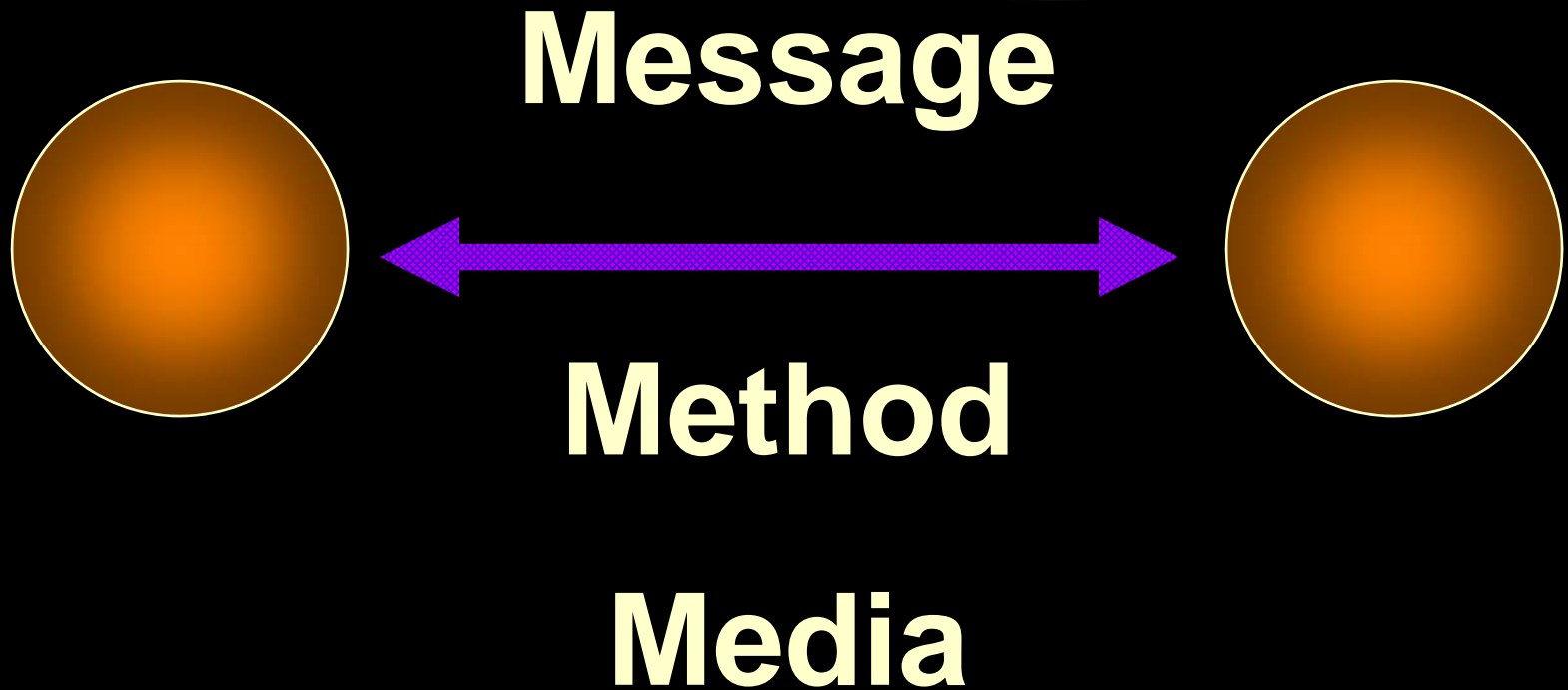


Effective Visual Design



Adapted from Margy Ingram
Learning Technology Services
University of Wisconsin-Stout

What is Communication?



Methods



- **Formal**
- **Informal**

Visualization Process



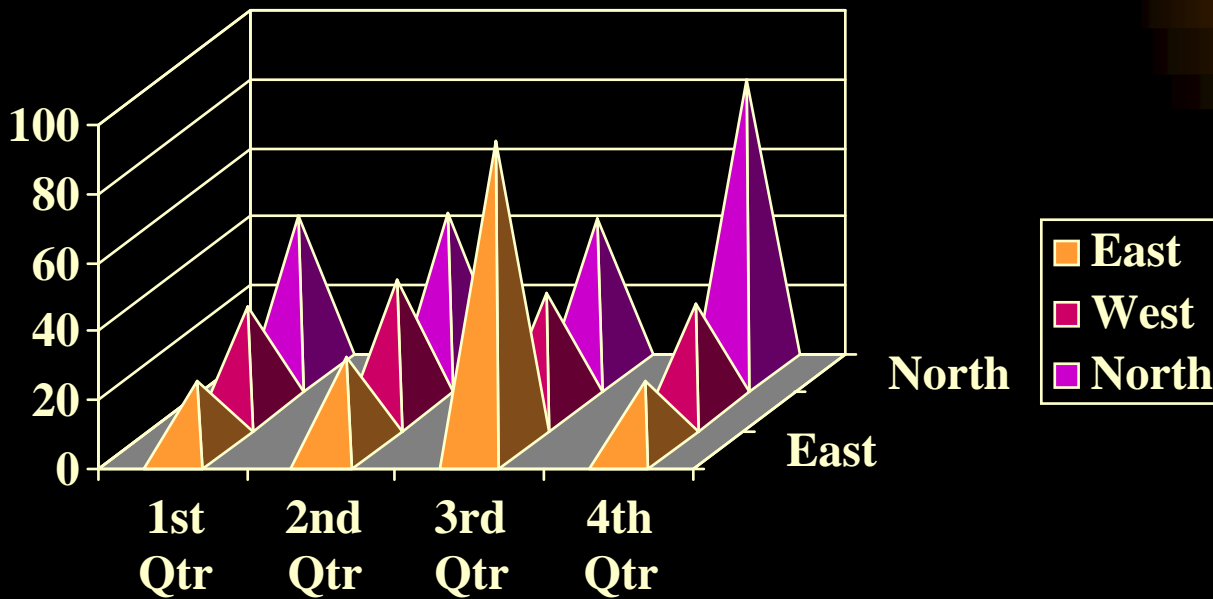
**Systematic approach to the
selection of the most
appropriate methods and
media to deliver your message**

Visualization Process



- **Analyze your audience**
- **Establish objectives**
- **Develop presentation outline**
- **Determine visualization needs**
- **Evaluate the resources available**

Is this a Good Visual?



- This text is too small to read effectively.
- The type style not appropriate.
- There are too many pieces of information on the visual and you can't determine what the important information is that the instructor is trying to get across.

Excellent	Good	Fair	Poor
Outstanding	Adequate	Acceptable	Unacceptable
Marvelous	Great	OK	Bad

Principles of Effective Visual Communication



- **Simple**
- **Organized and compatible**
- **Legible and readable**
- **Appropriate graphics**
- **Consistent**

Simple



- **Visuals should be concise and functional**
- **Visuals should**
 - **Highlight**
 - **Clarify**
 - **Condense**

Techniques

- **Use a horizontal format**
- **One concept per visual**
- **Use key words**
- **Separate points**
- **Use graphics instead of words**
- **MIB - Make it Big**
- **KIS - Keep it Simple**

Organized and Compatible



- **Logical sequence**
- **Media integral to lesson**
- **Visuals should reinforce verbal content**
- **Focus attention**

Techniques



- **Outline presentation**
- **Determine where visuals are essential**
- **When not in use, turn media off**
- **Use “builds” to sequence presentation**
- **Focus attention by “pointing”**
- **Incorporate pauses**
- **Use “transitions” between visuals**

Legible and Readable

Visuals should be readable to everyone in the room



Can You Read This?

- Is this line visible?
- IF IT'S ALL CAPS DOES IT HELP?
- *Do you find this typestyle easy to read?*
- **This is readable type, the color is wrong.**
- Does it help to underline a whole sentence or a paragraph of type?
- **IF IT'S ALL CAPS DOES IT HELP?**
- *HOW ABOUT SCRIPT OR ALL CAPS?*
- **This is a san serif type, this is serif**

Techniques

- No more than 3 typefaces (2 preferred)
- Minimum type size is 18 point
- Use a Gothic (sans serif) or Roman (serif) typeface of medium weight
- Use **bold**, *italic* or **color** for emphasis
- Select type color to contrast with background
- Space lines appropriately

Line Spacing

- Text is difficult to read when the lines are positioned too close together
- Too much space between lines make the
- thought seem disconnected
- Text is most legible when the line separation is about 1 1/2 times the letter height

Type Size



This is 12 point type

This is 18 point type

This is 24 point type

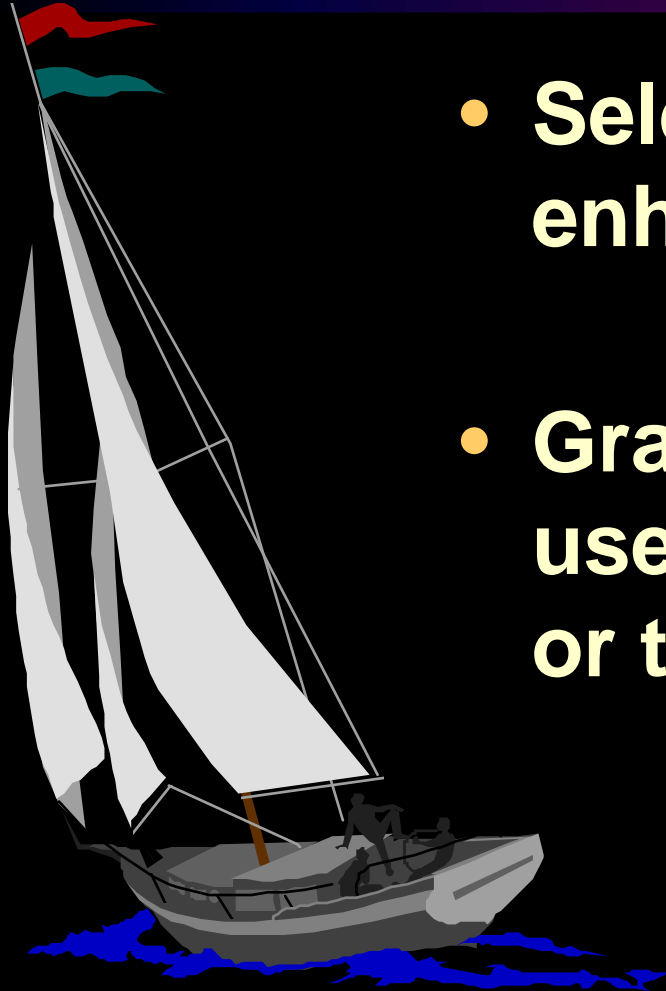
This is 30 point type

This is 36 point type

This is 48 point type

This is 60 point type

Appropriate Graphics



- **Select graphic elements to enhance communication**
- **Graphics should not be used to simply be “cute” or to “take up space”**

Techniques

- **Separate or highlight information using**
 - shapes
 - lines
 - color
- **Use graphs not of tables of numbers**
- **Use “clip art” sparingly**
- **Use cartoons with caution**
- **Allow for “white space”**

Consistent



- **Visuals should flow from one to another, giving a consistent look to the presentation.**
- **Information should be presented in a consistent and accurate manner.**

Techniques



- **Keep all backgrounds consistent**
- **Proof read everything - twice - then have someone else proof it!**
- **Preview presentation checking consistency in typefaces, colors, etc.**

Have Fun!

