

Visual Appeal: Charting With Style and Ease

Key Points of Charting

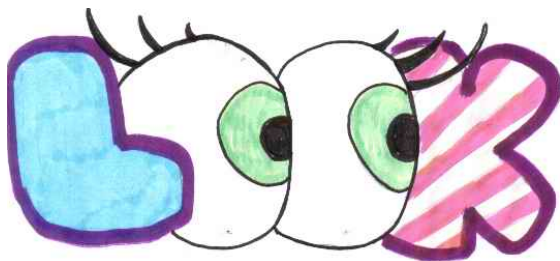
Professional Development Partnership Institute May 2009

COLOR:

- ❖ Use **darker earth tones** for text.
- ❖ Use no more than 2 text colors, 2 more for organizing lines or bullets, and 2 more for graphics.
- ❖ Save **red** for titles or warnings.
- ❖ Save **yellow** and **orange** for highlighting, not for text.

Use the Space Well:

- ❖ Make one key point per chart.
- ❖ Minimize the number of words, using bulleted points.
- ❖ Use nine lines per chart – no more or it is too CROWDED to see!
- ❖ For better viewing, fill the top 2/3rds of the page *only*.



Borders/Boxes:

- ❖ Borders help the eye focus on content.
- ❖ Borders can be used to frame your important information.
- ❖ Borders make your charts look more professional.

Lettering:

- ❖ Use both capital and lower-case letters. All CAPS is appropriate for titles.
- ❖ Write using a LEVEL line.
- ❖ Use sharp, clean edges.
- ❖ Write with two-inch letters, minimum.
- ❖ Vary your letter style:
 - OPEN
 - **SHADOW**
 - **BOLD**
 - **Bubble Letters**

It doesn't have
to be beautiful.
It must be
memorable!



Graphics:

- ❖ Keep it SIMPLE!
- ❖ Use graphics that correspond to content.
- ❖ Use shadows and shading for effect.
- ❖ Use fun bullet graphics (check boxes, stars, lightning bolts, or even stickers for the artistically challenged).
- ❖ Don't be afraid to make rough pie-charts or graphs.

These tips were collected from the following guides to effective presentation skills:

"The Presenter's Fieldbook: A Practical Guide" by Robert Garmston (2005). Norwood, MA: Christopher-Gordon Publishers, Inc.

"Presentations Plus" by David Peoples (1992). New York, NY: John Wiley & Sons, Inc.

"The Adaptive School: A Sourcebook for Developing Collaborative Groups" by Robert Garmston and Bruce Wellman (1999). Norwood, MA: Christopher-Gordon Publishers, Inc.

"Trainers Bonanza: Over 1000 Fabulous Tips & Tools" by Eric Jensen (1998). San Diego, CA: The Brain Store.