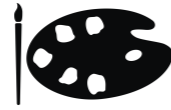


CLEAR AND READABLE PRESENTATIONS

Concepts to consider when creating and designing digital products

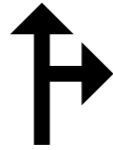
CONTRAST

Different sizes for different purposes



Color can add meaning

Shapes can help things stand out



Text direction can bring attention

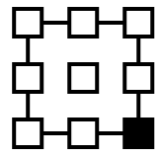
REPETITION

Colors should form a pattern



Everything should be predictable

Layout patterns repeat each page



Text headings one size, text body another

COLOR THEORY AND TEXT

Colors create emotion:



Combination matters:



Two text sizes:

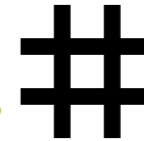
Headings
Body of text

Two fonts:

SANS SERIF: HEADINGS
Serif: Body of text

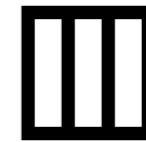
ALIGNMENT

Imagine vertical and horizontal lines



Corners and edges connect in a grid

Use thirds in layout design



Text is left-aligned

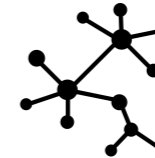
PROXIMITY

Keep like things next to one another



Text and images support each other

Group related things together



Blank space provides balance

How will you use the concepts above to clearly communicate your data to an audience?