INFOR-MATION VISUAL-IZED

"Design is thinking made visual."

Saul Bass

GUIDING PRINCIPLES FOR TODAY'S WORKSHOP

LOVE WHAT YOU DO | happiness & fulfillment is always the goal so have fun

BE PRESENT | it's as much about the journey as the destination

EMPATHY. EMPATHY. EMPATHY. | think like your customer and withhold judgment

YES AND... | build off each others ideas and energy

SEE WHAT CAN BE | challenge assumptions, dig deeper and always ask why.

OUR JOURNEY TODAY

10 mins \\ Introduction & Context

15 mins \\ *Graph-It* Icebreaker

15 mins \\ Mini-Lecture

20 mins \\ *Say It With Visuals* Activity

15 mins \\ Present & Gather Feedback

15 mins \\ Iterate & Share

\\ AN INTRODUCTION TO VISUAL COMMUNICATION

THE WHAT & THE WHY

VISUAL COMMUNICATION DEFINED

The communication of ideas through the visual display of information. Primarily associated with two dimensional images, it includes: art, signs, photography, typography, drawing fundamentals, color and electronic resources.

RELEVANT EXAMPLES: DASHBOARDS, STORYBOARDING, FRAMEWORKS, ICONS, PRESENTATIONS, INFOGRAPHICS, CUSTOMER JOURNEY MAPPING

WHY VISUALS ARE IMPORTANT

IT DIFFERENTIATES US AS A SPECIES
As far as we know, no species has the ability to envision something which does not yet exist, except humans. We are unique ability of abstract thought allows us to step away from "what is" to "what could be."

IT'S A MATTER OF EVOLUTION
The visual cortex, responsible for processing vision, is the largest system in the human brain. Put another way, the brain devotes more processing power to sight than any other sense.

IT'S A MATTER OF UNDERSTANDING
According to a recent study conducted by Mindtools, 65% of people learn visually. That means the majority of people must SEE something to fully understand it.

IT'S A MATTER OF MEMORY
Studies have shown the combination of pictures and text is more memorable than either on their own, and pictures foster the formation of conceptual memories.
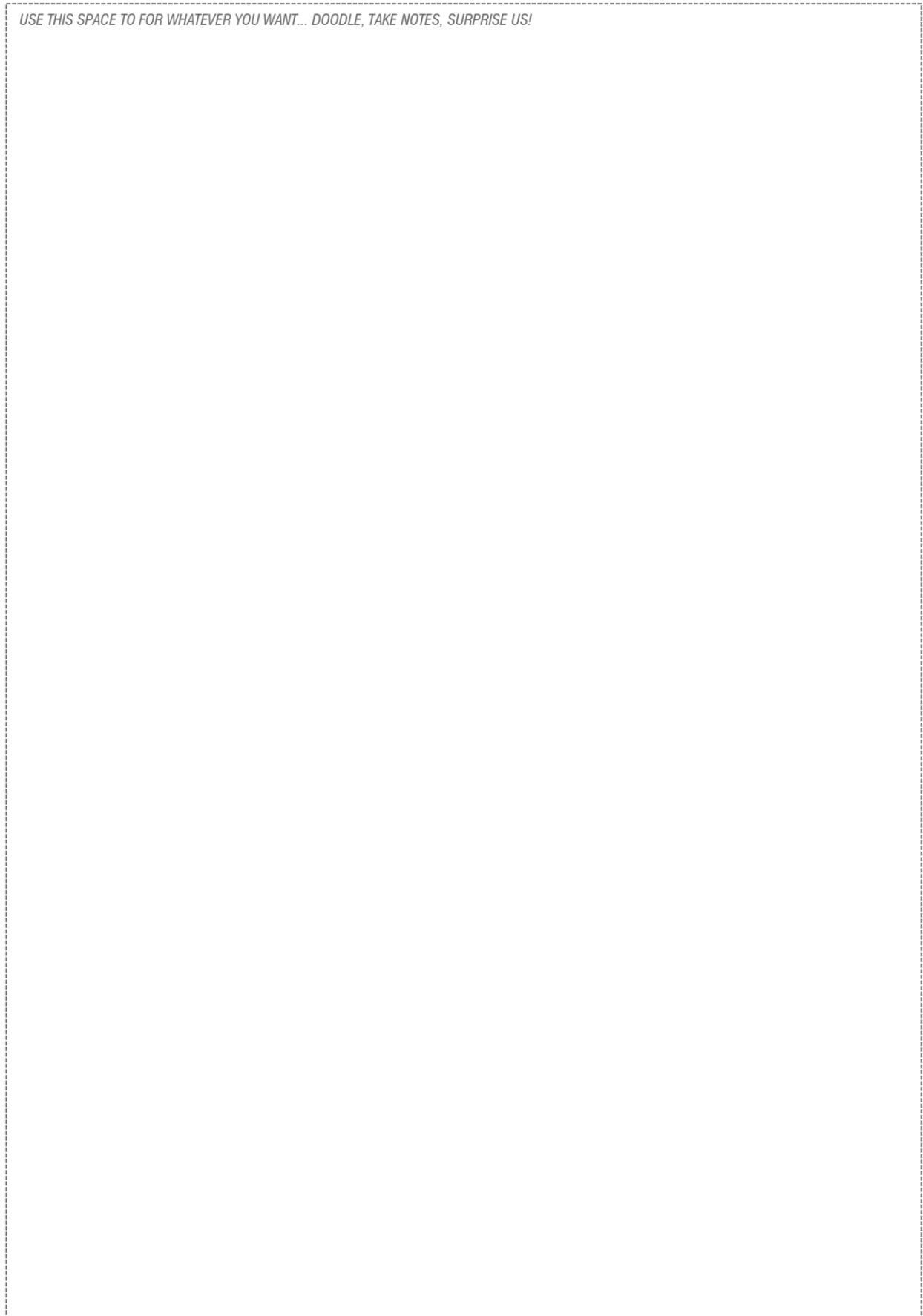
\\ SHARE, ITERATE & FINALIZE

BRINGING IT ALL TOGETHER

PICK ONE PROTOTYPE, SHARE IT WITH THE GROUP & USE THIS SPACE TO DOCUMENT FEEDBACK

CREATE YOUR FINAL VISUALIZATION

\\ GRAPH-IT ICEBREAKER

EXPLORING THE ABSURD TO UNDERSTAND THE COMPLEX

BASED ON THE SCENARIO YOU ARE GIVEN, USE THIS SPACE TO BRAINSTORM POTENTIAL WAYS TO USE YOUR BODIES TO REPRESENT IT

AFTER SHARING YOUR IDEAS WITH YOUR TEAM, DOCUMENT FEEDBACK

ILLUSTRATE YOUR FINAL SOULTION. DON'T FORGET TO ASSIGN ROLES

\\ TUFTE'S 10 RULES FOR ENVISIONING DATA

A MINI-LECTURE ON VISUAL DESIGN

RULE		DESCRIPTION	EXAMPLE
1	*SHOW YOUR DATA*	Data design cannot be complete without data. Once data is gathered, the first step is to show it, or determine how to show it. How data is shown depends on your data, audience and medium.	
2	*USE GRAPHICS*	It is best to use pictures and graphics when words alone cannot communicate the message effectively. Maps, manuals and instructional guides are just a few of the formats which utilize pictures and graphics.	
3	*AVOID CHARTJUNK*	Chartjunk happens when data design focuses too much on the design aspect. Distracting patterns, overbearing and unintentional use of colors and even unnecessary grids and outlines are just some of the elements of chartjunk.	
4	*UTILIZE DATA-INK*	Elements of the chart, such as the axes, can be eliminated and encoded into the data itself. Be careful when deciding what to remove and what to keep. If you remove important info for the sake of simplicity, think again.	
5	*USE LABELS*	Labels are essential informative guides which make it easy to differentiate certain parts of a graphic. To label effectively, focus on clarity, readability and differentiation. The labels should stand out from the data.	
6	*UTILIZE MICRO/MACRO*	The clarity of the macro view is determined by the quality and quantity of the micro details.	
7	*SEPARATE LAYERS*	Creating separate layers is when different elements have substantial differences in tone, color and/or weight. When done right, layers make complicated visuals appear less complicated.	
8	*USE MULTIPLES*	"Constancy of design puts the emphasis on changes in data, not changes in data frames."	
9	*UTILIZE COLOR (OR DON'T)*	When done right, color can make something feel familiar and add depth and meaning. When done wrong, it serves as only a distraction. Sometimes using little or no color can communicate more than using a broader palette.	
10	*UNDERSTAND NARRATIVE*	Narrative focuses on "time" and "space" to tell its story. Be sure the order/flow of the graphic is logical and relevant.	

\\ BRAINSTORM & PROTOTYPE

EXPLORING YOUR VISUAL STYLE

BRAINSTORM SOLUTIONS FOR VISUALIZING THE DATA IN YOUR SCENARIO. REMEMBER TUFTE'S RULES!

SKETCH PROTOTYPE #1

SKETCH PROTOTYPE #2

SKETCH PROTOTYPE #3

HOW TO CONSTRUCT THIS WORKBOOKLET

SELECT A SCENARIO FROM THE LIST BELOW & BRAINSTORM SOLUTIONS. REMEMBER TUFTE'S RULES!

1 \\ PRINT

To replicate the experience of a finessed workbook, we recommend printing double-sided on 11"x17" sheets and setting it to flip on the short edge.

☐ Your client's annual investors meeting is in 8 minutes and the presentation was accidentally erased. The CEO has decided to proceed and wants your team to physically visualize the quarterly earnings information. The Net Revenue from the last four-quarters is below:

Q2 2013..$6.2B
Q3 2013 ....$6.7B
Q4 2013 ....$6.8B
Q1 2014 ....$6.9B

2 \\ FOLD

Once printed, you should have two 11"x17" sheets with printing on both sides. Fold each sheet of paper along the dashed center line (hamburger style), with the dashed guide line on the outside of the fold.

Once folded, combine your sheets and make sure your pages are in the right order by flipping through. The page numbers in the bottom corner should appear in sequential order.

☐ Your client's former CEO is coming back to the organization to check up on the new CEO, and wants to see a visual depiction of business unit revenue contribution to the services and devices company as a whole. Each BU's revenue from the past 6 months is listed below:

Devices & Consumer: Licensing..............$8.9B
Devices & Consumer: Hardware.............$0.6B
Devices & Consumer: Other...................$0.8B
Commercial Licensing...........................$18.9B
Commercial Other..................................$0.7B
Corporate and Other..............................($0.2B)

3 \\ STAPLE

There are many ways to staple your pages along the folded edge (a.k.a. saddle-stitch) to complete the booklet. One method is to place your aligned pages on a cork board, stapling along the fold, gently pulling out the paper witht he staples from the corkboard, and bending the staples in. This process can be expidited much more easily with a Long Reach Stapler.

☐ A large beverage and food retailer is looking at revising their Pricelist brackets to coincide with standardized bulk shipping amounts. They want to incentivize customers to order larger amounts with greater discounts.

Orders <25% of a semi-truck.................10% discount
Orders ≥25% of a semi-truck.................20% discount
Orders ≥50% of a semi-truck.................30% discount
Orders a full semi-truck..........................50% discount.

☐ The CEO of a large fashion retailer wants to better understand how forecasted revenue numbers for each of their channels (B&M, Mobile, Web, and Catalog/ Telesales) compared to actuals from the previous year.

CHANNEL	FORECAST	ACTUAL
B&M...	$3.5B.........................	$3.9B
Mobile.......................................	$1.6B.........................	$1.7B
Web...	$2.8B.........................	$3.0B
Catalog/Telesales....................	$1.2B.........................	$1.2B