THE IMPORTANCE OF PRESENTATION & DELIVERY

BEYOND INFORMATION

A PRESENTATION BY BRIAN BERRELLEZ
TO BEGIN...

INTRODUCTION
Analytics, Excel, and other programs are tools

They will not “solve” it all
The **function and goal** is the focus, **not** the tools
Your work can be like art, but you want your audience to get information, not guess it, not marvel at it.

FOCUS ON YOUR AUDIENCE
NON AUDIENCE-FOCUSED DELIVERY

Unfocused “just give ‘em everything!” presentation

Self-centric “Look at what I can do!” construction

Uncategorized and confusing display

The gaudy and flashy replaces beauty and elegance
SAD TO SAY...

This is what we see today
NON AUDIENCE-FOCUSED DELIVERY
NON AUDIENCE-FOCUSED DELIVERY
AUDIENCE-FOCUSED DELIVERY

Meaningful and focused presentation

Thoughtful user-centric construction

Categorized and simplified organization

Beauty establishes order, and elegance provides flow ("practical minimalist art")
AUDIENCE-FOCUSED DELIVERY
You want your audience to get information, not guess it, not marvel at it.
OVERVIEW OF PRESENTATION

ORGANIZATION OF INFORMATION

CONSTRUCTION

DELIVERY
1. ORGANIZATION
2. REPORTING
3. PRESENTATION
4. DELIVERY
OVERVIEW

Data, Information, and DIKW

Application / Roles with Information Hierarchy

Quality of Information
DATA & INFORMATION ... DIKW

- DATA
- INFORMATION
- KNOWLEDGE
- WISDOM
DATA

Raw Collection of Observations

Data is raw, non-dependent, and fully computational
INFORMATION

Data with Relationship, Context, Domain

Information is data with relational connections: context and domain
DATA & INFORMATION ... DIKW

- Wisdom
- Knowledge
- Information
- Data
KNOWLEDGE

Information with Meaning, Applied

Information that has meaning and is applied or utilized, discovering patterns
DATA
signals, know-nothing

INFORMATION
useful, organized, structured

KNOWLEDGE
contextual, synthesized, learning

given meaning, becomes

WISDOM
understanding, integrated, actionable

given insight, becomes

DECISIONS
change, movement

given purpose, becomes

WHAT?
reveals patterns

WHY?
reveals principles

WHAT IS BEST?
reveals direction

FUTURE

PAST

DIKW... AND VARIATIONS
Understanding

Knowledge with Personal Meaning

Through experience and theories, knowledge is explored and evaluated.
Wisdom

Evaluated Understanding

Stored knowledge has understanding by a learner. Through *personal* experience and theory, meta-knowledge has been established to allow for decisions
HOW DO WE GET THERE?

Theory, Meta Stages, Experience, and Transformation

Knowledge is established through a complicated process

New knowledge is created through transformation
Look to the Past

<table>
<thead>
<tr>
<th>Gathering</th>
<th>Learning</th>
<th>Doiing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know-Nothing</td>
<td>Know-What</td>
<td>Know-How</td>
</tr>
</tbody>
</table>

Look to the Future

<table>
<thead>
<tr>
<th>Know-Best</th>
</tr>
</thead>
</table>

Data (numbers, symbols, facts)

Information (data processed and organized to describe who, what, where and when)

Knowledge (collected information, instructs how)

Experience (knowledge gained through doing)

Theory (a framework for explaining behavior)

Understanding (assign meaning, explain why, apply to analysis)

Wisdom (judgment, evaluated understanding, long-term, proper, good, right)

Extrinsic | Intrinsic

<table>
<thead>
<tr>
<th>Analyzing</th>
<th>Deciding</th>
<th>Executing</th>
</tr>
</thead>
</table>

Control and Efficiency

Doing things right

Value and Effectiveness

Doing the right things
We want to provide information to impart knowledge and develop wisdom so we can act on well-informed decisions.
Quality of data and information is essential and foundational to our knowledge and wisdom.
QUALITY

Bad quality means a misinformed population

Example: technology folks may not understand the contexts and applications for the data and information.

Without collaboration and dialogue with the target audience, this leads to difficult-to-use information.
QUALITY

Example

Technology folks may not understand the contexts and intended purpose

Lack of collaboration leads to difficult-to-use information or misinformation
QUALITY

Review before proceeding

We need to be careful with what we receive since those who prepared information or imparted knowledge may not have properly related it to our situation.
Why is this important to me?
In which part are you working?

What is your focus and goal?
Look to the Past

<table>
<thead>
<tr>
<th>Gathering</th>
<th>Learning</th>
<th>Look to the Future</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know-Nothing</td>
<td>Know-How</td>
<td>Know-Best</td>
</tr>
<tr>
<td>Know-What</td>
<td>Theory</td>
<td></td>
</tr>
<tr>
<td>Know-Why</td>
<td>Understanding</td>
<td></td>
</tr>
<tr>
<td>Data (numbers, symbols, facts)</td>
<td>Information (data processed and organized to describe who, what, where and when)</td>
<td>Wisdom (judgment, evaluated understanding, long-term, proper, good, right)</td>
</tr>
<tr>
<td></td>
<td>Knowledge</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Experience</td>
<td></td>
</tr>
</tbody>
</table>

Extrinsic

<table>
<thead>
<tr>
<th>Analyzing</th>
<th>Deciding</th>
<th>Executing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control and Efficiency</td>
<td>Value and Effectiveness</td>
<td></td>
</tr>
<tr>
<td>Doing things right</td>
<td>Doing the right things</td>
<td></td>
</tr>
</tbody>
</table>
WRAP-UP OF ORGANIZATION

Be mindful of where you’re working at in DIKW
WRAP-UP OF ORGANIZATION

Be sure to verify your information
OVERVIEW

What is reporting?

Some suggestions...
WHAT IS REPORTING?

Gathering findings, Building information, and Presenting to an audience

Keep your audience in mind
SUGGESTIONS
Gathering, Building, and Presenting has many forms

This can quickly become a mess
<table>
<thead>
<tr>
<th>Resource Description</th>
<th>Unit</th>
<th>LS / Unit Price</th>
<th>Quantity</th>
<th>Tax Dollars</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>02000 - Planning/Zoning</td>
<td></td>
<td>$33,000.00</td>
<td></td>
<td></td>
<td>$23,000.00</td>
</tr>
<tr>
<td>Legal</td>
<td>LB</td>
<td>$0.00</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Master Planning</td>
<td>LG</td>
<td>$0.00</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Tax Dollars</td>
<td></td>
<td>$0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>02100 - Pre Engineering</td>
<td></td>
<td>$12,600.00</td>
<td></td>
<td></td>
<td>$12,600.00</td>
</tr>
<tr>
<td>Design</td>
<td>L</td>
<td>$0.00</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Plant Design</td>
<td>L</td>
<td>$0.00</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Plot Copies</td>
<td>Each</td>
<td>$0.00</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Topo</td>
<td>L</td>
<td>$0.00</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Water Flow Report</td>
<td>F</td>
<td>$0.00</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Tax Dollars</td>
<td></td>
<td>$0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>02400 - Fencing</td>
<td></td>
<td>$67,000.00</td>
<td></td>
<td></td>
<td>$67,000.00</td>
</tr>
<tr>
<td>Builder Site fence</td>
<td>LF</td>
<td>$0.792000</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Check Carts</td>
<td>F</td>
<td>$50.000000</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Chain Linking</td>
<td>L</td>
<td>$0.00</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Drainage System</td>
<td>F</td>
<td>$1,200.000000</td>
<td>0.00</td>
<td>$1,200.000000</td>
<td>$4.41</td>
</tr>
<tr>
<td>Drainage System</td>
<td>F</td>
<td>$1,200.000000</td>
<td>0.00</td>
<td>$1,200.000000</td>
<td>$4.41</td>
</tr>
<tr>
<td>Erosion Mitigation</td>
<td>L</td>
<td>$0.00</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Hydroseeding/Grazing</td>
<td>Acre</td>
<td>$0.00</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Tax Dollars</td>
<td></td>
<td>$0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>02500 - Clearing</td>
<td></td>
<td>$16,000.00</td>
<td></td>
<td></td>
<td>$16,000.00</td>
</tr>
<tr>
<td>Clearing/side</td>
<td>Acre</td>
<td>$2,200.000000</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Clearing/road</td>
<td>Acre</td>
<td>$3,700.000000</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Terraforming</td>
<td>L</td>
<td>$2,000.000000</td>
<td>0.00</td>
<td>$2,000.000000</td>
<td>$2,000.000000</td>
</tr>
<tr>
<td>Demolition Structure</td>
<td>L</td>
<td>$500.000000</td>
<td>0.00</td>
<td>$500.000000</td>
<td>$500.000000</td>
</tr>
<tr>
<td>Moving trees</td>
<td>Acre</td>
<td>$700.000000</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Moving trees</td>
<td>Acre</td>
<td>$700.000000</td>
<td>0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
</tbody>
</table>
Don’t combine reporting with data gathering or entry
<table>
<thead>
<tr>
<th>Resource Description</th>
<th>Unit</th>
<th>Rate / Unit Price</th>
<th>Quantity</th>
<th>Total</th>
<th>Rate / Unit Price</th>
<th>Quantity</th>
<th>Job Adjustment</th>
<th>Estimator Take Off</th>
<th>Tax Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>03000-Planning/Zoning</td>
<td></td>
<td>$33,000.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$33,000.00</td>
</tr>
<tr>
<td>Legal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Master Planning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tax Dollars</td>
<td></td>
<td>$0.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Job Adjustment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>02100-Pre Engineering</td>
<td></td>
<td>$12,600.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$12,600.00</td>
</tr>
<tr>
<td>Design</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plant Survey</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plot Copies</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topography</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water Flow Report</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tax Dollars</td>
<td></td>
<td>$0.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>03400-Freedom</td>
<td></td>
<td>$67,000.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$67,000.00</td>
</tr>
<tr>
<td>Builder Set Fence</td>
<td></td>
<td>$87,900.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check Access</td>
<td></td>
<td>$550.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clearing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$66,000.00</td>
</tr>
<tr>
<td>Clearing and Fencing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>02700-Clearing</td>
<td></td>
<td>$16,000.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$16,000.00</td>
</tr>
<tr>
<td>07000-Outside</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>101 Clearing, Burn</td>
<td>Acre</td>
<td>$2,200.0000</td>
<td>0.00</td>
<td>$2.00</td>
<td>$2,200.0000</td>
<td>0.00</td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>102 Clearing, Chop,</td>
<td>Acre</td>
<td>$3,200.0000</td>
<td>0.00</td>
<td>$2.00</td>
<td>$3,200.0000</td>
<td>0.00</td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>103 Parking, Sign</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>104 Demolition</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>105 Mowing, Chop</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
</tbody>
</table>
Keep data entry as clean and simple as possible
Programs have reporting functions!
Use Pivots, Formulas, Links, Subtotals…
REPORT VS. ANALYSIS

Reports tell where and what

Analyses tell why - they tell a story
<table>
<thead>
<tr>
<th>Report</th>
<th>Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content: Data</td>
<td>Content: Answers</td>
</tr>
<tr>
<td>Focus: Observations</td>
<td>Focus: Insight</td>
</tr>
<tr>
<td>Structure: Tabular</td>
<td>Structure: Document</td>
</tr>
<tr>
<td>Topic: Objects</td>
<td>Topic: Relations</td>
</tr>
</tbody>
</table>
Be mindful of

what is your product:
report or analysis

how you present
Choose the simplest solutions and products
Mindful
Minimal
Simple
Presentation matters

Perceptions matter
1. Organization
2. Reporting
3. Presentation
4. Delivery
OVERVIEW OF PRESENTATION

CONCEPTS
Theories of Perceptions

APPLICATION
Charts
Communications
CONCEPTS
The world is not just outside.
It cannot exist without what is inside.

PERCEPTIONS AND OBSERVATIONS ARE THE FOCUS
COLOR

Intention with Color
COLOR

Color evokes emotions, memories, and instincts

Proximity matters
COLOR

FEELING
COLOR

FEELING
COLOR

FEELING
COLOR

Color evokes emotions, memories, and instincts

Proximity matters
COLOR

Hue

Saturation

Brightness
COLOR

Use earth tones, blues, grays for the dominant colors

Other colors should have **intentional meaning**!
COLOR

Revenue

North

South
PERCEPTION

Proximity

Continuity

Simplicity

Similarity

Closure
Objects close together form a whole or an object
Our minds follow most continuous paths
Something complex is made simple in our minds
Our brains group similar objects
Our brains “complete” missing information
Keep these concepts in mind when doing your reports, analyses, and communications.
APPLICATION TO CHARTS & GRAPHS
CHARTS

Keep them simple
PERCEPTION IN GRAPHS

Add a legend and watch the fun!
It’s like Pick-Up Sticks or Search-and-Finds!
Look: a table was stuffed into a circle!
CHARTS

Break into multiple charts whenever there’s complexity
Tell a story instead of stifling it into one chart
CHARTS

No pie charts
No "eye candy"
Which candidate did better in three elections?
Which candidate did better in each election?
Can you measure the parts on the next chart?
CHARTS
CHARTS

Want to make it worse?
European Parliament Party Breakdown

- EUL-NGL
- S&D
- Greens-EFA
- ALDE
- EPP
- ECR
- EFD
- Non-Inscrits
European Parliament Party Breakdown

- EUL-NGL
- S&D
- Greens-EFA
- ALDE
- EPP
- ECR
- EFD
- Non-Inscrits
CHARTS

In ANY chart...

NO 3D effects or other "eye candy"

They distort the facts
Pie charts distract from your message until you have 3 or less data points
Detroit Property Taxes Due and Paid, 2011

- Collected: 68.3%
- Delinquent: 31.7%
But, really: all that space for *that*?

*Just to show a fraction?*
Good old bar graphs are informative and easy to use
European Parliament Party Breakdown
Conveying "we’re part of the whole" or percentages?
PRE: How do you feel about doing science?

- Bored: 19%
- Not great: 11%
- OK: 25%
- Kind of interested: 40%
- Excited: 5%

POST: How do you feel about doing science?

- Bored: 12%
- Not great: 14%
- OK: 38%
- Kind of interested: 6%
- Excited: 30%
How do you feel about science?

- Bored
- Not great
- OK
- Kind of interested
- Excited

Before:

After:
Remember our discussion about color?
Don’t do this!
Do this!
CHARTS

Adding color?

“What **purpose** will the color serve?”

“What **meaning** will the color convey?”
CHARTS

Use color to:

**highlight** particular points

**group** items

**encode** values
How do you feel about science?

**BEFORE** program, the majority of children felt just **OK** about science

- Bored: 11%
- Not great: 12%
- OK: 40%
- Kind of interested: 30%
- Excited: 19%

**AFTER** program, more children were **Kind of interested & Excited** about science.
CHARTS

Use soft and natural colors to display most information.

Use bright or dark colors to highlight information.
Sales Analysis

<table>
<thead>
<tr>
<th>Item Groups</th>
<th>Sparkline</th>
<th>YTD</th>
<th>LY YTD</th>
<th>Var</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV and Video Products</td>
<td></td>
<td>46,096,917.45</td>
<td>44,380,953.04</td>
<td>1,715,964.41</td>
<td>3.87 %</td>
</tr>
<tr>
<td>Audio</td>
<td></td>
<td>25,268,097.06</td>
<td>24,433,656.64</td>
<td>834,440.42</td>
<td>3.42 %</td>
</tr>
<tr>
<td>Computers</td>
<td></td>
<td>1,083,517.65</td>
<td>1,372,166.28</td>
<td>(288,648.63)</td>
<td>-21.04 %</td>
</tr>
<tr>
<td>Team Sports</td>
<td></td>
<td>1,106,301.46</td>
<td>1,181,205.17</td>
<td>(74,903.71)</td>
<td>-6.34 %</td>
</tr>
<tr>
<td>Action Sports</td>
<td></td>
<td>1,019,863.71</td>
<td>1,071,670.18</td>
<td>(51,806.47)</td>
<td>-4.83 %</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>151,920,907.01</td>
<td>148,184,766.27</td>
<td>3,736,140.74</td>
<td>2.52 %</td>
</tr>
</tbody>
</table>

Sales vs Target (YTD)

- Clients Réguliers
- Intercompany customers
- Retail customers
- Wholesale Customers

Sales Amount vs Target

Sales Amount: Gray, Target: Black
<table>
<thead>
<tr>
<th>13-Month Trend</th>
<th>Categories</th>
<th>YTD Sales and Contribution Levels</th>
<th>YTD Sales to Target</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Electronics</td>
<td>120,808</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>Hardware</td>
<td>118,733</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>Software</td>
<td>52,270</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>Peripherals</td>
<td>47,259</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>Photo</td>
<td>43,634</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>Grand Total</td>
<td>382,704</td>
<td>100%</td>
</tr>
</tbody>
</table>
CHARTS

Again: No 3D or other distracting elements!
"Which charts do I use?"
LINE CHARTS

Trending, relating to time
BAR CHARTS

Comparing and categories
OTHER CHARTS

Exploring other types of charts?

Convey your meaning

Clearly provide your message
CHOOSING A CHART

Ask yourself:

Would a **simpler chart** do this just fine?

Does this add **unnecessary complication**?
CHOOSING A CHART

Charts are supposed to

communicate

simplify
APPLICATION TO COMMUNICATION
Structural Considerations: Writing

White Space
Paragraph / Block
Font and Structure Style
Grouping
Paragraphs & Grouping

Font Weight

Line Height

Number & List

Organize & Title
Use White Space Effectively

As in music or theater, silence is powerful white space is written silence
Use Space, Grouping, Paragraphs

Categorize, group, order, and space with intention
<table>
<thead>
<tr>
<th></th>
<th>Lags</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>10</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>EUR/USD</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ljung-Box-Test</td>
<td>0.4936</td>
<td>0.7841</td>
<td>0.8457</td>
<td>0.8822</td>
</tr>
<tr>
<td>Foo-Test</td>
<td>0.4936</td>
<td>0.7841</td>
<td>0.8457</td>
<td>0.8822</td>
</tr>
<tr>
<td>Foo-Box-Test</td>
<td>0.4936</td>
<td>0.7841</td>
<td>0.8457</td>
<td>0.8822</td>
</tr>
<tr>
<td>USD/EUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ljung-Box-Test</td>
<td>0.4936</td>
<td>0.7841</td>
<td>0.8457</td>
<td>0.8822</td>
</tr>
<tr>
<td>Foo-Test</td>
<td>0.4936</td>
<td>0.7841</td>
<td>0.8457</td>
<td>0.8822</td>
</tr>
<tr>
<td>Foo-Box-Test</td>
<td>0.4936</td>
<td>0.7841</td>
<td>0.8457</td>
<td>0.8822</td>
</tr>
</tbody>
</table>
Highlight Important Elements
Bold key terms
Adjust line height for increased readability
The distance from the baseline of one line of type to another is called line spacing. It is also called leading, in reference to the strips of lead used to separate lines of metal type. The default setting in most layout and imaging software is 120 percent of the type size. Thus 10-pt type is set with 12 pts of line spacing. Designers play with line spacing in order to create distinctive layouts. Reducing the standard distance creates a denser typographic color—while risking collisions between ascenders and descenders.

The distance from the baseline of one line of type to another is called line spacing. It is also called leading, in reference to the strips of lead used to separate lines of metal type. The default setting in most layout and imaging software is 120 percent of the type size. Thus 10-pt type is set with 12 pts of line spacing. Designers play with line spacing in order to create distinctive layouts. Reducing the standard distance creates a denser typographic color—while risking collisions between ascenders and descenders.

The distance from the baseline of one line of type to another is called line spacing. It is also called leading, in reference to the strips of lead used to separate lines of metal type. The default setting in most layout and imaging software is 120 percent of the type size. Thus 10-pt type is set with 12 pts of line spacing. Designers play with line spacing in order to create distinctive layouts. Reducing the standard distance creates a denser typographic color—while risking collisions between ascenders and descenders.

The distance from the baseline of one line of type to another is called line spacing. It is also called leading, in reference to the strips of lead used to separate lines of metal type. The default setting in most layout and imaging software is 120 percent of the type size. Thus 10-pt type is set with 12 pts of line spacing. Designers play with line spacing in order to create distinctive layouts. Reducing the standard distance creates a denser typographic color—while risking collisions between ascenders and descenders.

**6/6 Scala Pro**
(6 pt type with 6 pts line spacing, or “set solid”)

**6/7.2 Scala Pro**
(Auto spacing; 6 pt type with 7.2 pts line spacing)

**6/8 Scala Pro**
(6 pt type with 8 pts line spacing)

**6/12 Scala Pro**
(6 pt type with 12 pts line spacing)
Use titles and headings in your communications
Order and / or number items
Create Outlines Using Spacing/Grouping as a Guide

Document Title

Section Header

Subsection Header

Paragraph Title
That was some meeting yesterday. Let me tell you what happened.


- Wile
Hi Acme,

That was some meeting yesterday. Let me tell you what happened.

**Lorem ipsum dolor** sit amet, consectetur adipiscing elit. Maecenas ut elit ut urna tempus aliquam. Integer commodo lacus non erat gravida, ut tincidunt mi vestibulum. Nunc vestibulum ante cursus eros fermentum, nec malesuada mi volutpat.

**Main Idea**


**Another Idea**


- **Maecenas** iaculis eros sed justo dictum, quis consectetur lorem hendrerit.
- **Nam eget** nunc tincidunt, ultrices dolor pretium, viverra nulla. Quisque fermentum, justo in mattis aliquet, sem mi tincidunt purus, eu accumsan urna felis quis leo.
- **Vestibulum** semper purus sit amet vestibulum aliquam. Suspendisse sed urna lacus.
- **Ut dignissim** tempus erat non ullamcorper. Praesent lorem lectus, mattis ac egestas vel, mollis non dolor.
- **Nulla in ante** a turpis posuere malesuada efficitur a urna.

**Your Help Is Needed**

Donec bibendum accumsan tellus sit amet semper. Fusce a purus sit amet lectus semper sodales non suscipit ex. Mauris tincidunt augue ultricies magna euismod, sit amet elementum lectus pharetra.

1. Sed varius sapien nulla, vitae tempus massa tincidunt non. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Cras tristique sollicitudin mollis.

Wile E. Coyote

_Fancy Title_

College of Agriculture and Life Sciences
wileecoyote@email.arizona.edu
The University of Arizona
Forbes Building
1140 E. South Campus
Tucson, AZ 85721
(520) 555-5555
Paragraphs & Grouping

Font Weight

Line Height

Number & List

Organize & Title
Structural Considerations: Layout

Table of Contents
Legends
Object Inclusion / Exclusion
Precision of Numbers & Detail
Length: Time versus Space
Table of Contents

Exhibit your content at the start
Legends

Use but minimize legends in charts
Object Inclusion / Exclusion

If you can't decide, it's likely best to leave it out!
Precision of Numbers & Detail

Precision is typically **not** important and can be distracting when presenting.
<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,067,672.29</td>
<td>$1,336,166.15</td>
<td>$1,278,249.53</td>
<td></td>
</tr>
<tr>
<td>$938,270.56</td>
<td>$949,966.05</td>
<td>$885,609.41</td>
<td></td>
</tr>
<tr>
<td>$857,459.39</td>
<td>$1,005,959.27</td>
<td>$1,014,384.41</td>
<td></td>
</tr>
<tr>
<td>$4,404,871.65</td>
<td>$4,621,873.41</td>
<td>$4,975,099.27</td>
<td></td>
</tr>
<tr>
<td>$136,312.18</td>
<td>$133,764.16</td>
<td>$196,967.80</td>
<td></td>
</tr>
<tr>
<td>$356,387.07</td>
<td>$363,881.57</td>
<td>$363,554.83</td>
<td></td>
</tr>
</tbody>
</table>

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,067,672</td>
<td>$1,336,166</td>
<td>$1,278,250</td>
<td></td>
</tr>
<tr>
<td>$938,271</td>
<td>$949,966</td>
<td>$885,609</td>
<td></td>
</tr>
<tr>
<td>$857,459</td>
<td>$1,005,959</td>
<td>$1,014,384</td>
<td></td>
</tr>
<tr>
<td>$4,404,872</td>
<td>$4,621,873</td>
<td>$4,975,099</td>
<td></td>
</tr>
<tr>
<td>$136,312</td>
<td>$133,764</td>
<td>$196,968</td>
<td></td>
</tr>
<tr>
<td>$356,387</td>
<td>$363,882</td>
<td>$363,555</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>----------------</td>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td>$1,068,000</td>
<td>$1,336,000</td>
<td>$1,278,000</td>
<td></td>
</tr>
<tr>
<td>$938,000</td>
<td>$950,000</td>
<td>$886,000</td>
<td></td>
</tr>
<tr>
<td>$857,000</td>
<td>$1,006,000</td>
<td>$1,014,000</td>
<td></td>
</tr>
<tr>
<td>$4,405,000</td>
<td>$4,622,000</td>
<td>$4,975,000</td>
<td></td>
</tr>
<tr>
<td>$136,000</td>
<td>$134,000</td>
<td>$197,000</td>
<td></td>
</tr>
<tr>
<td>$356,000</td>
<td>$364,000</td>
<td>$364,000</td>
<td></td>
</tr>
<tr>
<td>$1.07 M</td>
<td>$1.34 M</td>
<td>$1.28 M</td>
<td></td>
</tr>
<tr>
<td>$0.94 M</td>
<td>$0.95 M</td>
<td>$0.89 M</td>
<td></td>
</tr>
<tr>
<td>$0.86 M</td>
<td>$1.01 M</td>
<td>$1.01 M</td>
<td></td>
</tr>
<tr>
<td>$4.40 M</td>
<td>$4.62 M</td>
<td>$4.98 M</td>
<td></td>
</tr>
<tr>
<td>$0.14 M</td>
<td>$0.13 M</td>
<td>$0.20 M</td>
<td></td>
</tr>
<tr>
<td>$0.36 M</td>
<td>$0.36 M</td>
<td>$0.36 M</td>
<td></td>
</tr>
</tbody>
</table>
Length: Time versus Space

Number of slides shouldn't matter
Length: Time versus Space

Space and time matters
Length: Time versus Space

Putting more in less space and time is what creates unnecessary complexity.
Personal Considerations

Shortcuts
Detail
Domain
Confidence
It’s nature’s way for us to encrypt information
Here’s how several insects and birds see flowers
Intention
Don't shortcut...
Jargon, Abbreviations, and Acronyms
Don't alienate your audience!
Level of Detail

Too much detail is overwhelming
Domain or Formality
Don't be too formal
Over- or Under- Confidence
Stand confidently behind what you say
Team Considerations

Clear Explanations
Goal-Oriented
Action-Oriented
Dialogue / Collaboration
Next Time You Host Meetings...
Always have someone take notes for everyone!
Begin your meetings with clear intentions and stated goals.
During meetings, try to allot time for
directed dialogue and relevant collaboration
Always end meetings with assigned action items with due dates
How we perceive things has incredible importance

Be introspective about perception and project meaning

Be careful about presentation
SUMMARY

Keep in mind:

perception and location of white space and elements
we naturally relate elements together in predictable ways
SUMMARY

Keep it simple

Use natural and soft tones for dominant colors

Use other colors carefully and meaningfully
SUMMARY

Choose and use charts thoughtfully
SUMMARY

Think about your day to day communications to improve them with these concepts and applications.
What we mean by “delivery”
Delivery is to provide something
This entails using some medium in order to deliver
This not limited to modern technology
SELECTING MEDIUM OF DELIVERY

Analytics
Excel / Powerpoint / Word
Websites
Email
Paper
Verbal / Meeting
Technical Considerations

Computer or Paper

Operating System

Equipment

Technical Prowess of Users
When choosing a delivery medium:

Think of Your Audience
Is the medium easy for them?
Can they access the medium?
Does the medium have the needed features?
Is the medium as simple as possible?
SUMMARY

Think of Your Audience

Features
Simplicity
Ease of Use
Access
TO END...

WE DISCUSSED SEVERAL TOPICS
1. Organization
2. Reporting
3. Presentation
4. Delivery
ENDING

ALWAYS KEEP YOUR AUDIENCE IN MIND

DETAILS MATTER FOR PERCEPTION AND COMMUNICATION

KEEP THINGS AS SIMPLE AS POSSIBLE
QUESTIONS
CREDITS

IMAGE OF BIRDS IN JUNGLE
LOWER DOVER FIELD JOURNAL

IMAGE OF MAN AT CHALKBOARD
VAYU.IE

DIKW PERSPECTIVE MAP
MICHAEL ERVICK, SEATTLE UNIVERSITY, 2012

DIKW PYRAMID WITH DECISIONS STEPS
PURSUANT.COM
CREDITS

COLOR MAP
TIMVANDEVALL.COM

COLOR HSL BARS
SNAP2OBJECTS.COM

COLOR WHEEL OF VALUES
ERINSOWARDS.COM

GENERALIZING PERCEPTION SAMPLES
CLOUDBIGUY.COM

IMAGE OF DIKW PYRAMID
WIKIPEDIA.ORG
CREDITS

EXAMPLE OF BAD CHART
PELTIERTECH.COM

EXAMPLE OF GOOD DASHBOARD DISPLAY
DASHBOARDINSIGHT.COM

EXAMPLE OF GOOD TABLE
TEX.STACKEXCHANGE.COM

EXAMPLE OF LINE HEIGHT
THINKING WITH TYPE
CREDITS

EXEMPLARY CHART
KEYAN KEIHANI, ZAPBI.COM

PIE CHART EXAMPLE
WALTER HICKEY, BUSINESSINSIDER.COM

ULTRAVIOLET IMAGE
WHYFILES.ORG

OTHER CREDITS
SOME GRAPHICS ARE UNINTENTIONALLY MISSING CREDIT