MAKING DATA DECISIONS

Asking the following questions can help you decide what data to include in your presentation versus what might be better suited for a handout or left out altogether.

What are the conclusions that can be drawn about the data?

What's compelling about this information?

Are there trends to show?

Are there comparisons you'd like to demonstrate?

Is there anything surprising or unexpected to share?

Design for lay audiences.

Statistical information can easily overwhelm. Gear all design toward lay audiences.
Remember people look for comparisons and themes. Make them easy to see!
People read left to right, top to bottom. Avoid centering.

De-clutter! Remove grid lines and tick marks.

The more "noise" ...AKA extra info you can delete, the easier to interpret.

Titles and subtitles matter.

Make sure they're concise, interesting and at top left.
Spend time creating a title that creates a "hook" and conveys the main point.
Position at the top left, so it's read first.

Use color as a tool to your advantage.

Consider using an action color.
Select color palette that goes with the theme and/or appeals to your audience.
Use gradients of color: lowest value/lightest color - highest value/darkest color.

Limit the use of legends. Avoid whenever possible.

Example: when creating a bar chart, place horizontal labels beside or on the bars.

Select the right data visualization for the job.

There are many online resources for deciding whether a pie chart,
line graph, or bar chart, etc makes the most sense.

Present in 2D.

3D charts may look more sophisticated, but experts agree they are harder to read.

Use round numbers.

Round to the nearest whole number for the quickest, easiest transfer of information.

Put it in context.

Numbers are meaningful when we understand them in relation to the total picture.

BUILDING YOUR AUDIENCE AVATAR

Answering these questions will help you understand your audience and give you the foundation you need to build an amazing presentation for them.

1. How much does your audience know about the topic (novice, proficient, expert)?

2. Does your audience have misconceptions about your topic that you need to clear up?

3. What is the age range of your audience, and are there other relevant demographics? Special needs? Literacy barriers?

4. What might they be interested in?

5. What's in it for them?

6. Why are they here (extrinsic or intrinsically motivated)?

7. Is there a problem I can help them solve?

8. What might they do with this information?

9. What's the best way to reach this audience?

RESOURCE LINKS

Resouces for Designing Print Documents, Presentations, and/or Social Media Posts:

Canva - www.canva.com

Adobe Express - www.adobe.com/express

Beautiful ai - www.beautiful.ai

Resources for Color Palettes:

LOL Colors - *https://colors.lol*
Canva - 100 Brilliant Color Combinations Blog Post *http://bit.ly/2d5xb5g*
Color Hexa *http://www.color-hex.com/*
Design Seeds *http://www.design-seeds.com/*
Color Scheme Designer *http://www.paletton.com/#uid=1000u0klllaFw0g0qFqFg0w0aF*
Google Chrome Eyedropper Extension *https://chrome.google.com/webstore/detail/eye-dropper/*
hmdc-mlfkchdmnmnmheododdhjedfccka

Create a Color Palette Based on a Photo

https://www.canva.com/colors/color-palette-generator/

Places to Find Photos and Icons

The Noun Project *https://thenounproject.com/*
Stock Snap IO *https://stocksnap.io/*
Pexels *https://www.pexels.com/*
Canva Blog Post Stock Photo Sites *https://designschool.canva.com/blog/free-stock-photos/*

Photo Editing Tools

Pic Monkey *https://www.picmonkey.com/*
You can also do photo editing in Microsoft PowerPoint, Publisher, and Word

Dowloading Fonts

Fonts are available on many websites, but these are a good place to start:
https://fonts.google.com/
1001 Fonts: *http://www.1001fonts.com/*
Da Font: *http://www.dafont.com/*
Font Squirrel: *http://www.fontsquirrel.com/*
Step by Step Guide to Downloading Fonts: *http://thevisualcommunicationguy.com/2013/08/20/how-to-install-new-fonts-on-your-pc-in-three-quick-steps/*

Info Inspired Blog: www.info-inspired.com

DATA VISUALIZATION RESOURCES

Data Viz Project
www.DataVizProject.com

Stephanie Evergreen
https://stephanieevergreen.com/

Alberto Cairo
http://albertocairo.com/

Alberto Cairo Youtube tutorial
https://www.youtube.com/playlist?list=PLADcUFruM-1BYJjJzeEy8BVohELz4dJ57

Library of Missing Datasets
https://mimionuoha.com/the-library-of-missing-datasets

Google Infographics Toolbox
https://docs.google.com/drawings/d/1mEjyhAjJTqzqlBxi9niAmV0nLdmhbUZbGMziwHdRstg/template/preview

Excel Cheat
https://www.customguide.com/cheat-sheet/excel-cheat-sheet.pdf

Tableau
https://public.tableau.com/en-us/s/

The Data Innovation Project
https://datainnovationproject.org/

Making Data Talk
https://www.cancer.gov/publications/health-communication/making-data-talk.pdf

Information is Beautiful Website
https://informationisbeautiful.net/