

16 H213
A PERSONAL GUIDE TO PROFESSIONAL BUSINESS

graphics

It's your turn to shine — your suggestions have significantly increased sales in your region. You'll deliver the good news in a formal presentation next week. You've got a graphics plotter at your disposal — but how do you give your message that special professional touch?

We've prepared this booklet to help you create graphics like the pros. With a little practice, you can master the basics of design, format, labeling, and color. You'll reap the rewards in attractive, easy-to-understand graphics that will give your message extra impact. Sharpen your professional edge today!



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A sampler of popular types of charts

8 USING THE FOUR DESIGN PRINCIPLES

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10 CLARIFYING YOUR MESSAGE WITH WORDS

Suggestions to keep words under control

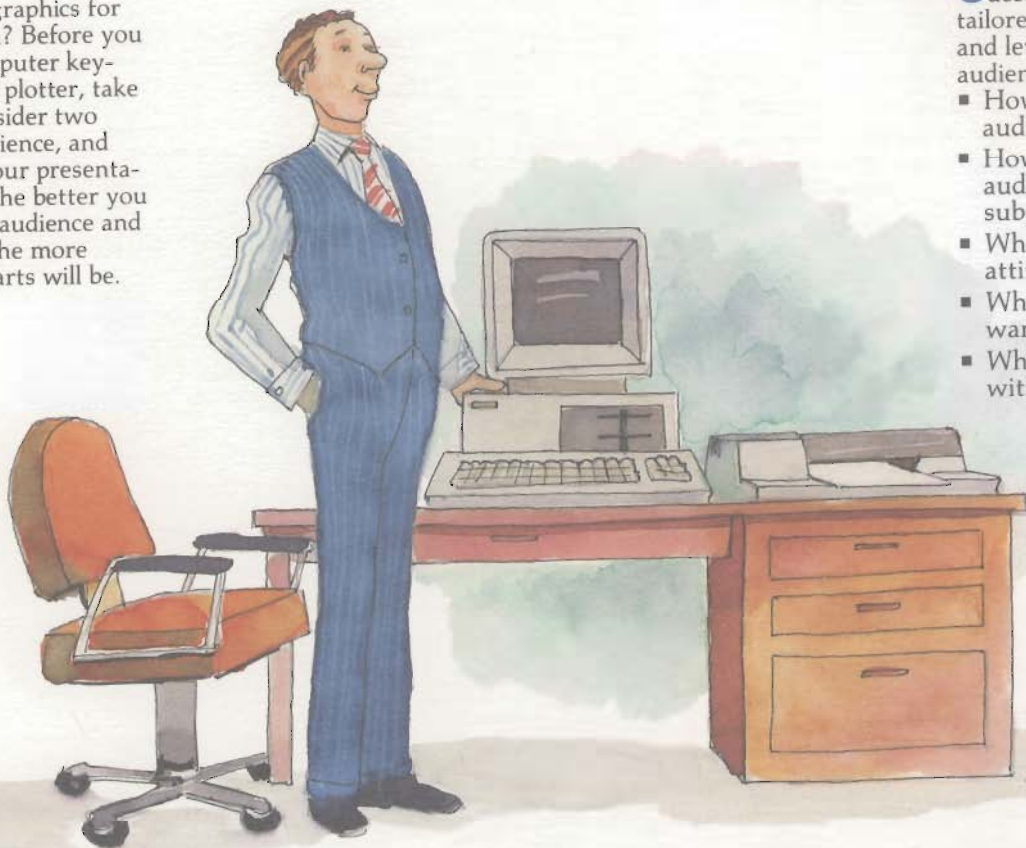
12 LEARNING ABOUT COLOR

How colors are organized

14 PUTTING COLOR TO WORK FOR YOU

Guidelines for effective use of color

Need to design graphics for your presentation? Before you go near your computer keyboard or graphics plotter, take some time to consider two factors: your audience, and what you wish your presentation to achieve. The better you understand your audience and your objectives, the more effective your charts will be.



Successful presentations are tailored to the needs, attitudes, and level of knowledge of the audience.

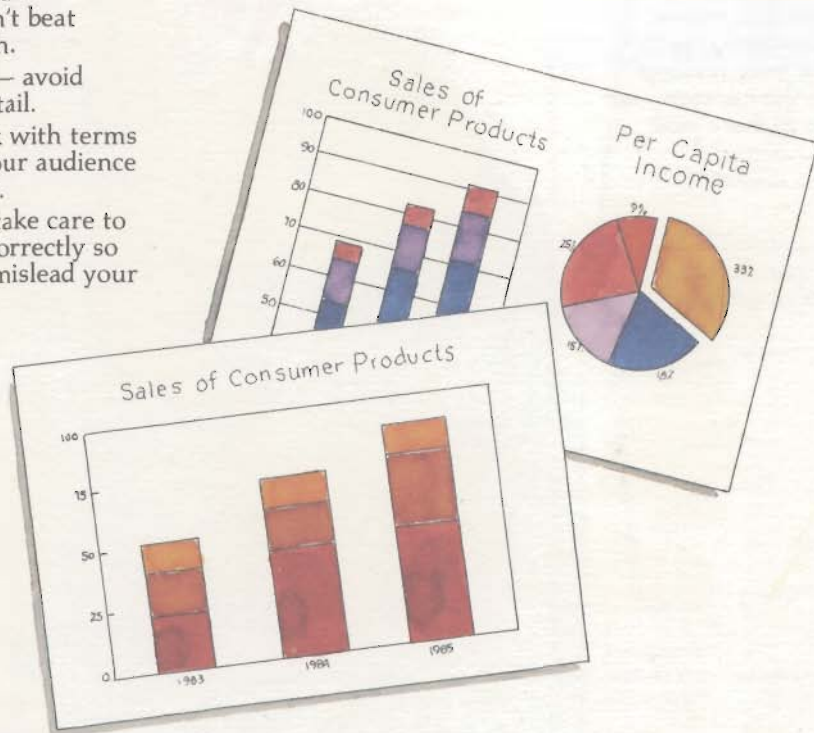
- How large is your audience?
- How much does your audience know about the subject?
- What are your audience's attitudes about the subject?
- Why does your audience want this information?
- What will your audience do with the information?

A single clearly stated objective for each chart keeps you from straying off course.

- Think about what you want each chart to communicate. What is the primary message you want this particular chart to convey?
- Describe what you would like your audience to do after viewing a particular chart. For example: "After viewing this chart, the audience will be able to identify the top five sales regions in the last fiscal year."

These simple yet important rules are often overlooked when designing charts.

- Be direct — don't beat around the bush.
- Keep it simple — avoid unnecessary detail.
- Be clear — stick with terms and concepts your audience will understand.
- Be accurate — take care to interpret data correctly so that you don't mislead your audience.



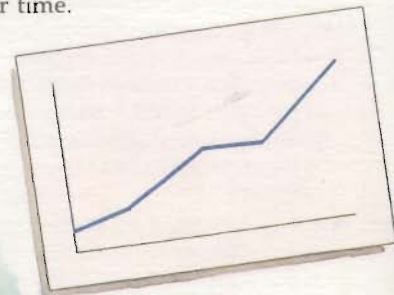
6 CHOOSING THE RIGHT CHART

Line Chart

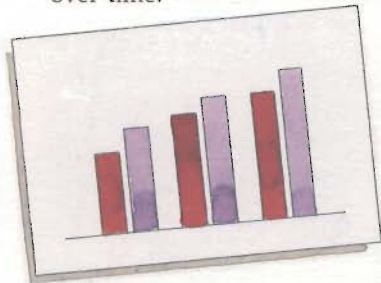
All charts and diagrams provide some kind of data comparison. Determining the type of comparison you're making will direct you to the best chart for your message. The table on the opposite page will help you to make your decision.



Shows changes in one item over time.



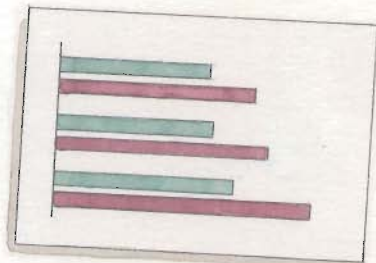
Comparates size or emphasizes difference between elements over time.



Grouped Column Chart

Compares independent series over time

Comparates size or emphasizes difference between elements at a fixed point in time.



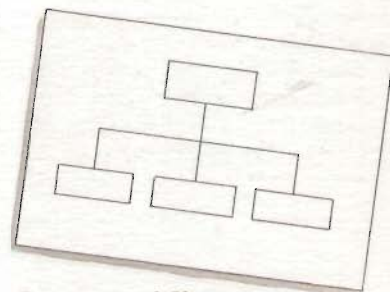
Grouped Bar Chart

Compares components within an item

Comparates parts of a whole.

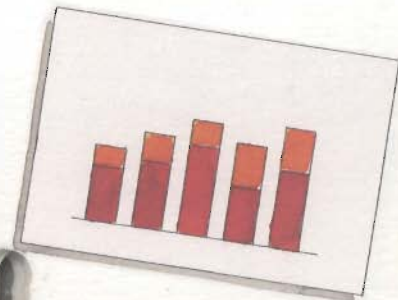


Shows structures or processes.



Organizational Chart

Illustrates organization of people, units, or functions



Stacked Column Chart

Shows how components of an element change over time

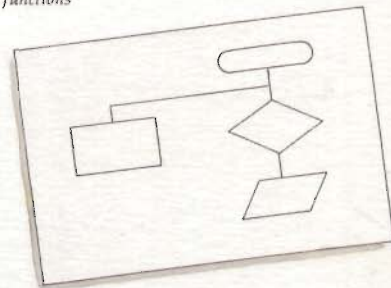


Stacked Bar Chart

Compares parts to the total item

Chart Reference Table

Type of Comparison	Corresponding Chart
One item over time	Line chart
	Column chart
	Grouped column chart Stacked column chart
One item to another	Bar chart
	Grouped bar chart
	Stacked bar chart
Parts of a whole	Column chart
	Pie chart
Items in a structure	100 percent column chart
	Diagram



Flowchart

Depicts manner and sequence in which several factors are related to one another

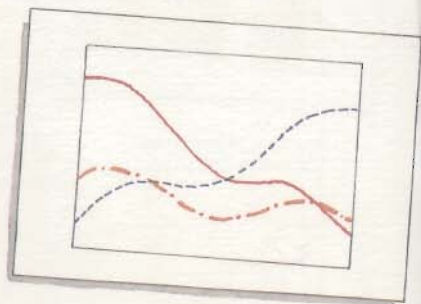
8 USING THE FOUR DESIGN PRINCIPLES

Just as good design will strengthen your chart's message, poor design can substantially weaken your chart's impact. That's why it's smart to keep these good design principles in mind when you're creating your charts.



Simplicity

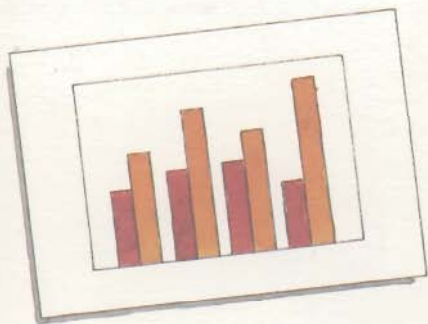
Using as little information and as few elements as possible will add impact to your chart and your message. If you have a complex message to convey, it's more effective to use a series of simple charts instead of a single, intricate chart.



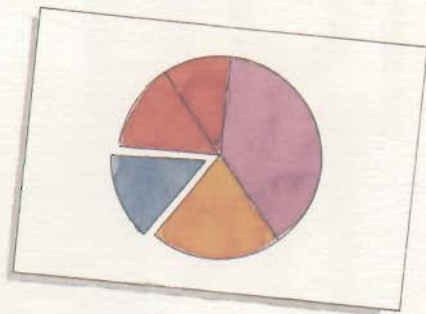
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The elements of your chart should work together as a unit, rather than as separate parts. For example, using too much space between columns can divide the chart into sections that detract from the total message — your audience may become confused about which columns are being compared to each other.

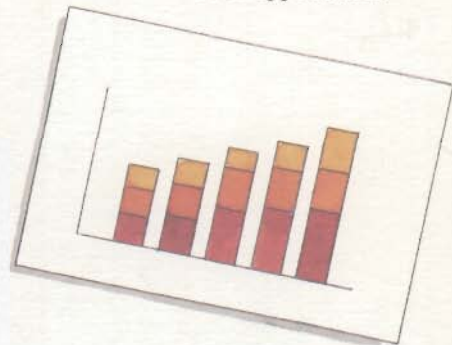


It's often useful to give a single element more importance than the others in a chart. For example, separating or "exploding" a slice from a pie chart is an effective means of emphasis that does not destroy the chart's unity.

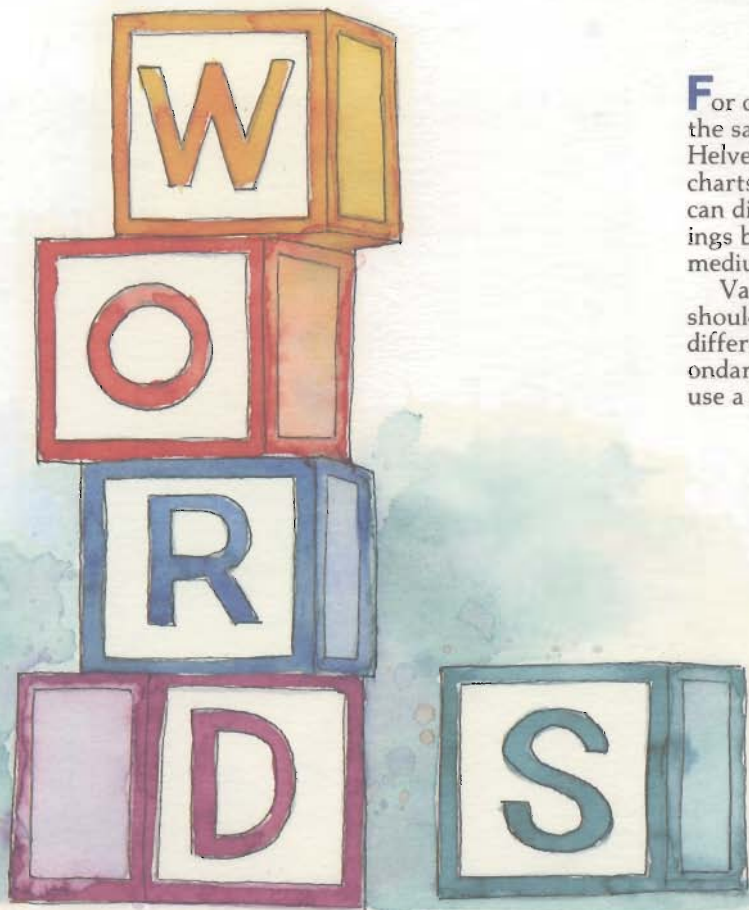


Balance is a sometimes subtle psychological phenomenon that can interfere with a chart's overall effectiveness. It's important to achieve equilibrium so that one part of the chart doesn't appear heavier than another.

Colors can strongly affect the balance of your chart. When you're creating a stacked bar chart, put the darkest colors near the axis — otherwise, your chart will appear to tip to one side. For a pie chart, stagger the darker colors for an even appearance.



Type style, lettering size, and placement of the words you choose play an important role in the overall effectiveness of your charts. If your department creates graphics on a regular basis, you may want to develop some style guidelines, so that future charts will mesh smoothly with existing charts.



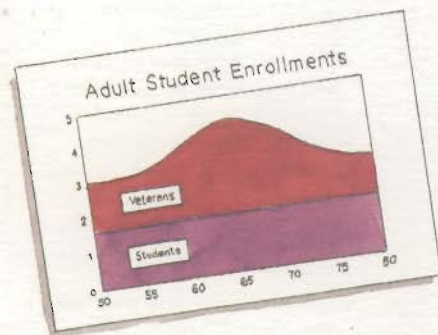
For consistency, stay within the same type family (e.g., Helvetica, Roman, Stick) for all charts in a presentation. You can differentiate levels of headings by size, and by using bold, medium, and light typefaces.

Variations in type sizes should be readily apparent. To differentiate primary vs secondary headings, for example, use a ratio of at least 2:1.

Kee your chart titles brief — no longer than one line, if possible.

It's best to use a combination of upper- and lower-case letters for titles and labels — they're much easier to read than all capital letters.

When creating a line chart, label the curves directly whenever possible, rather than using a legend.



Use text-only charts to highlight key points and guide your audience, not to tell the whole story.

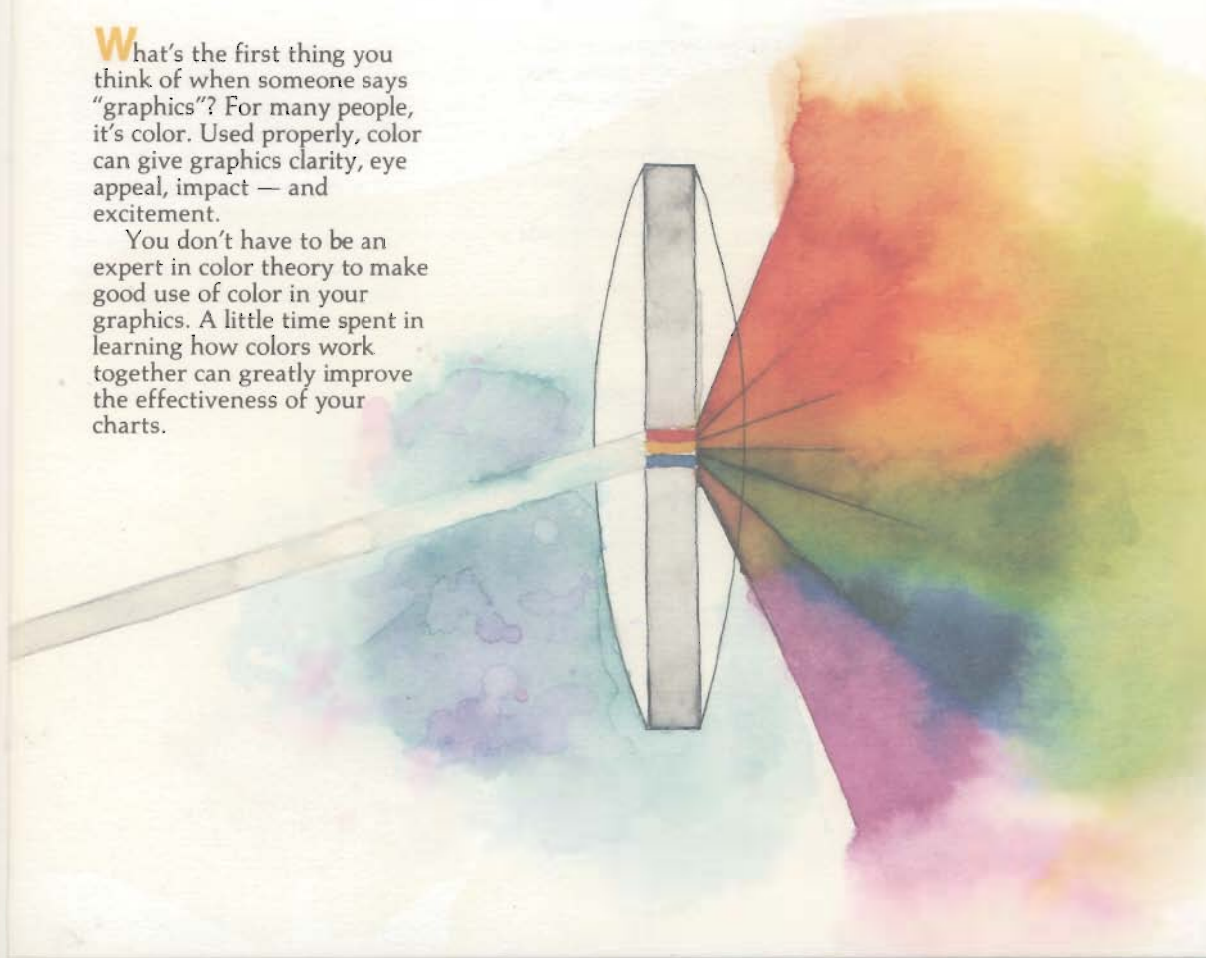
For the most effective text charts, remember the "Smart Seven" rule:

- no more than seven words per line, and
- no more than seven lines per chart



What's the first thing you think of when someone says "graphics"? For many people, it's color. Used properly, color can give graphics clarity, eye appeal, impact — and excitement.

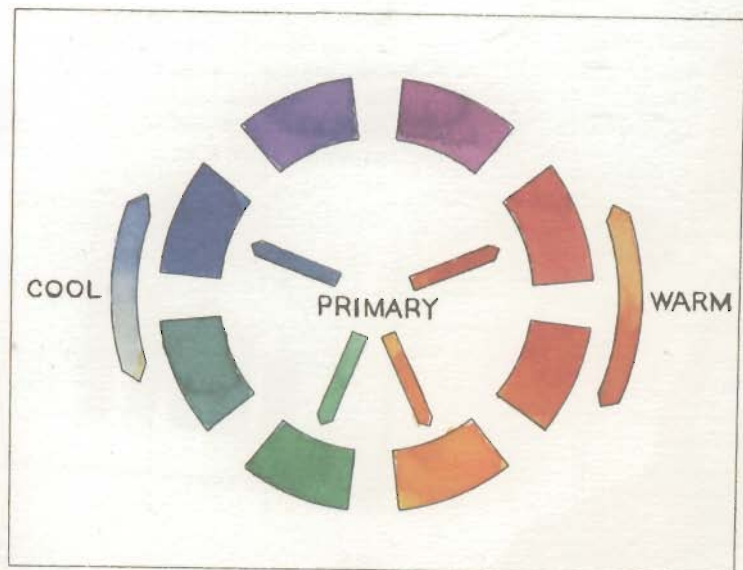
You don't have to be an expert in color theory to make good use of color in your graphics. A little time spent in learning how colors work together can greatly improve the effectiveness of your charts.



A color wheel is a good place to start when you're faced with a broad choice of colors for your chart. The color wheel organizes colors into their sequence on the spectrum. The next step is to narrow your focus to a particular color group — primary, warm, or cool. (For your convenience, HP's paper and transparency pens are sold in primary, warm, and cool multicolor packages.)

Primary colors are popular for graphics because they have plenty of contrast. The primary color group consists of red, yellow, blue, and green. (Green is actually a secondary color, but it's usually grouped with the primaries for graphics purposes.)

Reds, oranges, and yellows are considered "warm colors," while greens, blues, and violets are known as "cool colors." Choosing colors from a single color group — either warm or cool — will produce attractive, harmonious charts.



The color wheel

If you don't want to worry about color analysis, HP's color specialists have designated a "default palette" which you can use to achieve good-looking graphics. Choose the appropriate palette below, based on the number of pens in your plotter's carousel, as a guide for loading your plotter pens.

8-Pen Default Palette

- Pen #1 Black
- Pen #2 Red
- Pen #3 Blue
- Pen #4 Yellow
- Pen #5 Green
- Pen #6 Red-Violet
- Pen #7 Aqua
- Pen #8 Orange

6-Pen Default Palette

- Pen #1 Black
- Pen #2 Red
- Pen #3 Blue
- Pen #4 Yellow
- Pen #5 Green
- Pen #6 Red-Violet

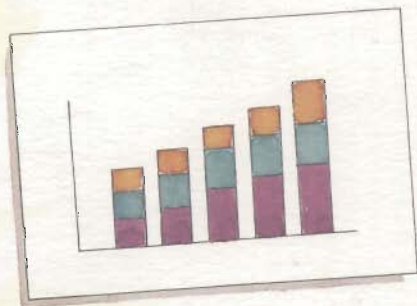
14 PUTTING COLOR TO WORK FOR YOU

Color can be a powerful tool if it's used with purpose, not just to make a pretty chart. It's easy to identify, differentiate, and emphasize with color — but be careful not to go overboard by using too many colors!



Use color to differentiate

Choosing colors with plenty of contrast will help your audience make comparisons. To select colors, look at the color wheel and use every second or third color.



The warm and cool color groups make it easy to add emphasis to a chart. If your chart is made up of cool colors, put one element in a warm color to make it stand out. Or use one cool color in an otherwise warm-color chart.

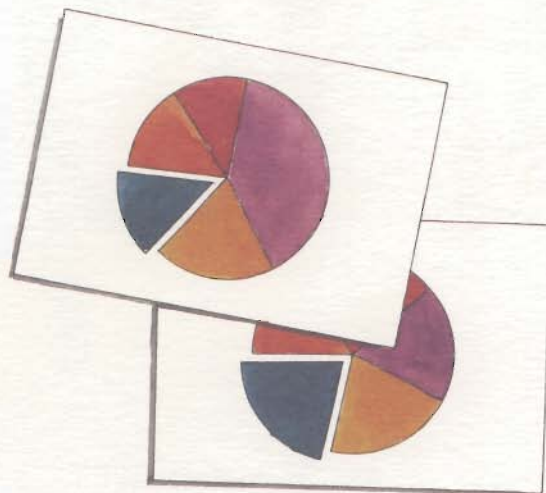
When creating a text chart, you can make one word or phrase stand out by using a second color. (If you use more than two colors in your text chart, however, this emphasis will be lost.)

Objectives

- To complete project by November 18
- To **meet target budget**
- To have reject rate of less than 10%

Color is an ideal way to help your audience keep track of parallel levels of information in a series of charts. If you are presenting a series of pie charts, for example, and you wish to show how one segment changes from pie to pie, identify that segment by color.

Remember that too many colors in a chart will detract from your message and may confuse your audience. As a general rule, use no more than 5 colors (4 colors plus black for labels) for charts with graphics. For text-only charts, use black plus a second color for emphasis.



Ready to learn more about the art of successful graphics? HP's *Steps to Effective Business Graphics* is a detailed, 48-page, full-color guide that shows how to create winning graphics for reports, overhead presentations, and 35-mm slide presentations. To get your copy, just include P/N 5957-6979 the next time you order supplies!

