

You + Graphic Design = Fame, Glory

Stephanie D. H. Evergreen

stephanie@evergreenevaluation.com

- 1 People read seven times faster than they hear, so keep the focus on the speaker and **remove text**
- 2 **Use emotional graphics** to draw your audience into your message and help them remember what you said later on
- 3 **Direct eyes** toward your critical information by using the natural directionality implied in many graphics
- 4 To help your audience quickly interpret and digest your information, **communicate with symbols**
- 5 **Build concepts** slowly, focusing audience attention on your talking points, so they can process each piece of information
- 6 Minimize misinterpretation or attention abandonment and **emphasize with color**
- 7 **Plan prominence** in your slides so that the most critical pieces of information are not lost
- 8 **Ditch PowerPoint** when it makes more sense for your particular information to be shared by handout
- 9 **Match font** to your dissemination purpose so that your words on screen are legible and your words on paper support long reading
- 10 **Layer reporting** by giving your audience just what they need, when they need it