Effective Visuals

Presentation 1	Presentation 2

Compare your slide analysis to the solutions below.

The Green Machine

1. Features

2. Popularity

3. Market share

Problem
- Speaker can't remember main points
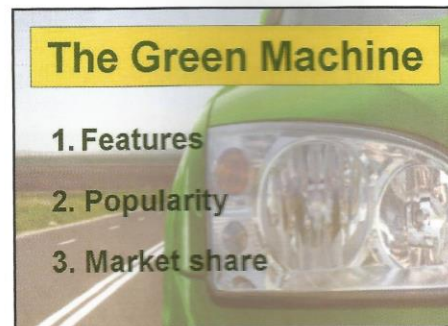
Solution
- Use an overview chart

Green Machine Features

1. Green Machine Features

❖ 51.5 miles per gallon: 18% more

❖ Hybrid engine: 70% less CO_2

❖ Quieter: 8 db less noise

Economic *and* environmentally friendly!
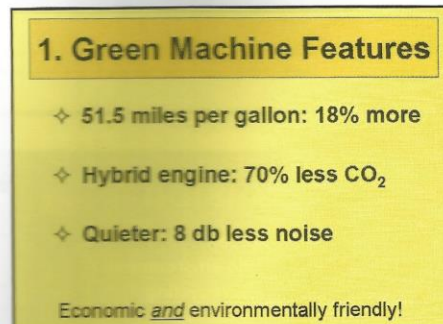
Problem
- Font point size is too small
- Long sentences
- Noisy background

Solution
- Use a large point size
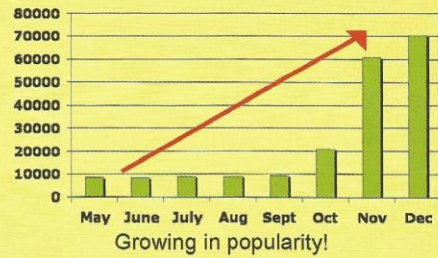- Avoid sentences
- Use a simple background

Presentation 1	Presentation 2

Green Machine Popularity

MONTH	SALES
May	8,140
June	8,120
July	8,840
August	8,920
September	9,230
October	20,912
November	60,732
December	70,322

2.1 Green Machine Popularity

Growing in popularity!

Problem
- Difficult to visualize a trend

Solution
- Show ideas with images (graphs, illustrations, photos, etc.)

Green Machine Market Share

3. Green Machine Market Share

The environment needs your help!
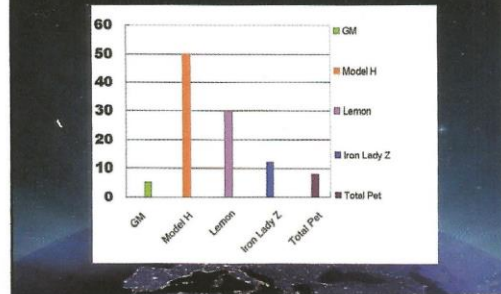
Problem
- Wrong kind of chart to show percentages
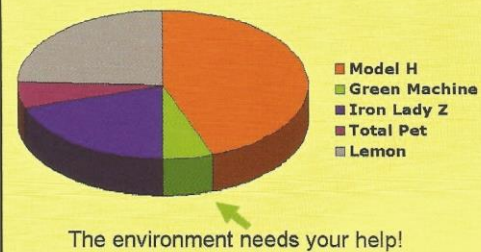
Solution
- Choose the right kind of chart to communicate your message

Conclusion

Remember:
If you care about the environment,
If you believe in recycling,
You'll love *Green Machine!*
(Green Machine is sold on a first-come, first-served basis. Performance is based on standard ratings and may vary depending on local driving and weather conditions.)

Thank you for your attention!

The Green Machine

1. **Features**
   Economic *and* environmentally friendly!
2. **Popularity**
   Growing!
3. **Market share**
   Needs your help!

Problem
- "Noisy" conclusion chart
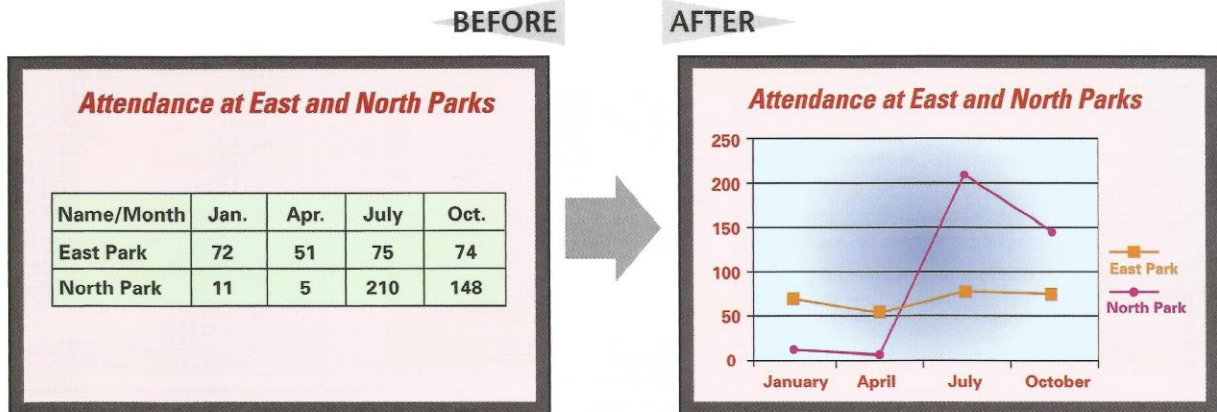- Font is too small

Solution
- Use a simple conclusion chart like this one
- Make sure the font is large enough
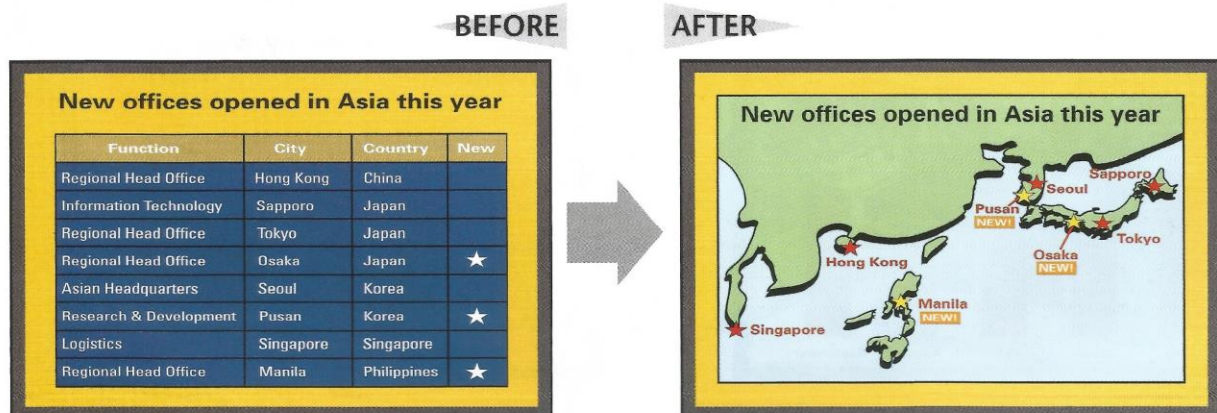
How to Make Visuals: Guidelines

Guideline 1: Show Images

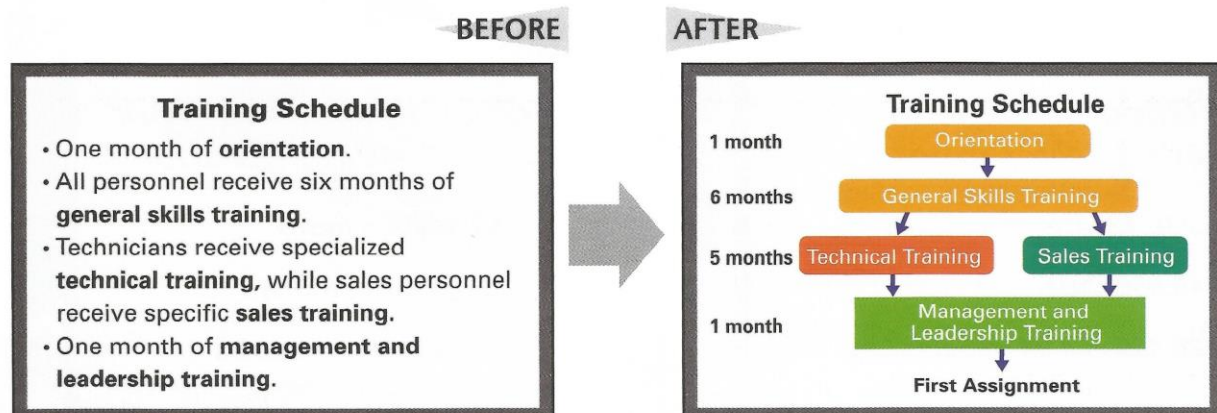Show the audience your information by changing words and numbers into images.

● *Change a confusing table of numbers into a graph.*

BEFORE **AFTER**

Attendance at East and North Parks

Name/Month	Jan.	Apr.	July	Oct.
East Park	72	51	75	74
North Park	11	5	210	148

Attendance at East and North Parks

● *Change a list of locations into a map.*

BEFORE **AFTER**

New offices opened in Asia this year

Function	City	Country	New
Regional Head Office	Hong Kong	China	
Information Technology	Sapporo	Japan	
Regional Head Office	Tokyo	Japan	
Regional Head Office	Osaka	Japan	★
Asian Headquarters	Seoul	Korea	
Research & Development	Pusan	Korea	★
Logistics	Singapore	Singapore	
Regional Head Office	Manila	Philippines	★

New offices opened in Asia this year

● *Change words into a flow chart.*

BEFORE **AFTER**

Training Schedule

- One month of **orientation**.
- All personnel receive six months of **general skills training**.
- Technicians receive specialized **technical training**, while sales personnel receive specific **sales training**.
- One month of **management and leadership training**.

Training Schedule

1 month	Orientation
6 months	General Skills Training
5 months	Technical Training	Sales Training
1 month	Management and Leadership Training

First Assignment

● *Simplify sentences into easily remembered key words and phrases.*

BEFORE   **AFTER**

Scuba Diving Safety Rules

Always dive with another person, a "buddy," so that you can watch over each other.

Remember to calculate bottom time to allow enough time for decompression if necessary.

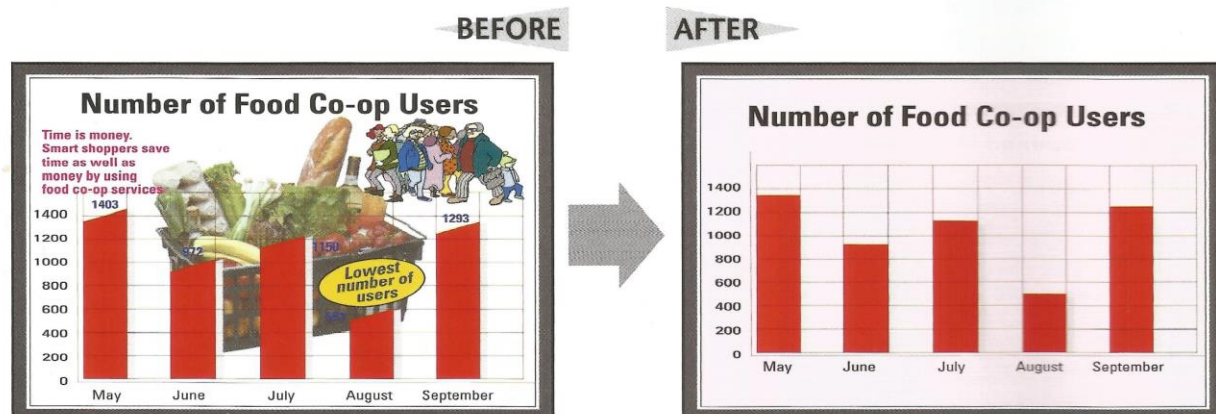Don't put your hands on marine animals. You could injure them or yourself.

Scuba Diving Safety Rules

● Dive with a Buddy

● Watch the Bottom Time

● Don't Touch Marine Life

● *Eliminate unnecessary information.*

BEFORE   **AFTER**

Number of Food Co-op Users

Time is money. Smart shoppers save time as well as money by using food co-op services

Lowest number of users

Number of Food Co-op Users

● *Eliminate unnecessary details. Round off numbers and eliminate extra words to make easily remembered key points.*

BEFORE   **AFTER**

3 Good Reasons to Work with ACME Corporation

• 1,236,427 Items in Stock

• 149,650 Customers Last Year

• $28,435,954.94 in Sales Last Year

3 Good Reasons to Work with ACME Corporation

• 1.2 Million Items

• 150,000 Customers

• $28.5 Million in Sales

Figures are for last year