

The Quality Display of Visual and Graphic Information

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We Used to Write These Big Huge Reports, Now We “Show” Information

We wrote these reports from beginning to end:

INTRO (Statement of problem)

BODY (Discussion)

- **Develop problem**
- **Provide evidence**

SUMMARY (Conclusions)

RECOMMENDATIONS (Next steps)

Communicators Found They Were More Successful Using Pictures

We began to organized our papers “backwards”:

CONCLUSION

- What we know, key points

EVIDENCE

- Data, findings

Enter the need for GOOD GRAPHICS. . .

Effective Graphics

- Are readily understood by the reader
- Are relevant to the world we live in
- Are timely
- Are formatted with a sense of balance, proportion, and clarity of design
- Have integrity (data/analysis)
- And they answer some **very predictable, fundamental questions**

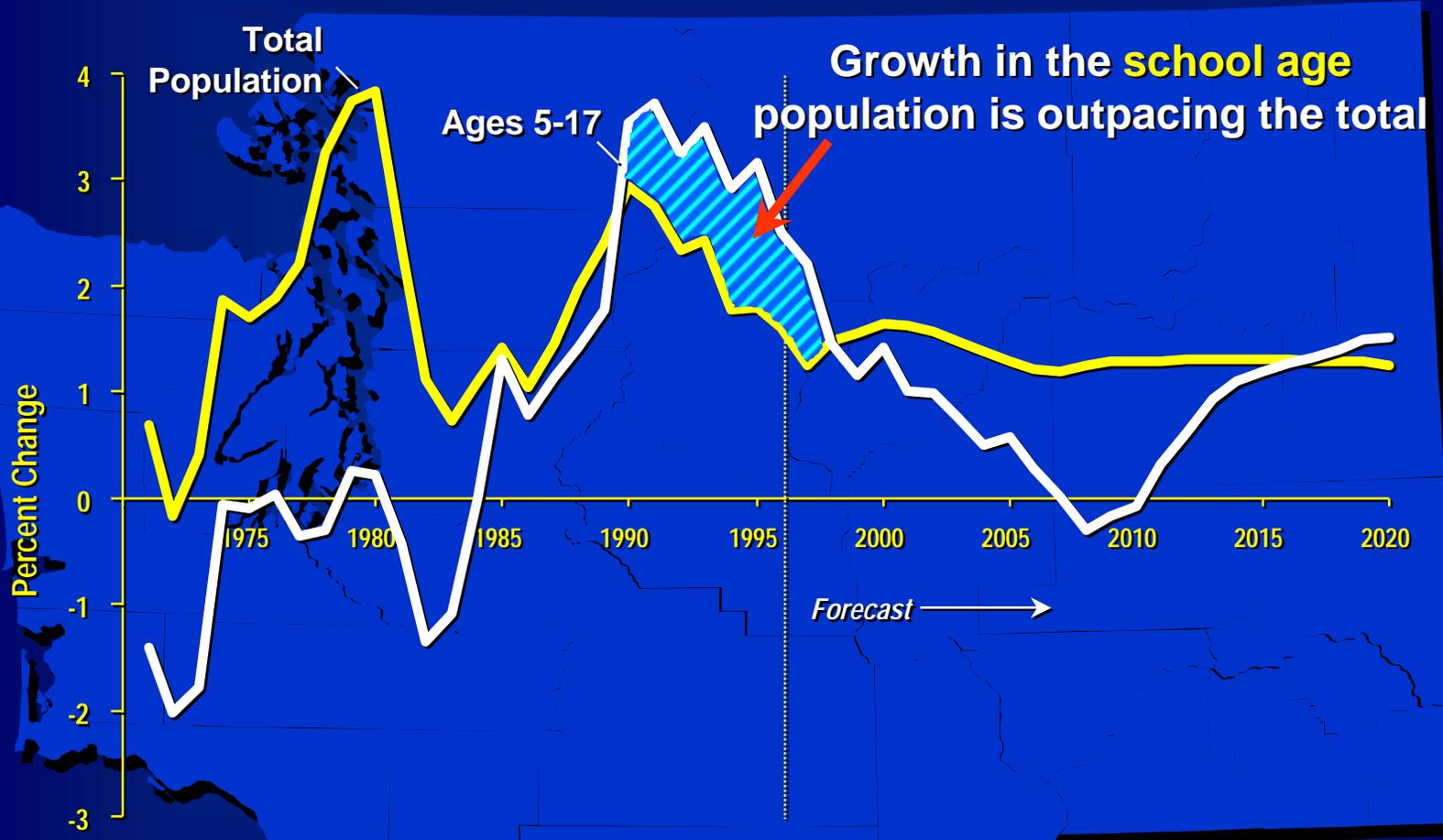
The Questions Are:

- 1. What compared to what?**
- 2. What does the universe look like?**
- 3. What does a piece of the universe look like?**
- 4. What does it look like in space or time?**
- 5. How does the world work?**

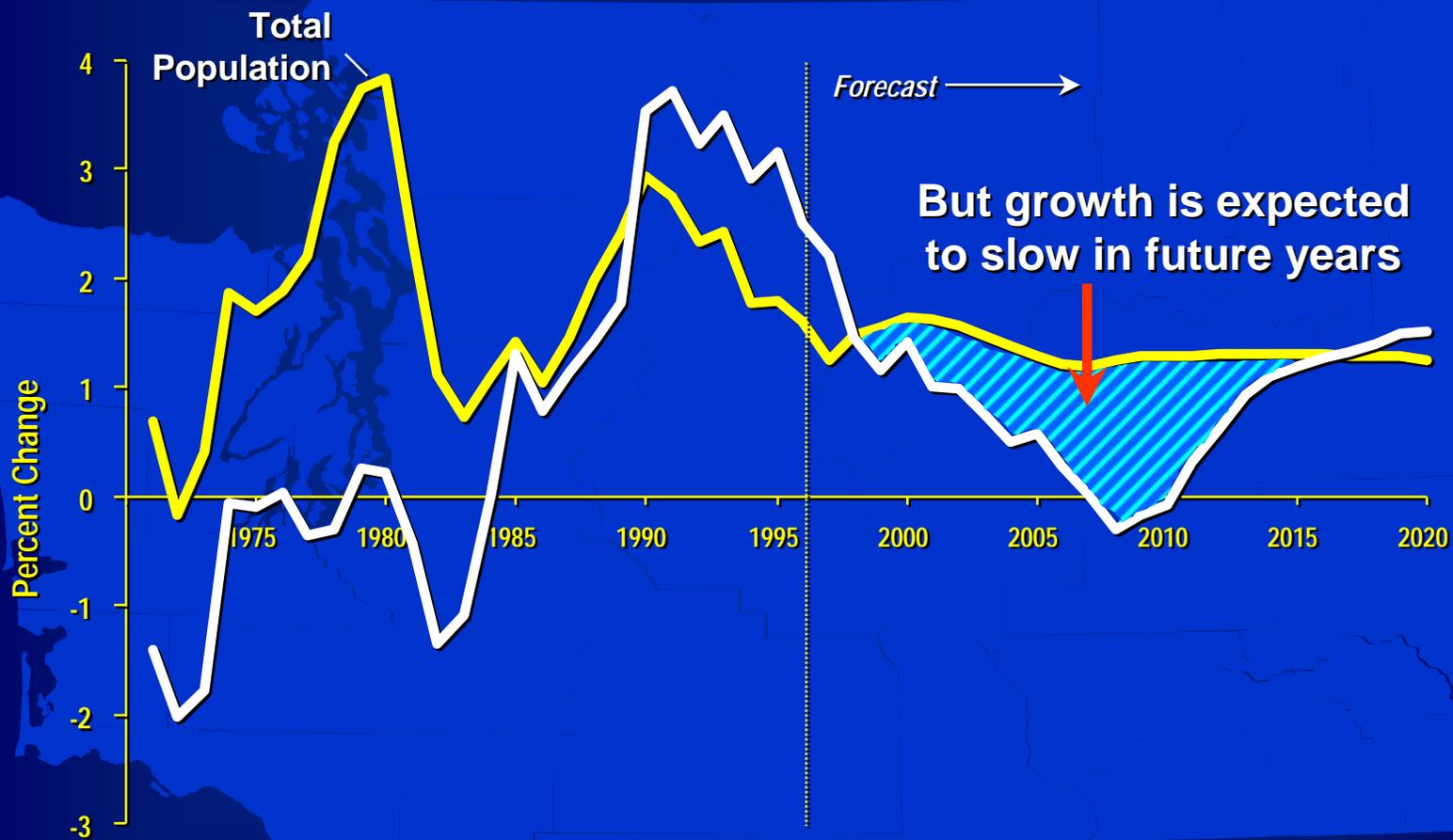
What Compared to What?

- Trendlines — “Before and after” or forecasting data

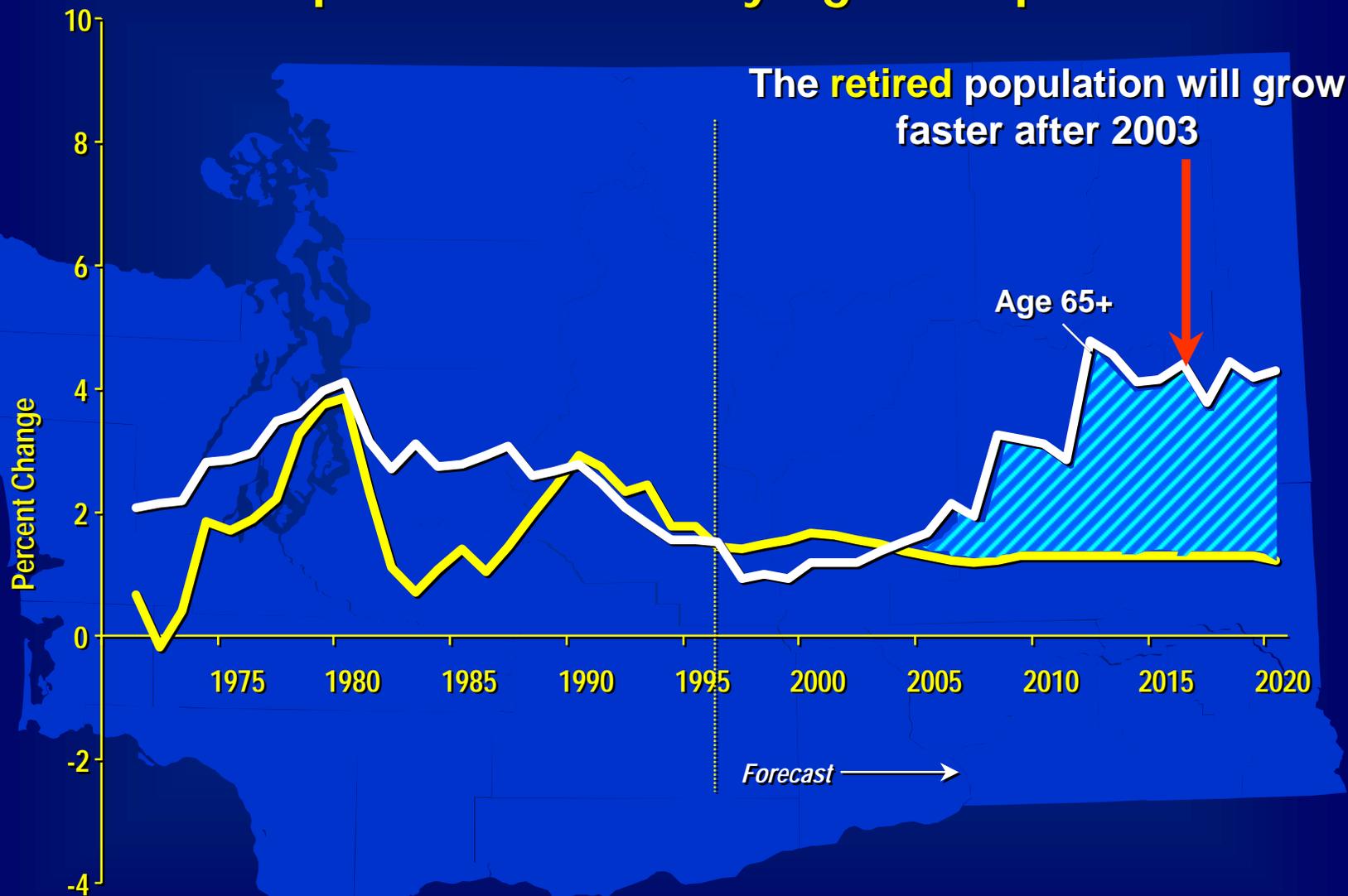
Population Growth by Age Group



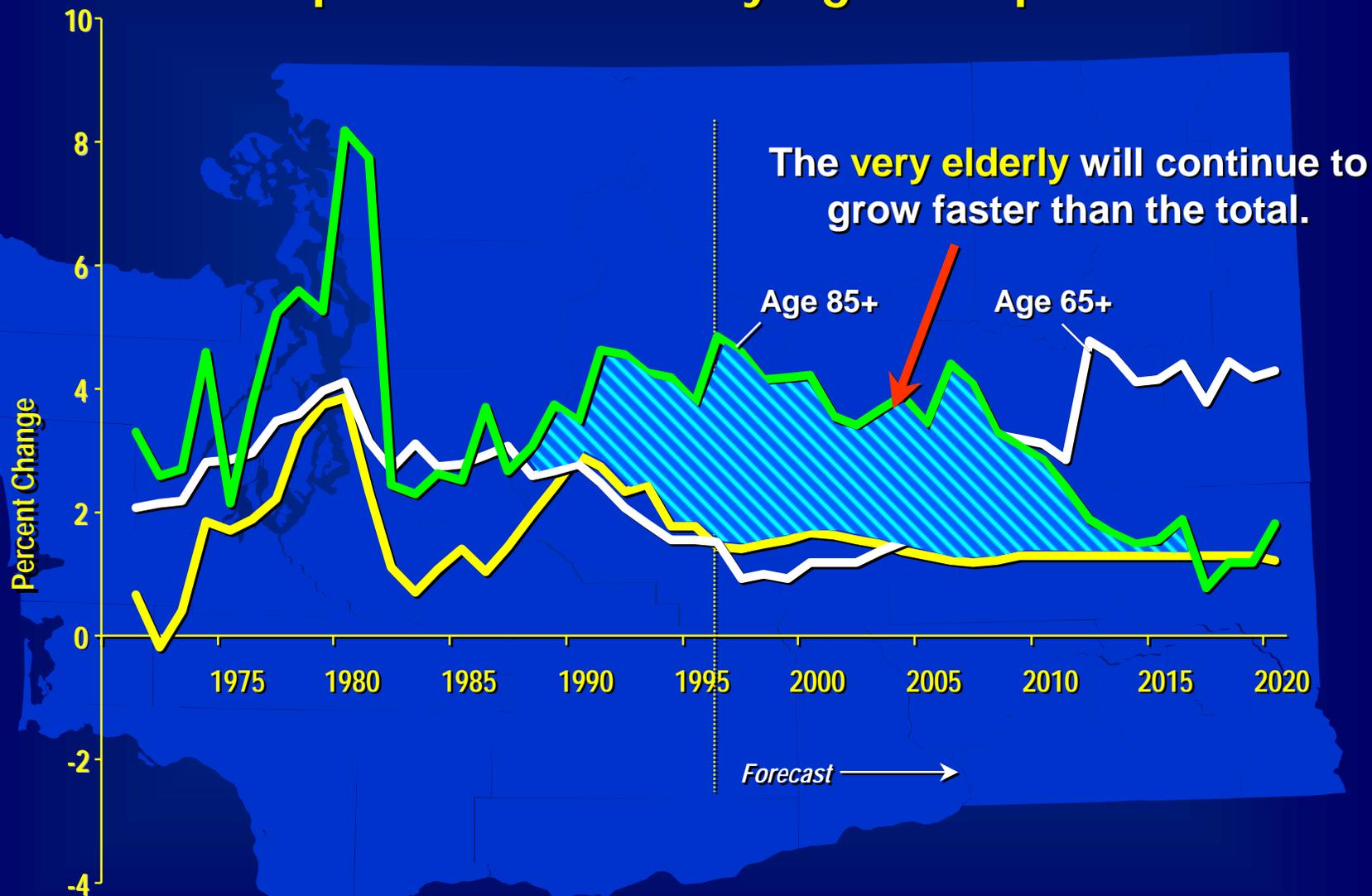
Population Growth by Age Group



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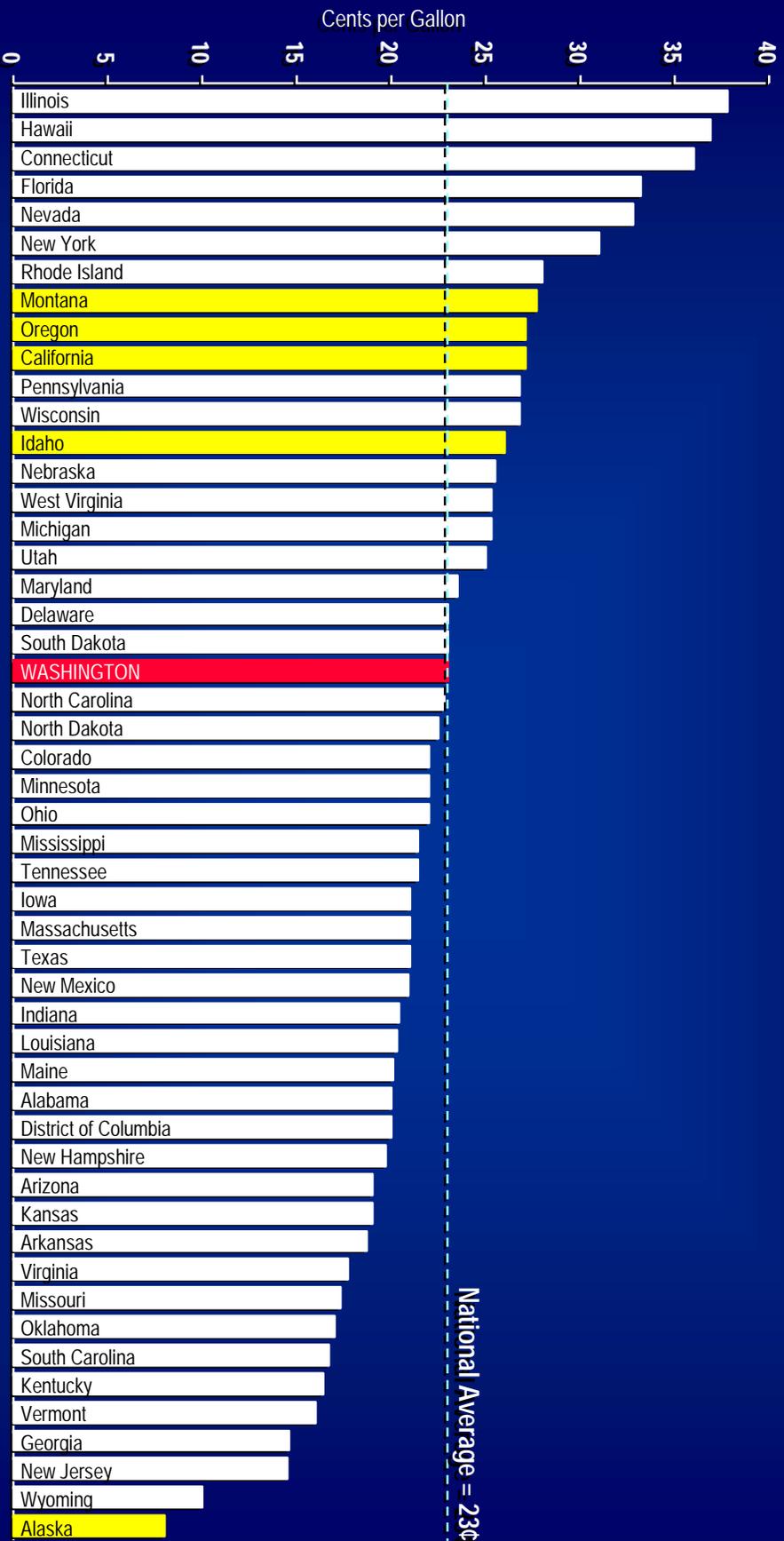


What Compared to What?

- Trendlines — “Before and after” or forecasting data
- Bar charts — One item measured against another

Washington's 23¢ Gas Tax is Average for the Nation and Below Most States in the Region

Includes All State and Local Taxes



SOURCE: Washington State Department of Transportation

Statewide Planning Saving Lives: Trauma Care

*A turnaround
of 5 lives per 100
trauma patients
with penetrating
injuries*

National Average



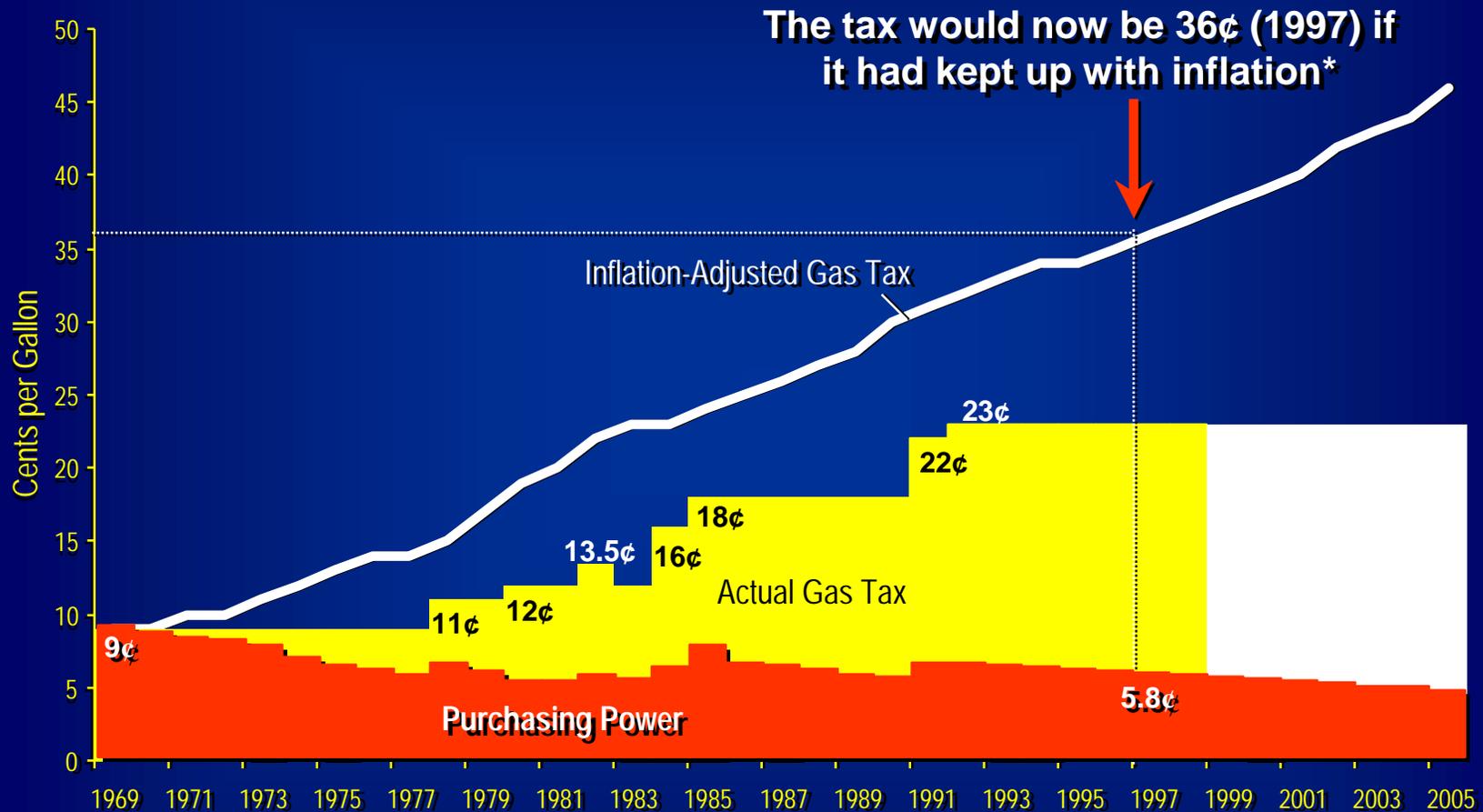
1990
2 lives
below the
national
average



1998
3 lives
above the
national
average



State Gas Tax vs. Inflation



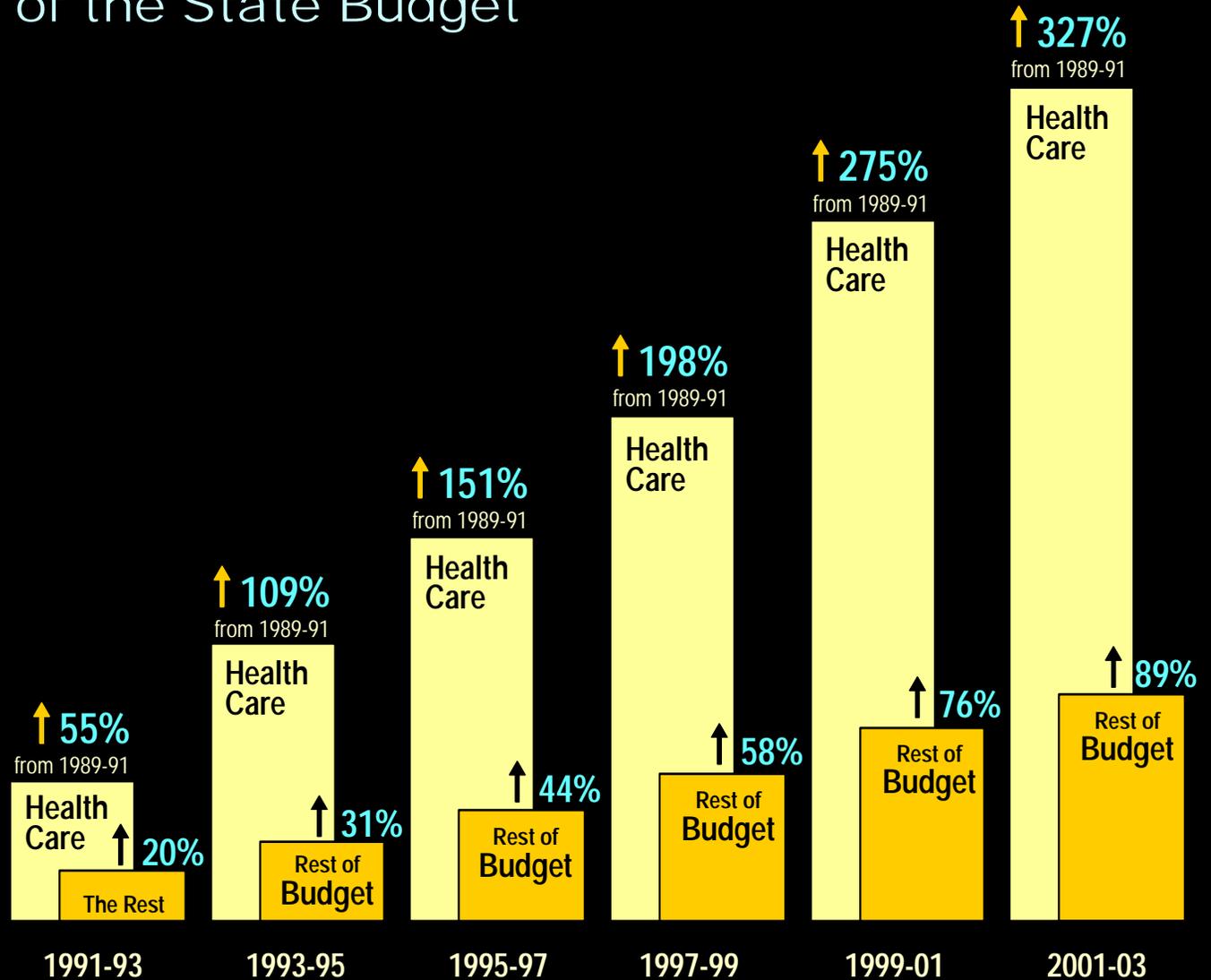
SOURCE: Washington State Department of Transportation

* Based on Implicit Price Deflator (IPD).

The Rising Cost of Medical

Percent Change
from 1989-91
ALL FUNDS
Excludes ProShare

Increasing Faster than Other Areas of the State Budget



SOURCE: Legislative Evaluation and Program Committee (LEAP), ProShare calculation from DSHS Budget Division. Medical costs include the Washington State Health Care Authority and DSHS Medical Assistance payments.

What Does the Universe Look Like?

- Pies — The whole and the pieces

1997-99 General Fund-State Budget

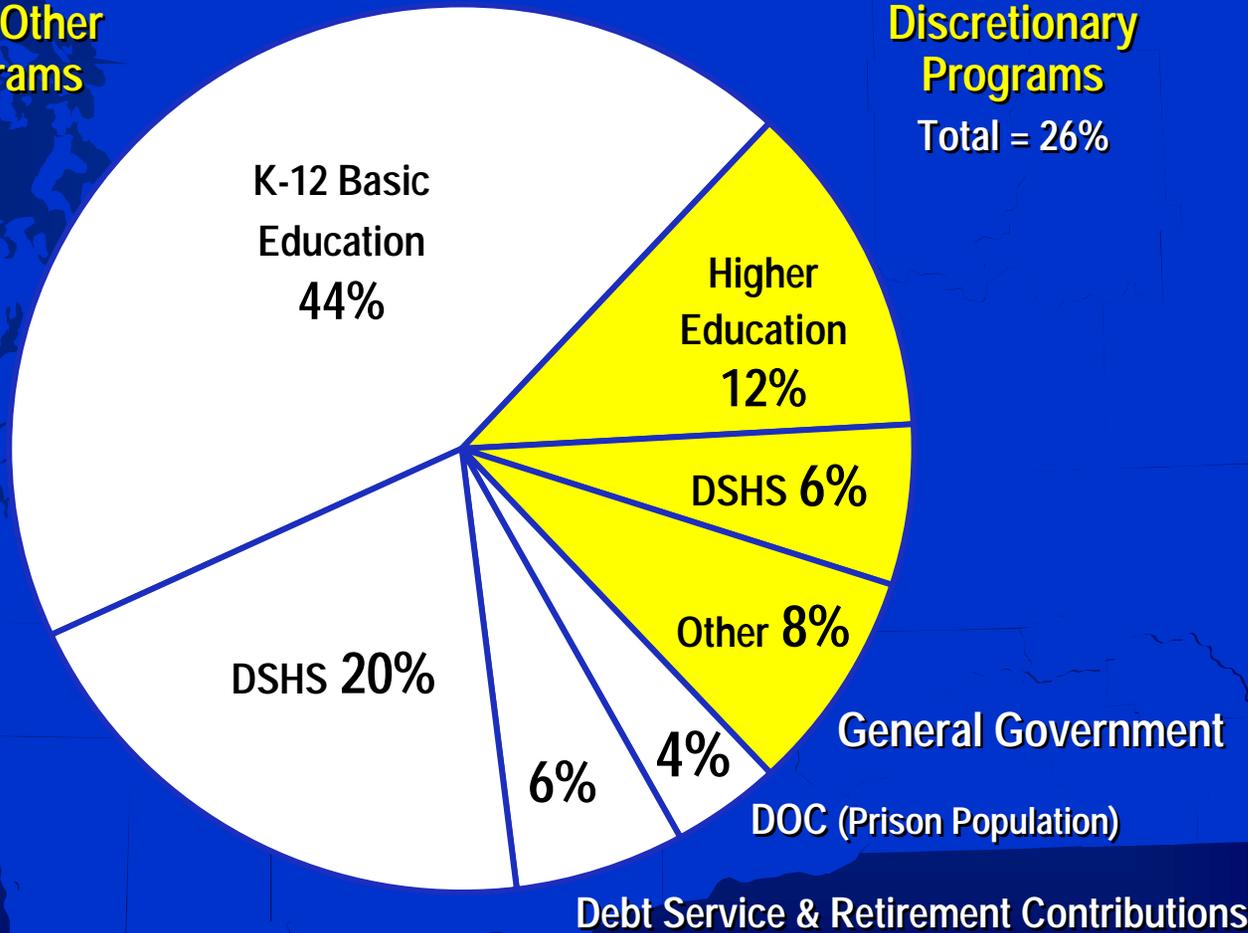
TOTAL = \$19,084 Million

Entitlements and Other Mandatory Programs

Total = 74%

Discretionary Programs

Total = 26%



Major Components of Change Between 1997-99 Appropriations and Estimated 1999-01 Maintenance Level*

Total Change = \$1.1 Billion

HiEd Enrollment/Technology, Etc.	\$48 Million	5%
Bond Debt	\$125 Million	12%
Other DSHS	\$132 Million	12%
Corrections Population, Related Costs	\$129 Million	12%
K-12 Enrollment, Related Costs	\$80 Million	7%
Major Health Programs**	\$569 Million	52%
<i>Includes:</i>		
• <i>K-12/State Employee Health Benefits</i> \$258 Million		
• <i>DSHS Long Term Care</i> \$58 Million		
• <i>DSHS Medical Assistance</i> \$253 Million		
LEOFF Pension, Other	\$2 Million	0%

*Current estimate as of November 12, 1998. Does not include salary or vendor increase; pension savings are prorated to applicable programs.

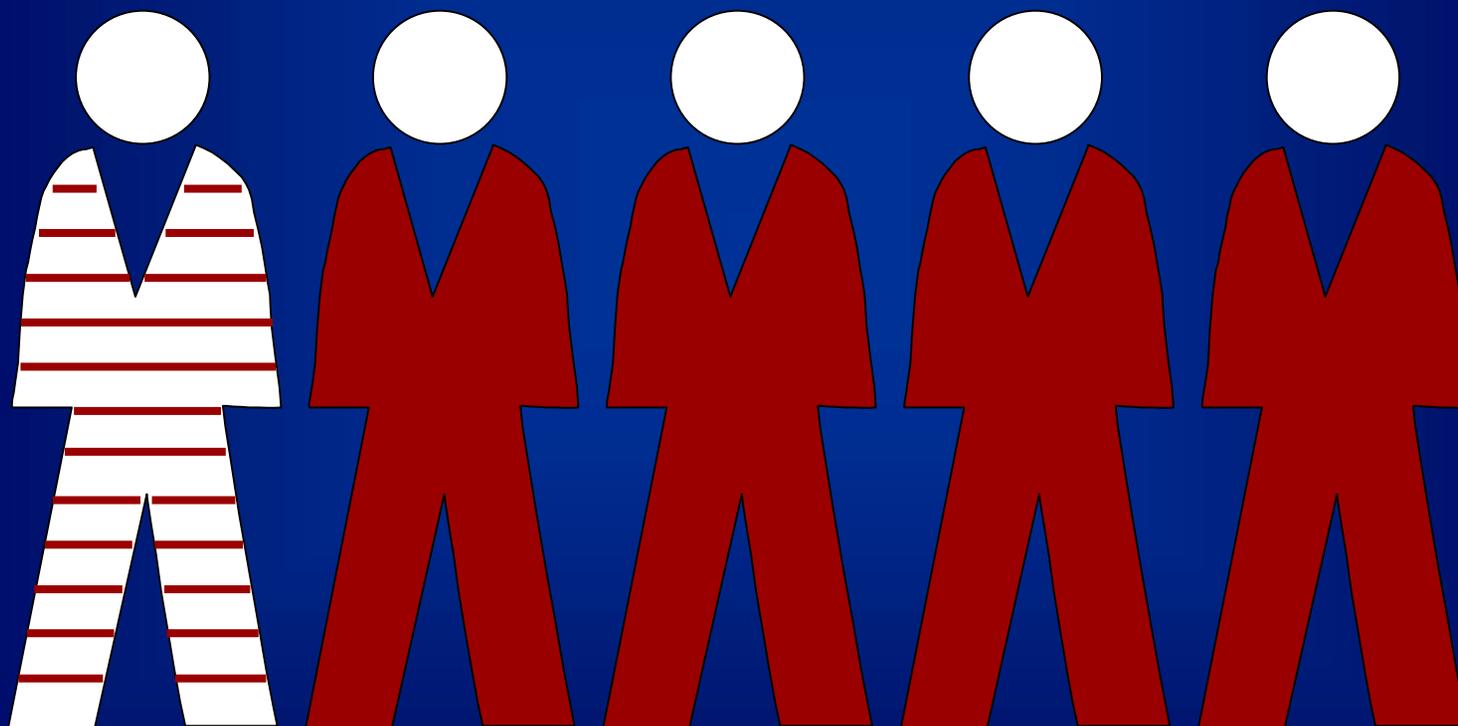
** Includes DSHS Medical Assistance, DSHS Long Term Care, K-12/Employee Health Benefits.

What Does the Universe Look Like?

- Pies — The whole and the pieces
- Images — One out of how many?

Safer Communities

Four out of five felons currently reside in the community



Half of Washington's Adults Are Either Current or Former Smokers

Never Smoked = 49% of adults



Former smokers = 27%



Still smoking = 24%



What Does the Universe Look Like?

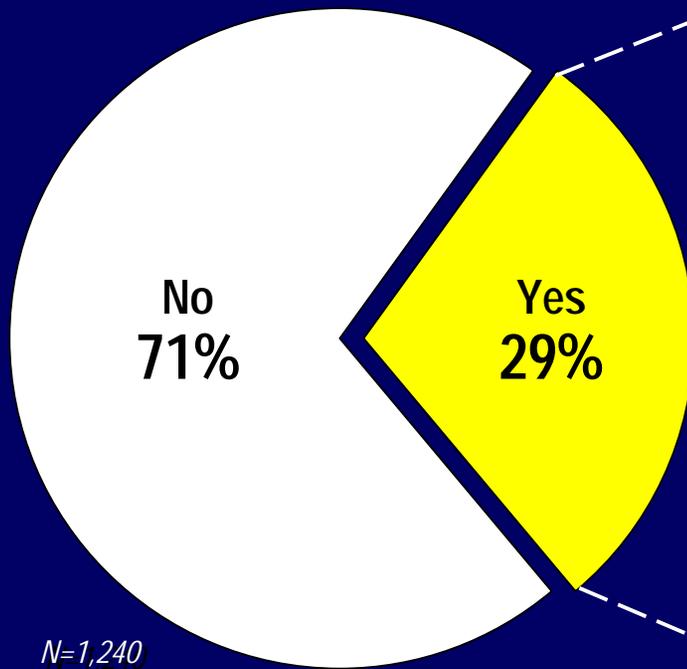
- Pies — The whole and the pieces
- Images — One out of how many?

What Does a Piece of the Universe Look Like?

- Linked pies — A piece of the whole

Criminal History of Adults Convicted of Felony Sex Crimes

Criminal history?



Type of history:

Violent Offense(s)
19%

Non-Violent Offense(s)
34%

Sex Offense(s)
47%

What Does It Look Like in Space or Time?

- Space — Maps (relationships)

State Highway Congestion



Represents 3 to 5-hour peak congestion times.

Tobacco Rates Vary Across Our State, but Three Counties are of Particular Concern

Pacific, Grays Harbor, and Lewis counties lead in:

- Maternal smoking
- Lung cancer deaths
- Adult smoking
- Tobacco sales to minors



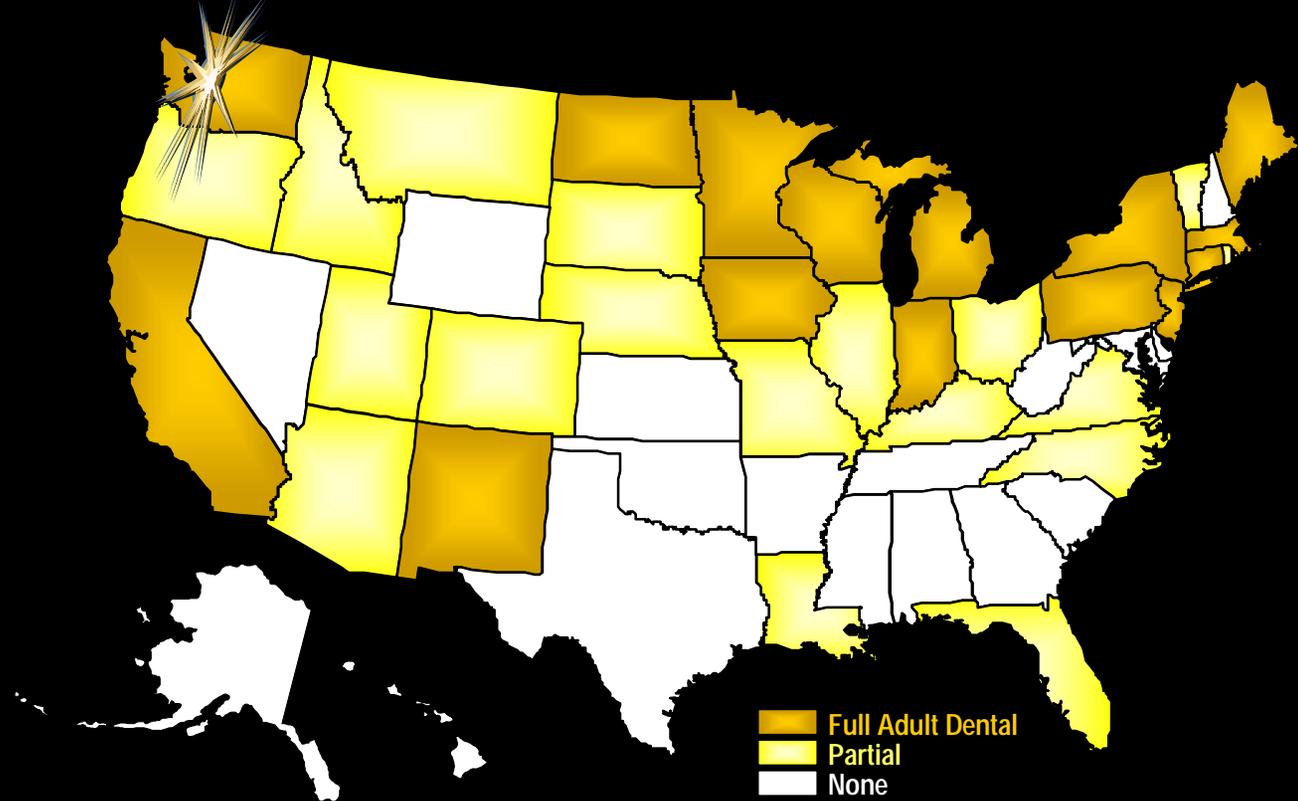
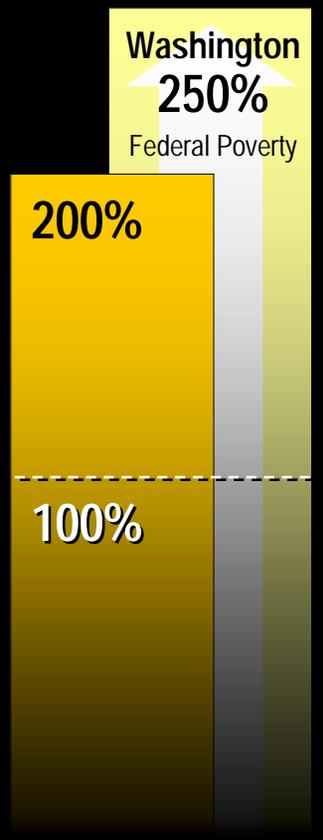
PART 1

A Bellwether State

Progressive – At the forefront of health care reform

Comprehensive – At the top end of the benefit scale

- ▶ Providing medical for 2 in 5 children
- ▶ Reaching 250 percent of the poverty level for children
- ▶ One of 15 states with full dental benefits for adults



Washington State
Department of Social
& Health Services

Financial Services 360.902.8255

What Does It Look Like in Space or Time?

- Space — Maps (relationships)
- Time — Timelines

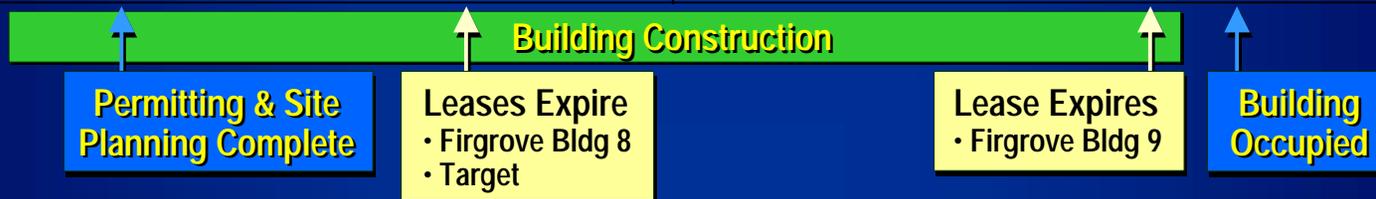
Project Timeline

2001-03 BIENNIUM

FY 02

FY 03

July Aug Sept Oct Nov Dec Jan Feb Mar Apr May June | July Aug Sept Oct Nov Dec Jan Feb Mar Apr May June

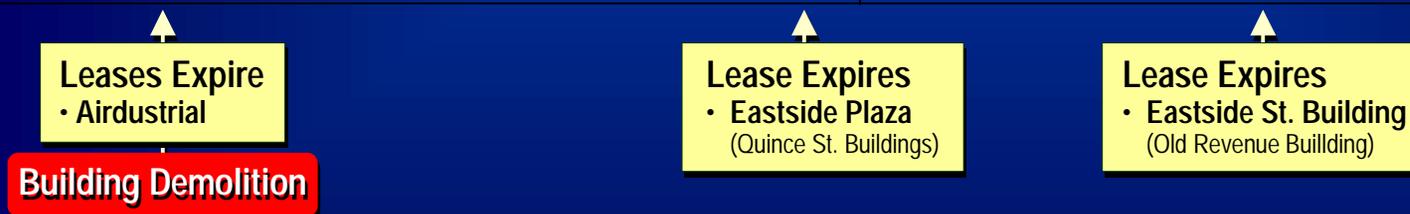


2003-05 BIENNIUM

FY 04

FY 05

July Aug Sept Oct Nov Dec Jan Feb Mar Apr May June | July Aug Sept Oct Nov Dec Jan Feb Mar Apr May June



What Does It Look Like in Space or Time?

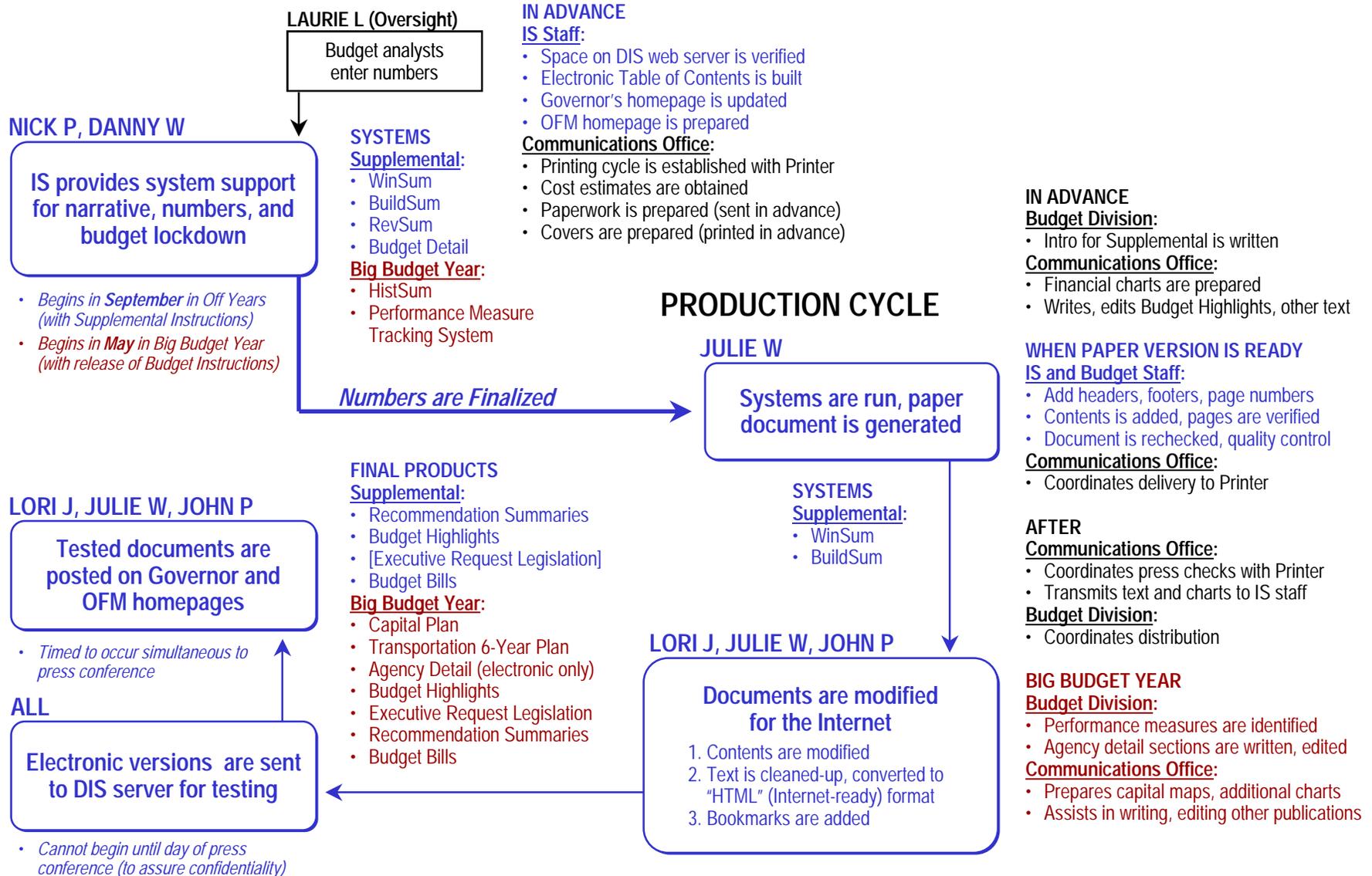
- Space — Maps (relationships)
- Time — Timelines

How Does the World Work?

- Flow charts — Work study analysis

IS Budget Process, Production Cycle

BUDGET DEVELOPMENT PROCESS



Format:

Above All Else. . .

- Format and design should not distract from content
- Instead, the content should be the first thing you see
- The formatting should not even be noticed
- For charts, this means **90 percent** of the architecture is devoted to your data

Color vs. Black and White

COLOR:

- Blue is basic
- For slides, white and yellow work well for text
- Red provides emphasis, but may convey a sense of alarm when used for numbers
- Green adds an additional color
- Stick with these colors while you're learning

Color vs. Black and White

FOR BOTH COLOR AND BLACK AND WHITE:

- Strong colors convey a sense of confidence in your data, power
- Gradient shades are used to show incremental transitions in data or scale
- Shades are used consistently throughout a presentation or publication

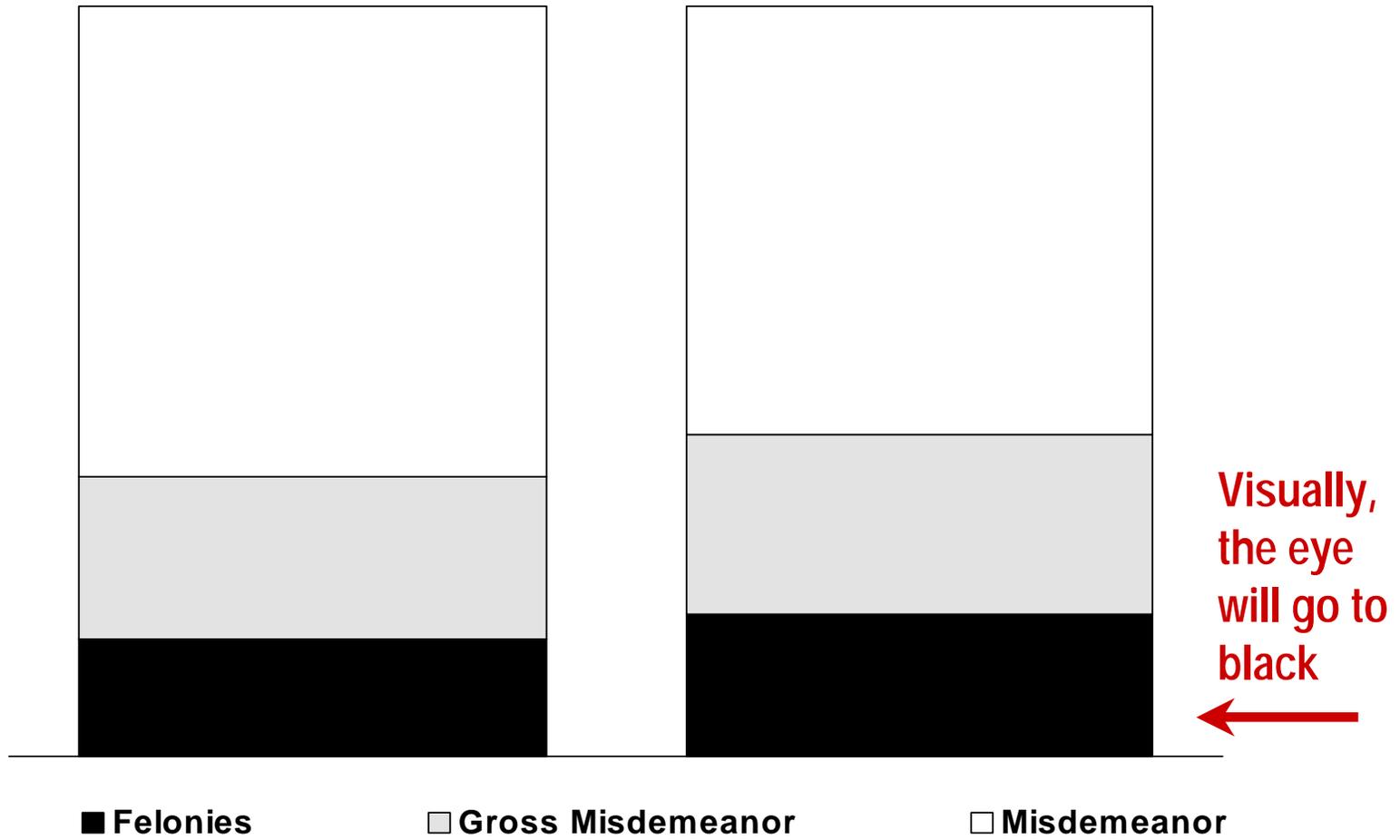
Color vs. Black and White

FOR BLACK AND WHITE:

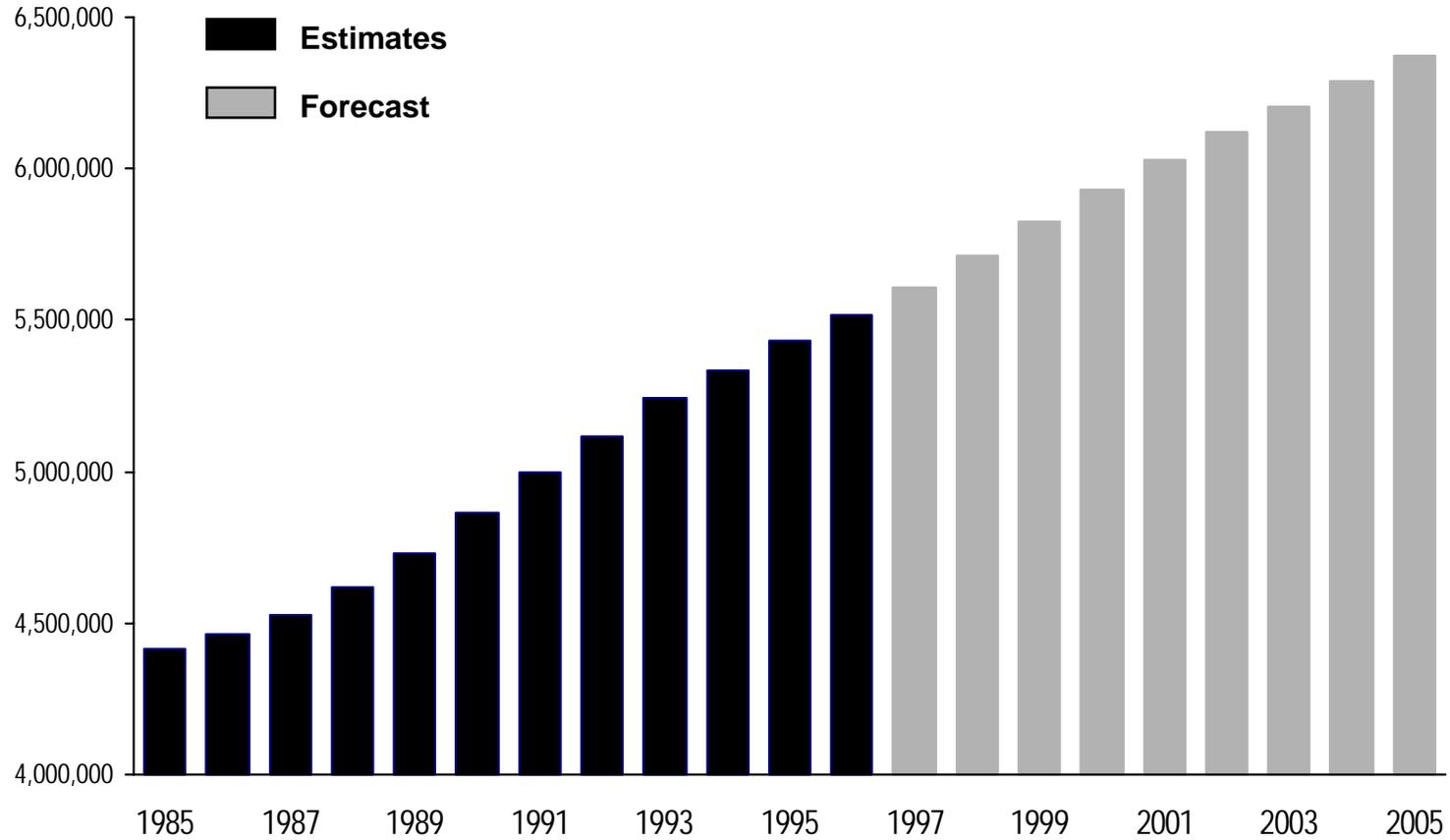
- Black is used for the most significant piece of data (this is not always the biggest slice)
- White is used for data with least significance

FOR COLOR:

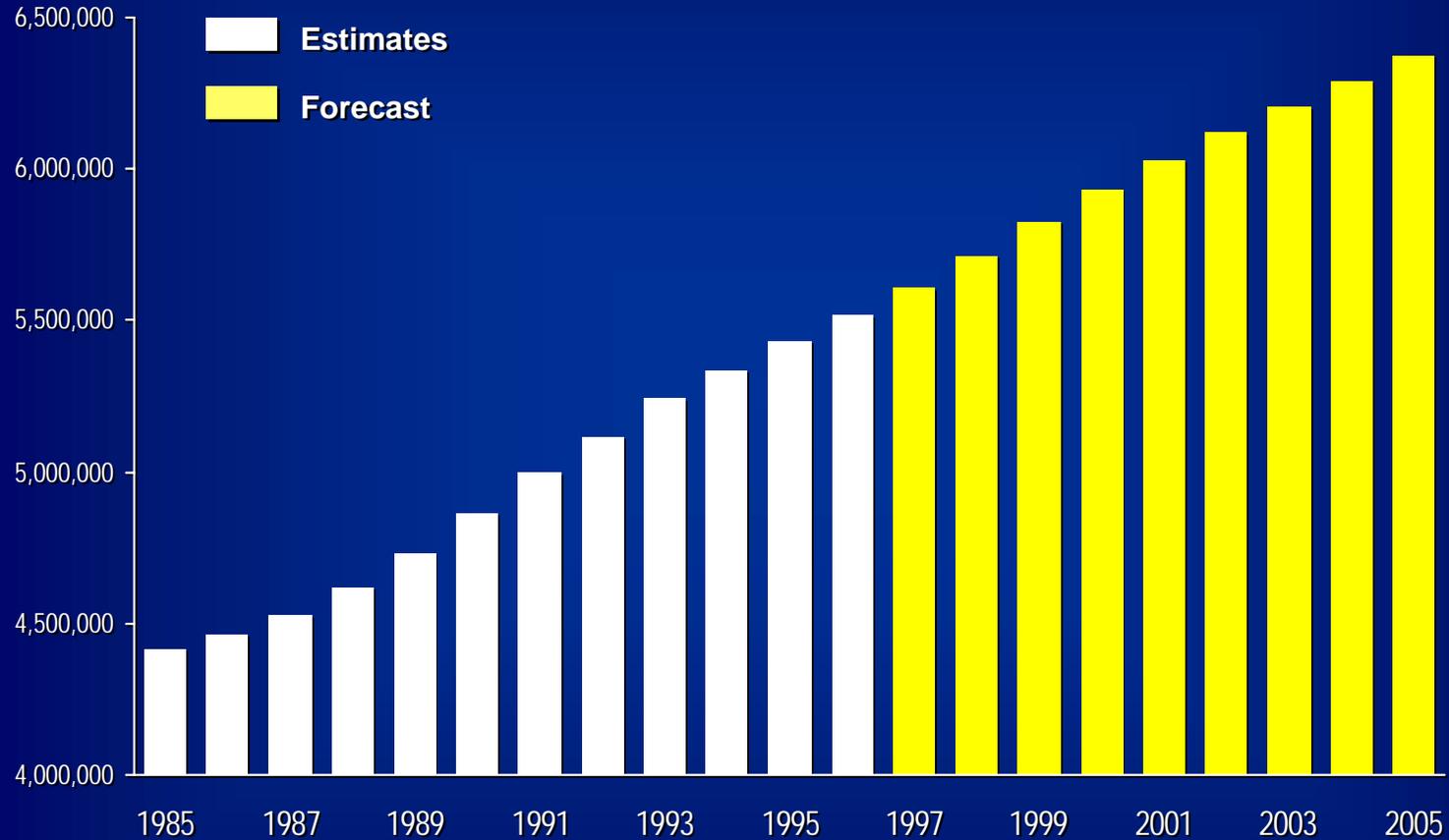
- Blue is basic, red conveys a sense of alarm



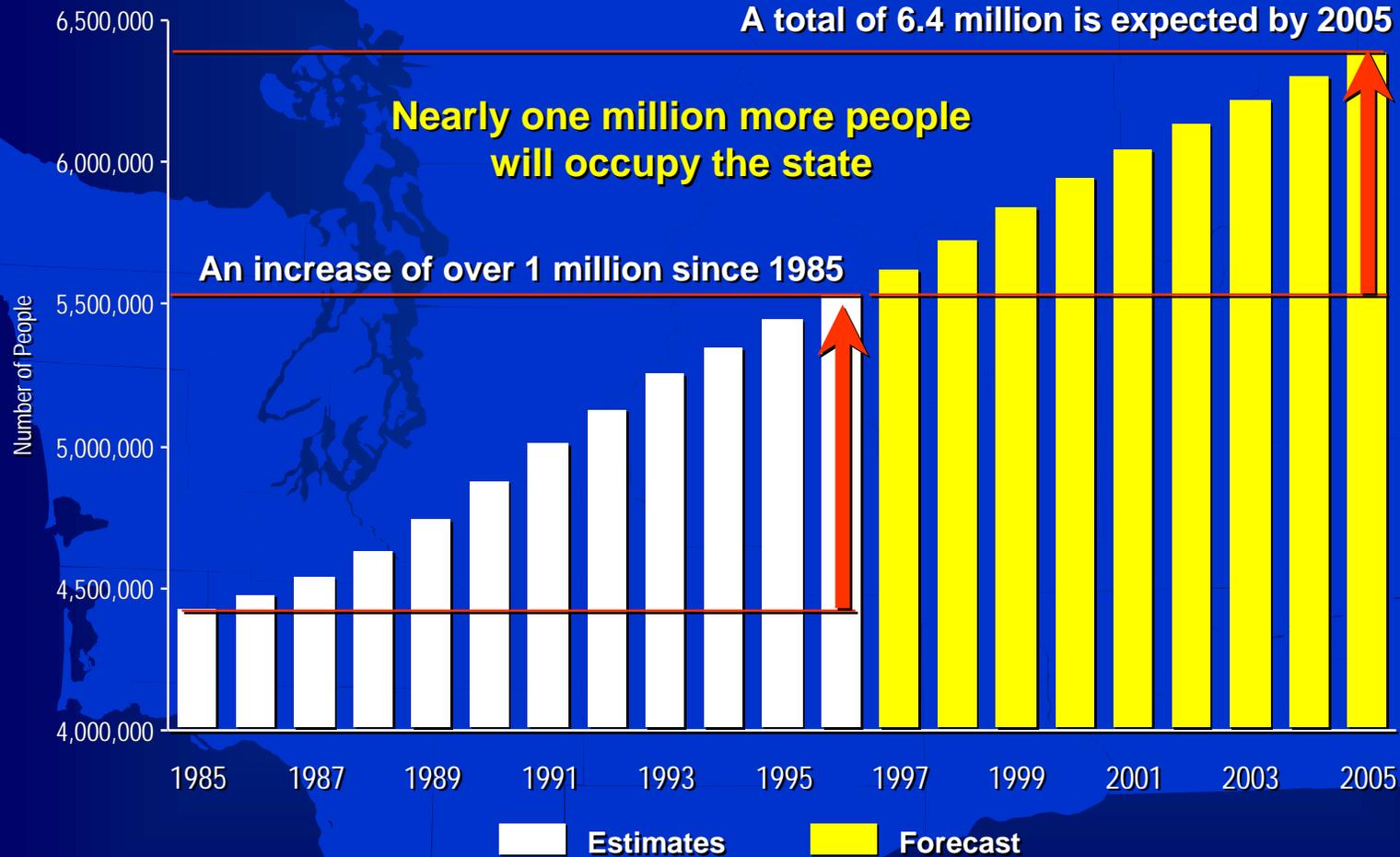
Washington Population Growth: 1985-2005



Washington Population Growth: 1985-2005



Washington Population Growth: 1985-2005



Text:

UPPER CASE TEXT IS UNFRIENDLY

- Lower case is friendly
- AVOID overuse of UPPER CASE text
- Also avoid overuse of *italics*, underlines, and combinations of the ABOVE

Fonts:

- **Fonts with straight edges work well for headlines, tables, or bold text**
- **Fonts with curved, flowing edges work well for text in general**
- **Avoid using more than two fonts in any publication**

30 Percent Rule:

- Main headings, subheadings, and text each decrease by 30 percent

Placement:

- Never deviate from the grid!