Tell Me A **VISUAL** Story

Packaging Insights for Insight Consumers

[SHINE INSIGHT](#)

[IIEX2018 NA](#) - Supported by Research New SSI
CLIENT-SIDE INSIGHT Challenges
STORYTELLING
Not Just the Words
90%
WHAT THE DOC?
VISUAL CLARITY

Visual Tone
Visual Elements
Visual Hierarchy
This font is Georgia
VISUAL ELEMENTS
VISUAL HIERARCHY
PRINCIPLES OF DESIGN
C - Contrast
R - Repetition
A - Alignment
P - Proximity
1

CONTRAST
Highlight Important Information
SIZE
SIZE
CONTRAST
COLOR
Position
Position
Position

Position
REPETITION
Make Navigation Easier
3

ALIGNMENT

Instill Order
ALIGNED

Credible
Orderly
Professional
Easy to read
UNALIGNED

Chaotic
Cluttered
Eye fatigue from bouncing around
PROXIMITY
Show Relatedness
VISUAL TONE
Text blocked in Raleway Extra Bold

B&W Images

Solid Black

Color Images

Solid Teal
90% of design is typography
I’m silently judging your font choice

All Designers
Avoid Clichés

Comic Sans  
Payrus  
Bradley Hand

Cooper Black  
Brush Script  
Anything Cutesy
✓ Awful
➢ Worse
❖ The Worst
Don’t make the bullet a focal point

- Subtle
- ✔ Not distraction
Don’t make the bullet a focal point
  Subtle
  Not distraction
  Or just don’t use
<table>
<thead>
<tr>
<th>Goal</th>
<th>Eye Rest</th>
<th>Eye Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturation</strong></td>
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<td><strong>Use %</strong></td>
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<td>3 to 6</td>
<td>1 to 2</td>
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Variety of CONTRAST and SATURATION
VISUAL HIERARCHY
IF EVERYTHING STANDS OUT, NOTHING STANDS OUT
IMPORTANT
Stands Out
Everything Else Recedes
White Space
Pushback collaboration through advanced technology so benchmark the programmatic great plan.

- Personal development out of the loop gain traction, for time vampire. Curate high turnaround rate anti-pattern. Timeframe back to the drawing-board meeting assassin. We don't want to boil the ocean helicopter view, so level the playing field where the metal hits the meat Q1, but quick win, nor we need to button up our approach.

- Synergize productive mindfulness back to the drawing-board. Core competencies marketing computer development feedback team website for can I just chime in on that one brand, and let's not solutionize this right now parking lot it.

- Time to draw a line in the sand come up with something buzzworthy I just wanted to give you a heads-up, nor we need to harvest synergy effects diversify KPIs. It’s an all-hands this afternoon.

- Driving the initiative forward open door policy waste of resources curate, or this is meaningless, quarterly sales are at an all-time low. Moving the goalposts we need a paradigm shift - it's important for every member to be involved and invested in our company and this is one way to do so.

- We need to button up our approach. Where do we stand on the latest client ask. Action item. One-sheet driving the initiative forward pre-think, for hammer out social currency translating our vision of having a market leading platform we are running out of runway.

- Helicopter view those options are already baked in with this model win-win-win for polishing. Obviously we need distributors to evangelize the new line to local markets, and price point.
Pushback collaboration through advanced technology so benchmark the programmatically great plan.

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- Helicopter view those options are already baked in with this model win-win-win for polishing. Obviously we need distributors to evangelize the new line to local markets, and price point. At the end of the day we need to leverage our synergies pixel pushing. Knowledge is power.
Personal development out of loop gain traction, for time vampire.

Curate high turnaround rate anti-pattern. Timeframe back to the drawing-board meeting assassin. We don't want to boil the ocean helicopter view, so level the playing field where the metal hits the meat Q1, but quick win, nor we need to button up our approach.

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Condense

Split

Cut
Difference in Hourly Wages for Those With College Degree vs. Other Group
(Those with grad degrees aren’t counted)

Source: Good Charts by Harvard Business Review Press
Photography is the story I fail to put into words.

DESTIN SPARKS
SEGMENT

Busy Working Mother
SEGMENT: Busy Working Mother
**TOOTHBRUSHING HABITS**

Nearly a third of people stated that they would share a toothbrush with a friend. Half claimed to brush their tongue while brushing their teeth.
Text Contrast

PROFILING Small Dog OWNERS

PROFILING Small Dog OWNERS
Text Contrast

PROFILING
Small Dog
OWNERS

PROFILING
Small Dog
OWNERS
Reduce DISTRACTION

HIGHLIGHT Meaning
Avoid DEFAULTS
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Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.
TOP PERFORMERS

Source: Good Charts by Harvard Business Review Press
Data Driven Chart


Lorem ipsum dolor sit amet eget
Choose and design your Perfect Chart

“What would you like to show?”

Show the comparison between categories
- Bar
- Grouped
- Deviation bar
- Floating column
- Stacked bar
- Panel bar
- Vertical column
- Waterfall
- Bullet graph
- Parallel coordinate
- Deviation average
- Radial bar
- Radial column
- Chord diagram
- Venn diagram
- Position

Show the development over time or a trend
- Column
- Line
- Dot line graph
- Deviation column
- Deviation line
- Stacked graph
- Pie chart
- Donut
- Area
- Cycle plot
- Histogram
- Violin

Show the part to whole relation
- 100% stacked bar
- 100% stacked column
- 100% bar
- 100% waterfall

Chart design tips
- Use 2D
- True scaling, bar or column start at zero
- True scaling, use a single Y axis
- Straight corners show true numbers
- Use a maximum of 4 series
- Apply relevant ranking
- Use color sparingly and unify fill and outline
- Highlight what is important

It’s about data, not just design

Show the relation between the data elements
- Funnel
- Waterfall
- Timeline
- Gantt
- Gantt chart
- Sankey
- Node
- Network
- Tree

Show the distribution of your dataset
- Pie chart
- Histogram
- Violin

Correlation
- Scatter plot
- Heat map

Other
- Area
- Sound chart
- Bullet
- Heart rate
- Index
- Line
- Area chart
- Bar

More chart and design tips at www.Chart.Guide

6
eight
4
20
16
2
VII

info@Chart.Guide
/ChartGuide
@Chart_Guide
Icons
Consistency
Simplicity
DO & DON’T

AWESOME

LESS

AWESOME
Don’t Stress
Improvement
Not Perfection
AIR FRESHENER Usage Research

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**Past 12 Month AIR FRESHENER Category Usage**

- 31% Plug-ins
- 26% Sprays

**HH Penetration P12M**

- 31% Purchased in P12M

**Cross-Purchasing (Purchased in P12M)**

- 26% Plug-ins
- 18% Sprays
- 13%

**P U R C H A S E**

- Plug-ins 26%

**C R O S S P U R C H A S E**

- Sprays 13%

Data: Which of the following helps you in deciding your household purchased in the past year whether or not to purchase plug-ins or sprays? 40%
BEVEL

REFLECT

SHADOW
Really

this is

so bad
A Few
Killer Slides
ONLINE TRAFFICS BY DEVICES

Inset some short and brief lorem ipsum explanatory text about title here

SMARTPHONE USERS
- Coming online traffics: 42%

DESKTOP USERS
- Coming online traffics: 22%

LAPTOP USERS
- Coming online traffics: 12%

ONLY 8.2% of people use Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium
Female Vs Male

Lorem ipsum dolor amet

Option 01
Lorem ipsum dolor consectetur dolor

Option 02
Lorem ipsum dolor consectetur dolor

Option 03
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FEMALE
78%
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MALE
46%
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KEY FINDINGS

Shoe Shopping Drivers

PRICE
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HEIGHT
Maecenas porttitor congue massa. Fusce posuere, netus et

RECO
Fusce posuere, magna sed pulvinar ultricies, purus lectus

LOCATION
Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus

Pellentesque habitant
Design with Purpose

Don’t Decorate
Option 01
Lorem ipsum dolor sit amet, consectetur adipiscing cras semper sit in pretium consectetur adipiscing libero aliquet.

Option 02
Lorem ipsum dolor sit amet, consectetur adipiscing cras semper et consectetur adipiscing nec libero aliquet lorem ipsum.
Think Beyond PowerPoint
Video & Motion Graphics

A minute of video is worth 1.8 million words.
Physical Objects
Establish Your Toolbox
ICONS
The Noun Project
www.thenounproject.com

Flat Icon
www.flaticon.com
PICTURES

Free
Unsplash
www.unsplash.com

Pexels
www.pexels.com

pixabay
www.pixabay.com

Paid
iStock
www.istock.com

Adobe Stock
www.stock.adobe.com
INFOGRAPHICS

Infogram
www.infogram.com

Canva
www.canva.com

Piktochart
www.piktochart.com
Get PROFESSIONAL Help
Freelance Designers
Adept in your Primary Medium (PPT, etc.)

MR Agencies with Vis Teams
Shine Insight
www.shine-insight.com
(yes, shameless plug)

Vis Agencies
Keen as Mustard
www.mustardmarketing.com
Lemony
www.lemonly.com
Visual Clarity
Less is More
Highlight Insight
Embrace Neutrals
Be Authentic
Design with Purpose

Use CRAP
Space is BFF
Reduce Distraction
Control Brights
Avoid Cheese
Don't Decorate
THANK YOU

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