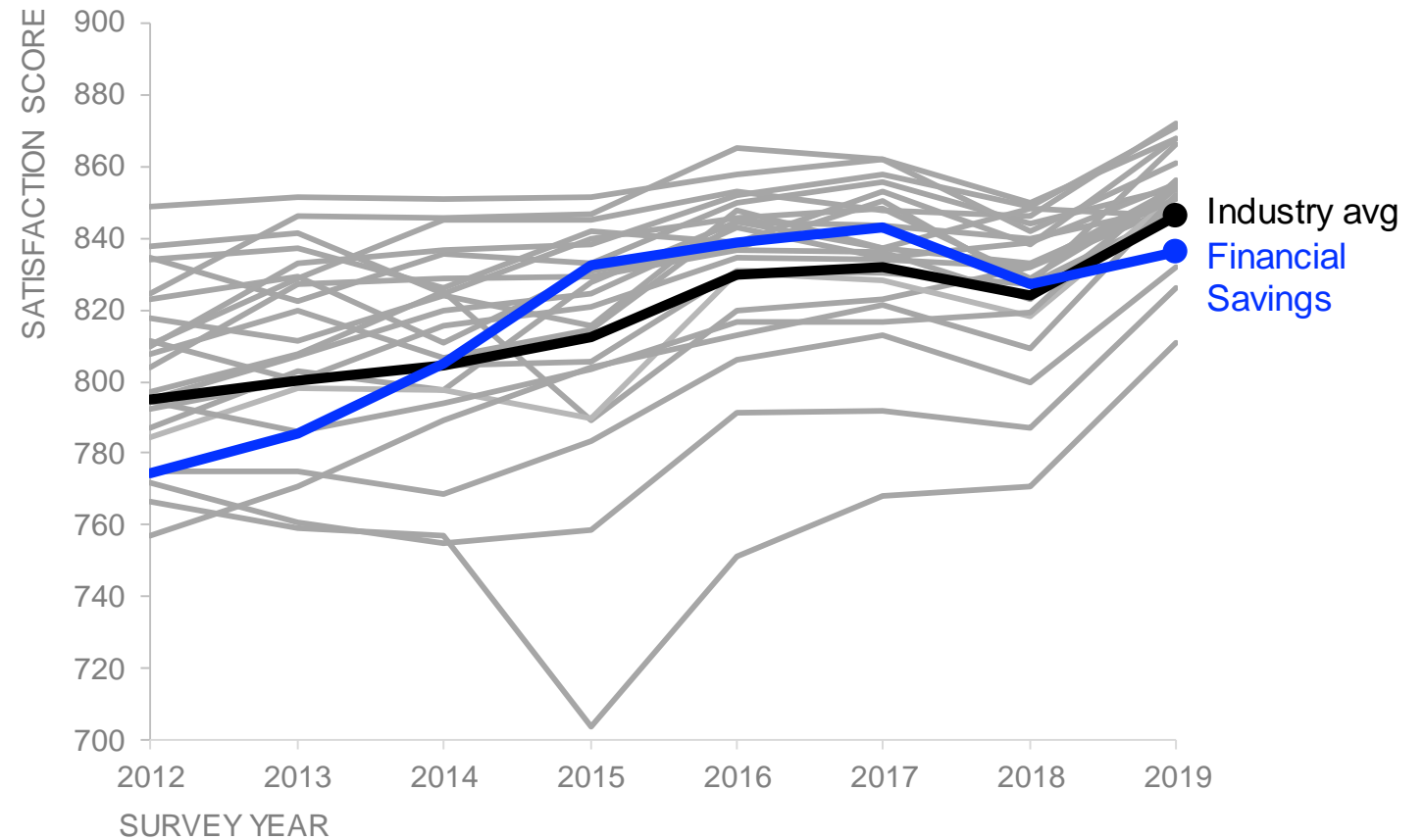
FOCUS AUDIENCE ATTENTION

DATA									
	2012	2013	2014	2015	2016	2017	2018	2019	Increase
Bank 1	825	846	846	847	865	862	850	868	2%
Bank 2	810	829	845	845	853	848	846	872	3%
Bank 3	834	822	836	833	850	856	844	854	1%
Bank 4	797	808	825	789	820	823	832	854	3%
Bank 5	849	851	851	851	858	862	842	861	2%
Bank 6	838	841	825	840	845	848	829	853	3%
Bank 7	787	803	798	828	845	843	840	849	1%
Bank 8	792	800	815	821	835	834	832	849	2%
Bank 9	795	807	820	825	843	834	839	855	2%
Bank 10	834	837	826	842	839	853	838	868	4%
Bank 11	810	833	837	838	852	858	849	871	3%
Bank 12	807	820	807	815	845	837	848	846	0%
Bank 13	811	800	804	805	831	831	827	847	2%
Bank 14	804	827	829	829	837	836	823	854	4%
Bank 15	784	798	798	790	830	828	818	852	4%
Bank 16	818	811	824	815	848	837	833	851	2%
Bank 17	795	786	794	803	817	817	819	856	5%
Bank 18	823	829	811	831	837	850	827	866	5%
Bank 19	775	775	769	783	806	813	800	832	4%
Bank 20	757	771	789	804	813	822	809	852	5%
Bank 21	767	759	757	704	751	768	771	811	5%
Bank 22	772	761	755	758	791	792	787	826	5%
Peer Group	795	800	804	812	830	832	824	846	3%
Financial Sa	774	785	805	833	839	843	827	836	1%

FOCUS AUDIENCE ATTENTION

BRANCH SATISFACTION

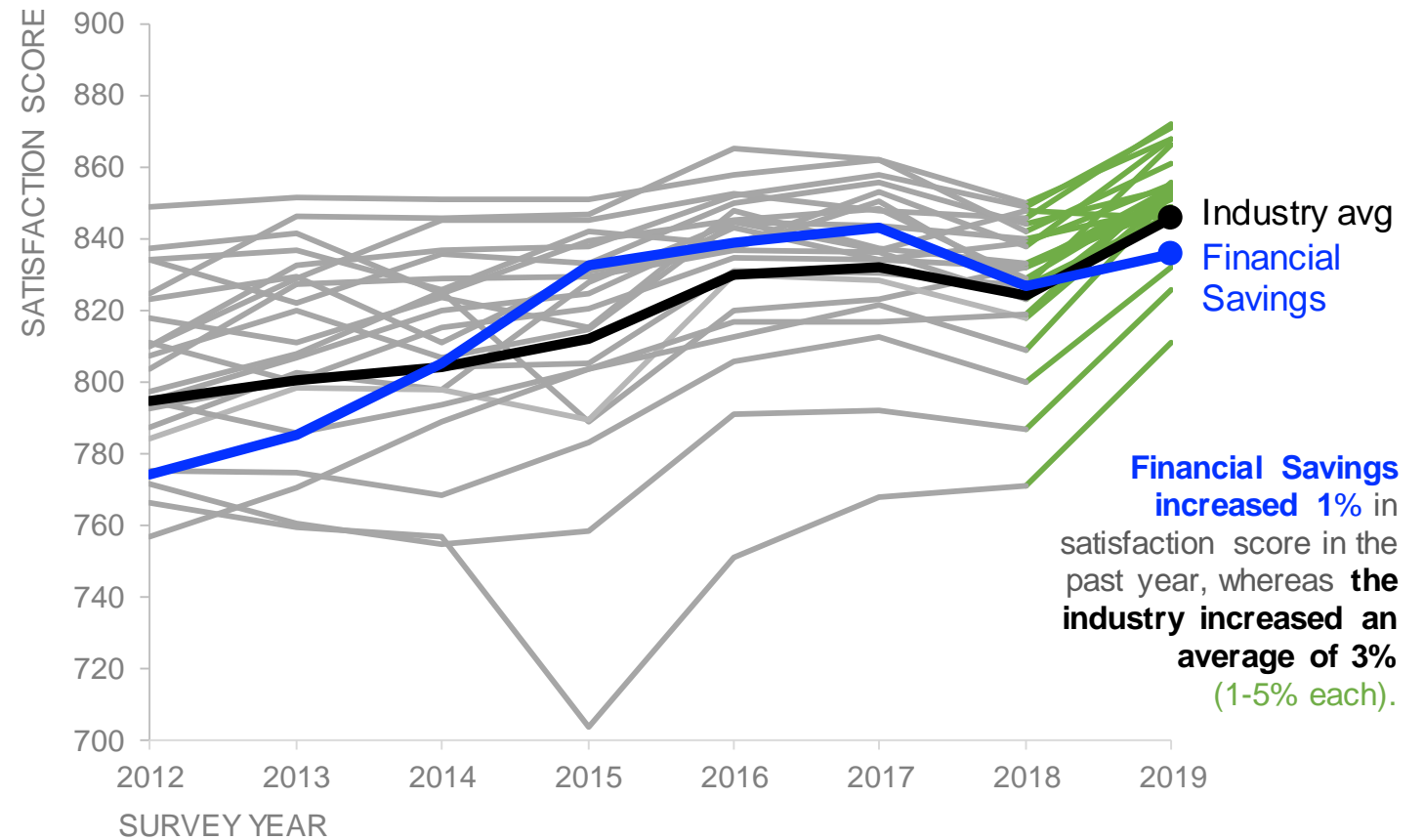
Financial Savings below **industry** for first time in 5 years



FOCUS AUDIENCE ATTENTION

BRANCH SATISFACTION

Financial Savings below **industry** for first time in 5 years



LESSON 5: THINK LIKE A DESIGNER

Highlight important information

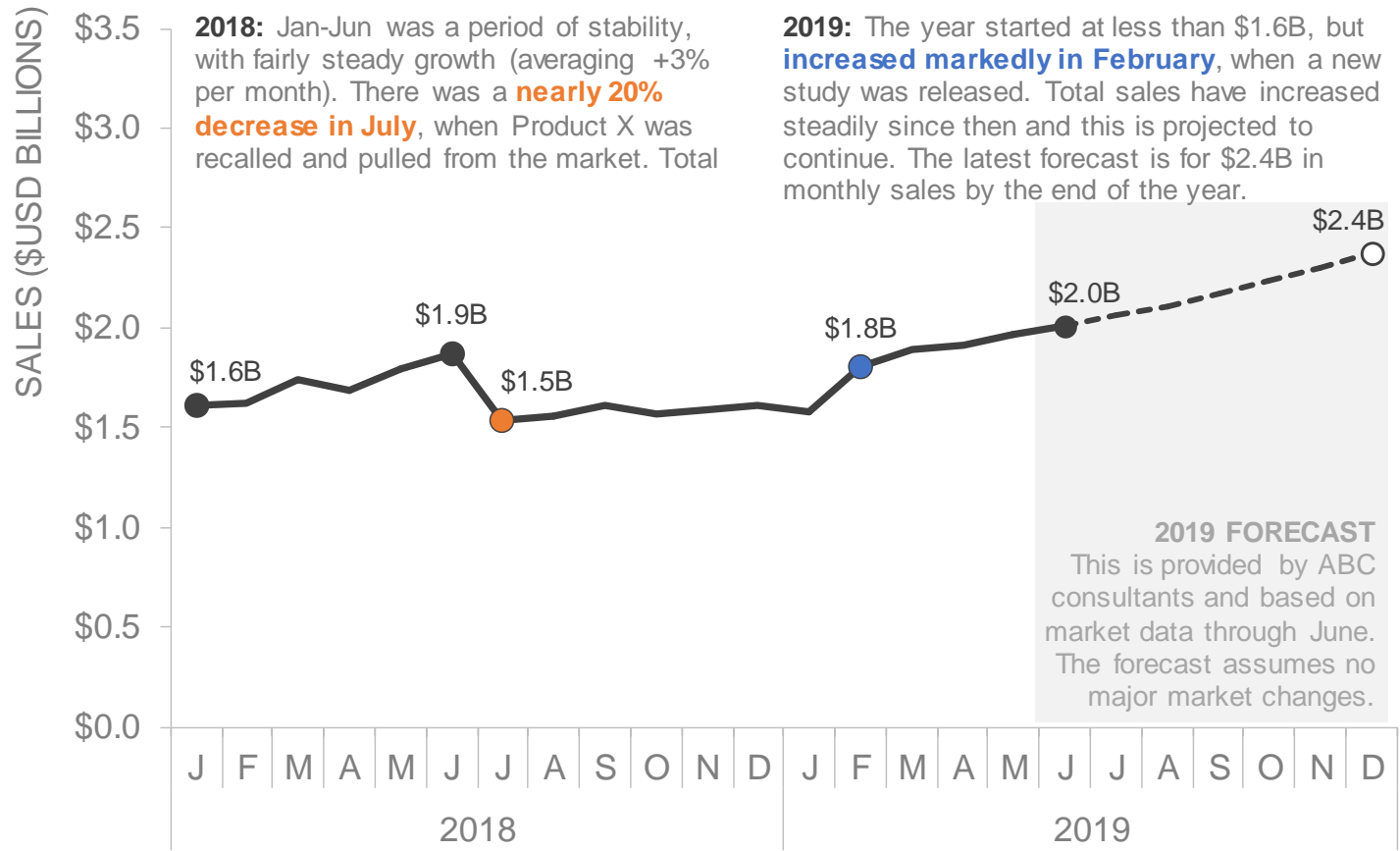
Eliminate distractions

Use a visual hierarchy of information

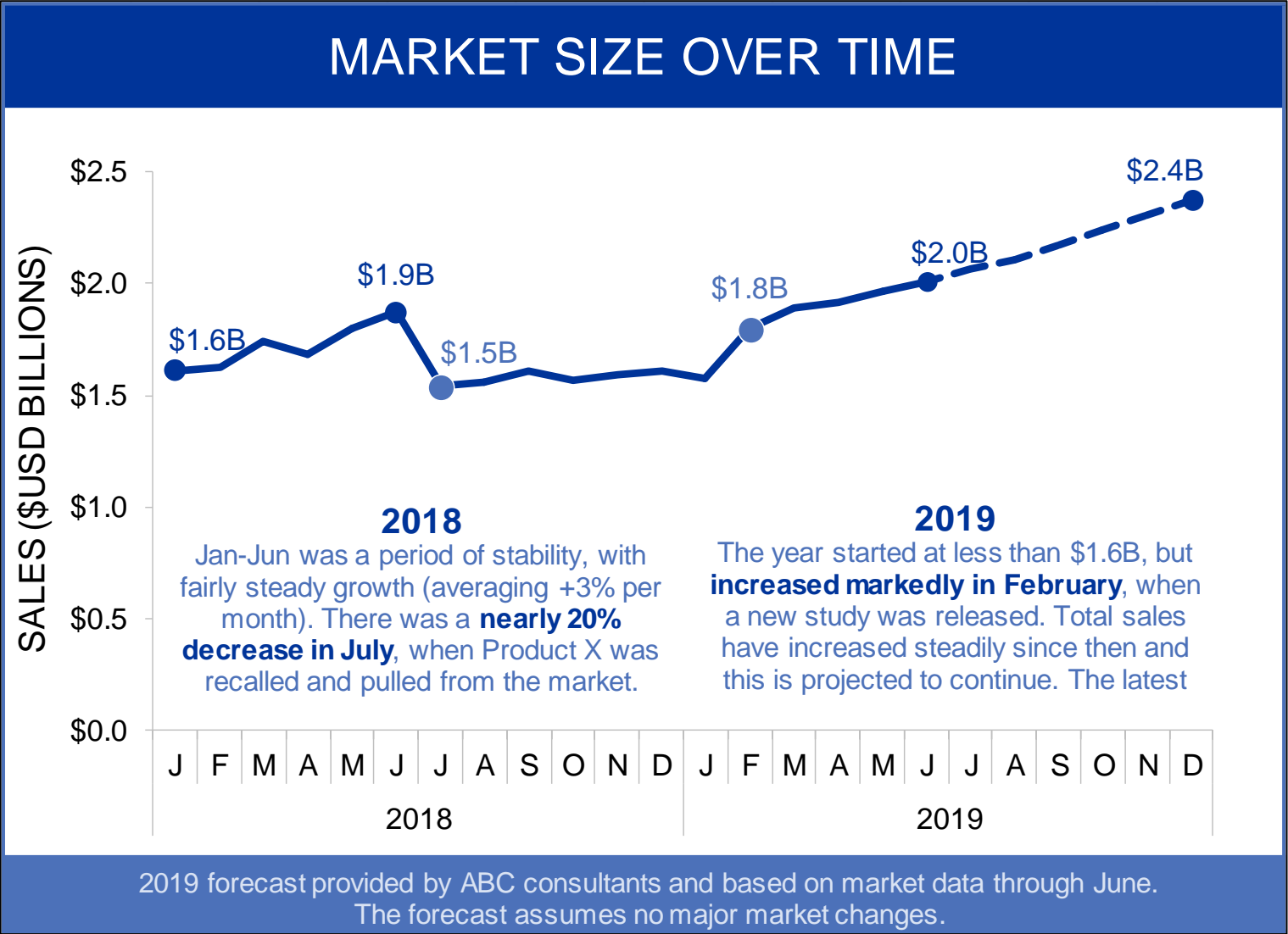
Visuals should be aesthetically pleasing

THINK LIKE A DESIGNER

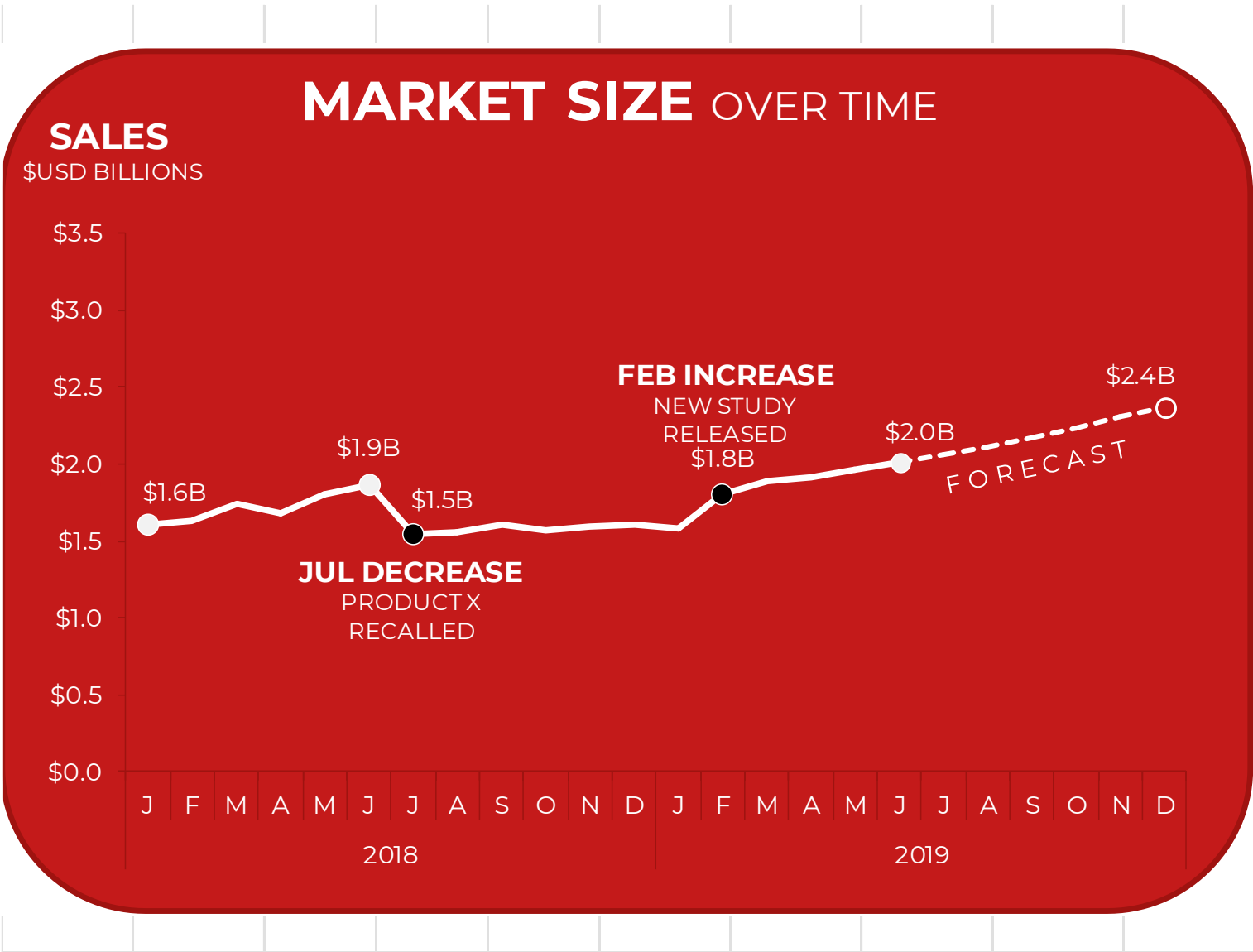
Market size over time



THINK LIKE A DESIGNER



THINK LIKE
A
DESIGNER



IN CLOSING

- Context
- Appropriate visual
- Eliminate clutter
- Focus audience attention
- Your visuals should have a “Big Idea” or consistent theme



QUESTIONS?

