Transform Spreadsheets into Stories with Data Visualization

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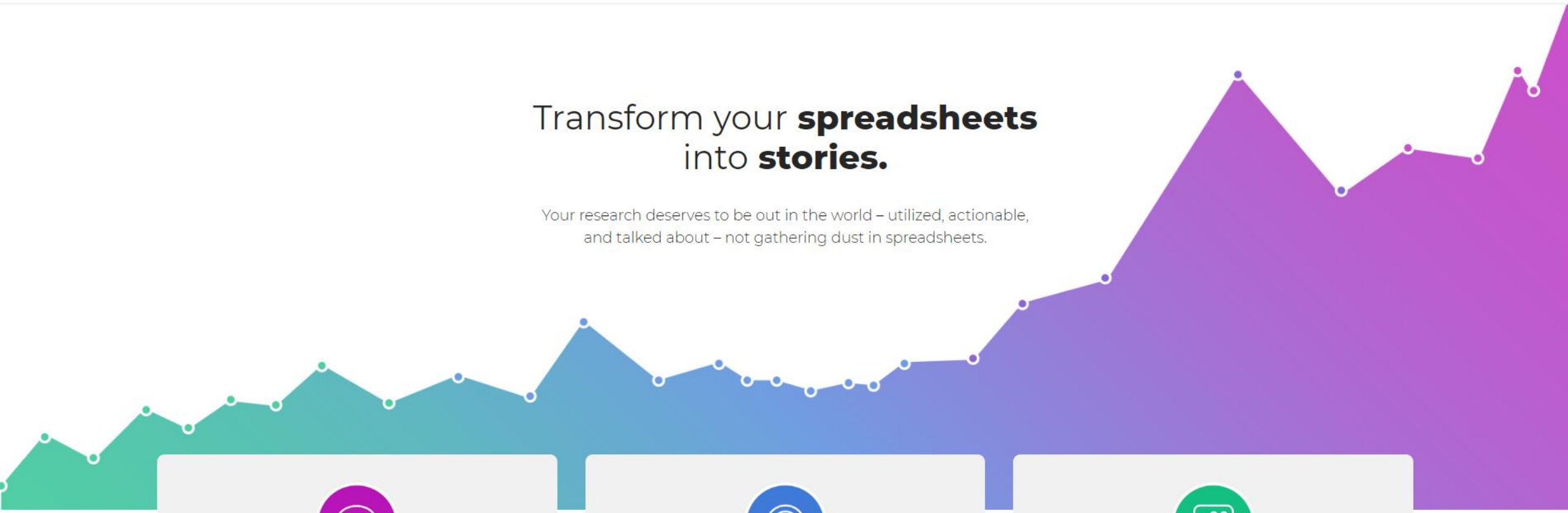
depict
data studio

Search

Transform your **spreadsheets** into **stories.**

Your research deserves to be out in the world – utilized, actionable, and talked about – not gathering dust in spreadsheets.



Training

Learn how to transform technical findings into

Data Design

Take your data from boring to bravo! We

Online Coaching

Connect through the magic of screensharing

DepictDataStudio.com

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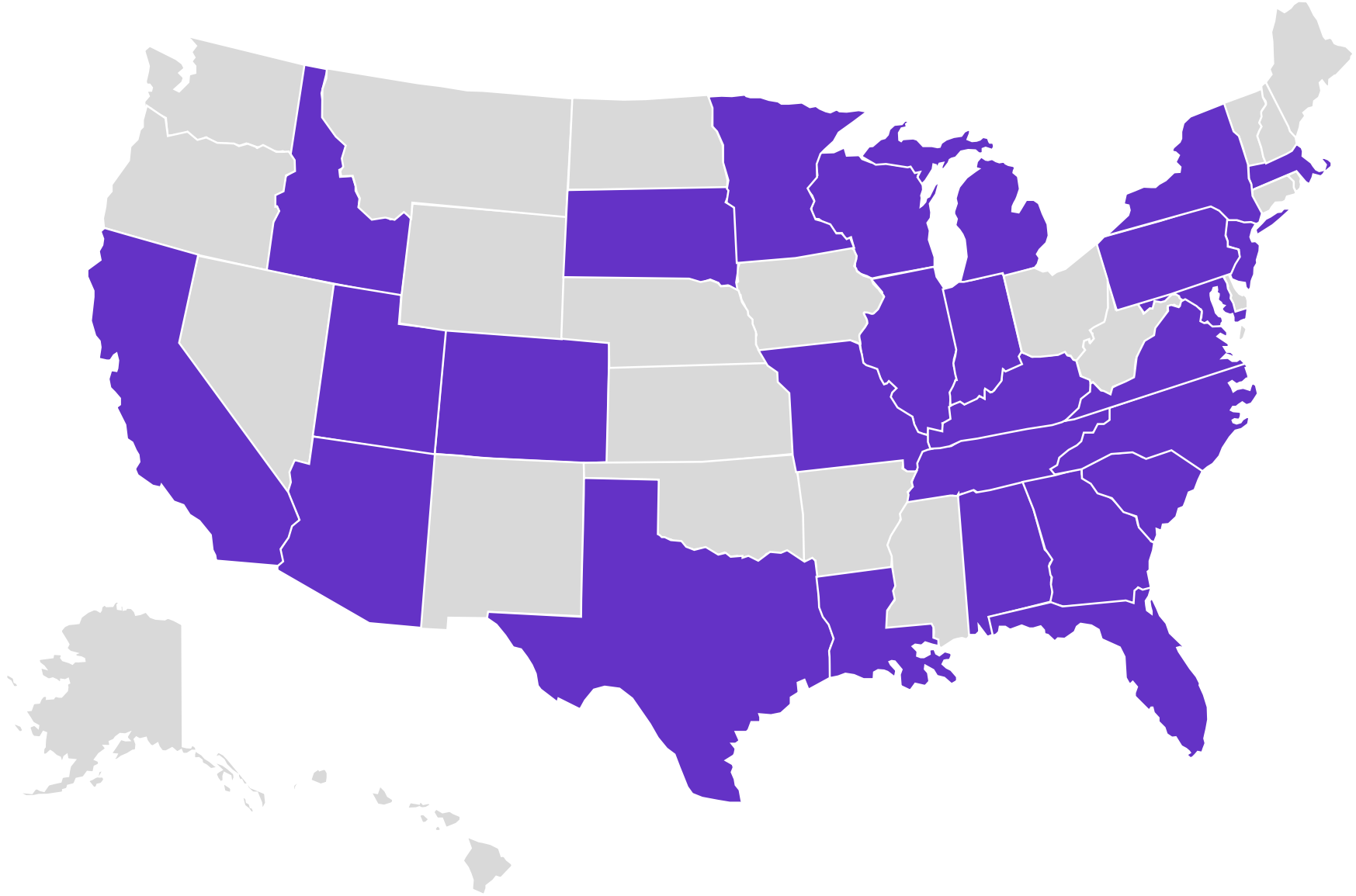

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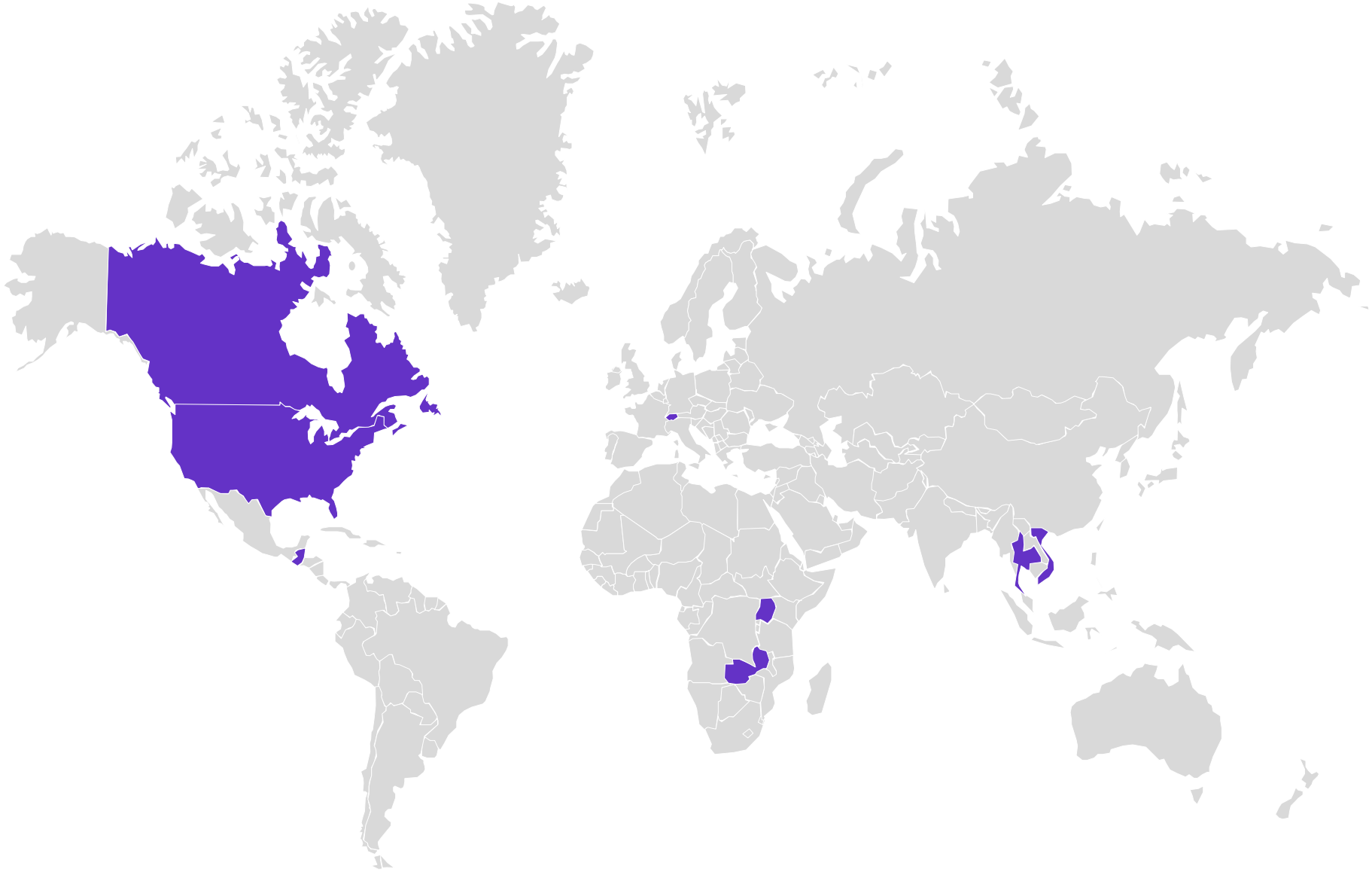
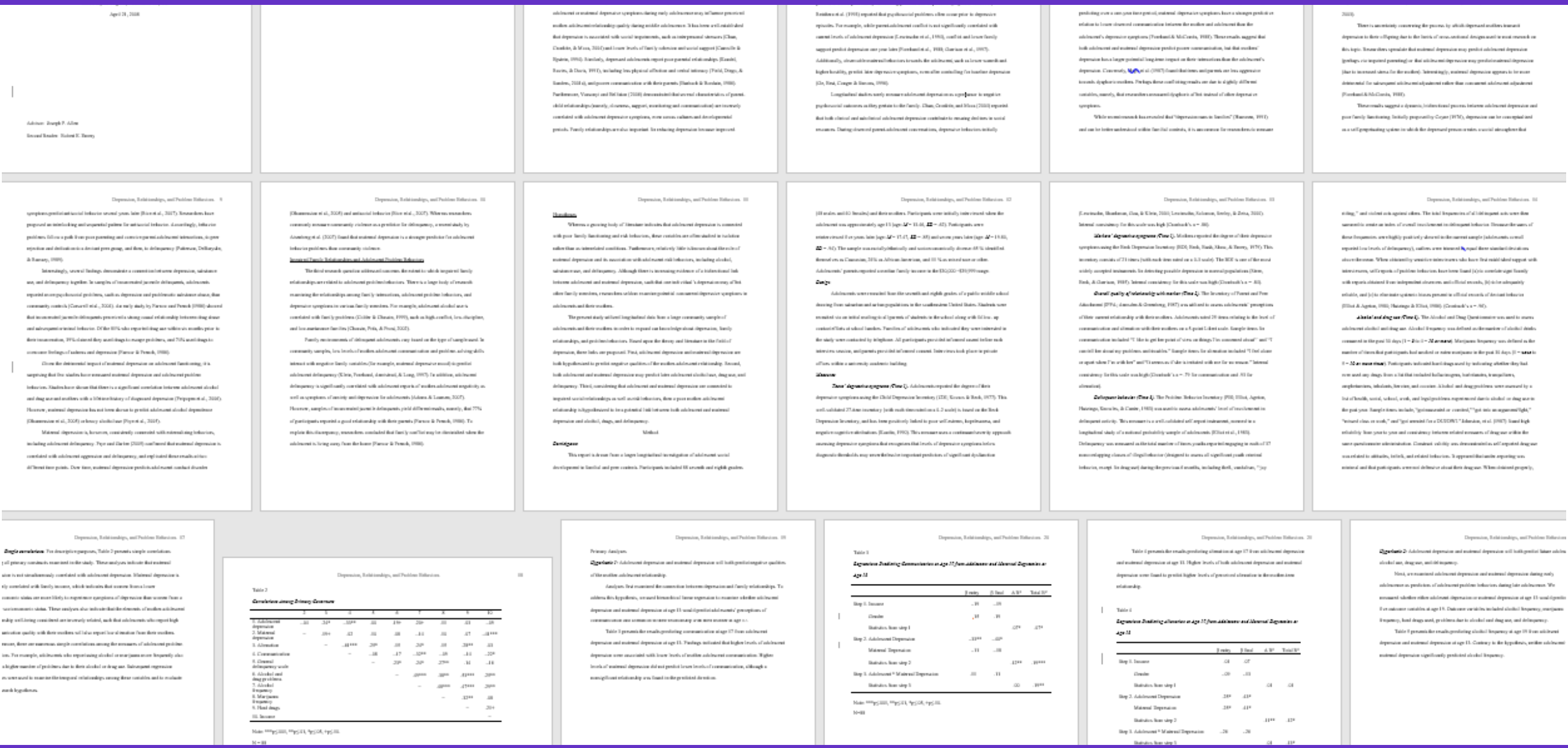


The Challenge: Dusty Shelf Reports



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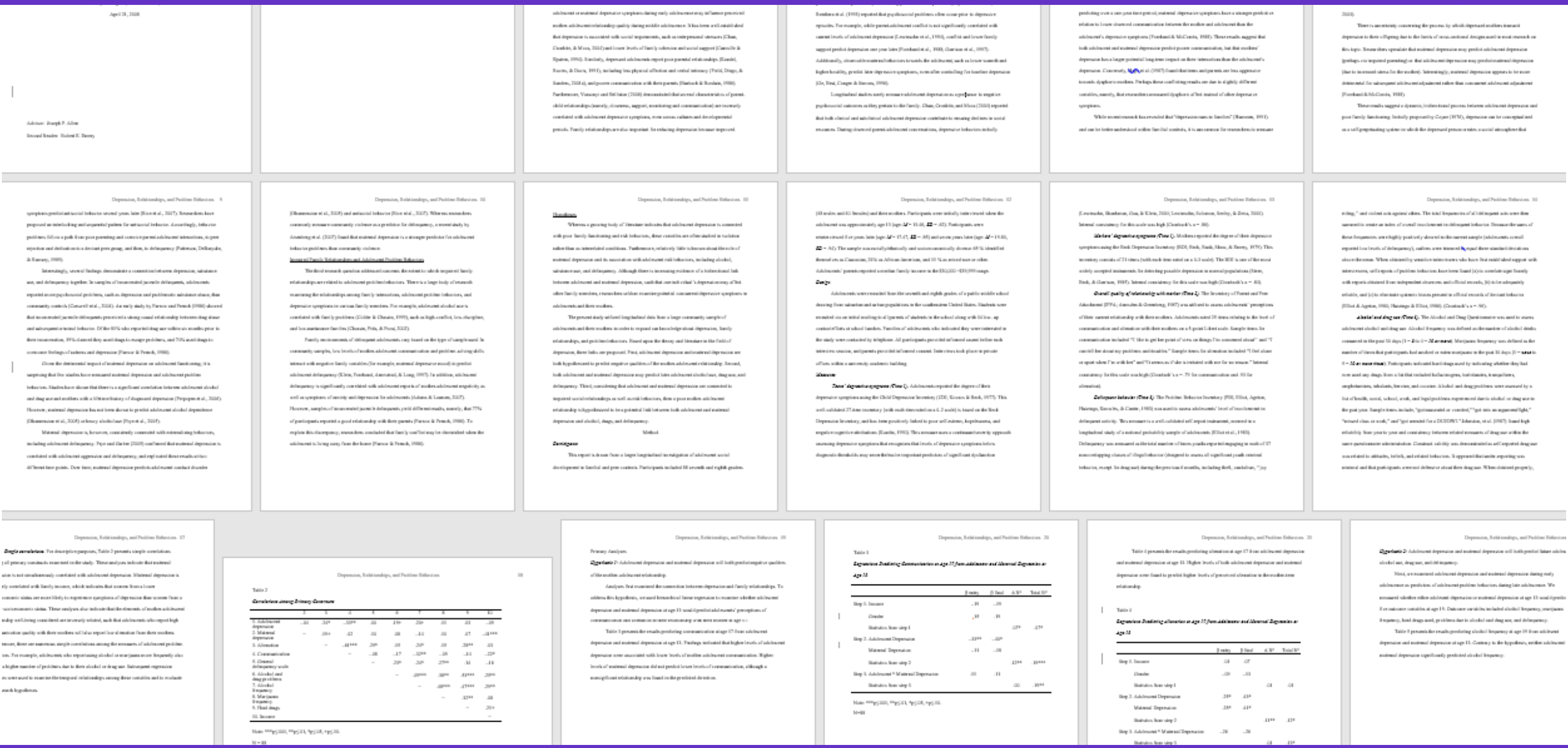

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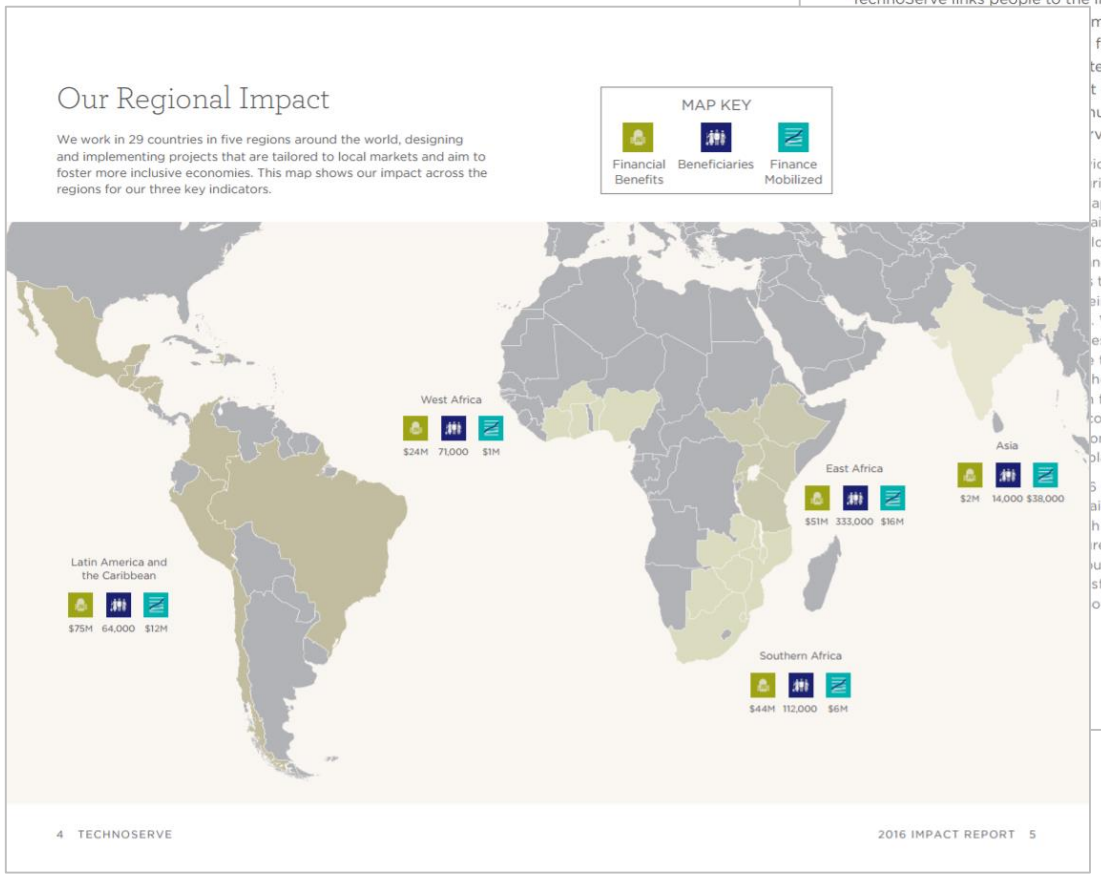


Our Regional Impact

We work in 29 countries in five regions around the world, designing and implementing projects that are tailored to local markets and aim to foster more inclusive economies. This map shows our impact across the regions for our three key indicators.

MAP KEY

Financial Benefits | Beneficiaries | Finance Mobilized

West Africa
$24M 71,000 $1M

East Africa
$51M 333,000 $16M

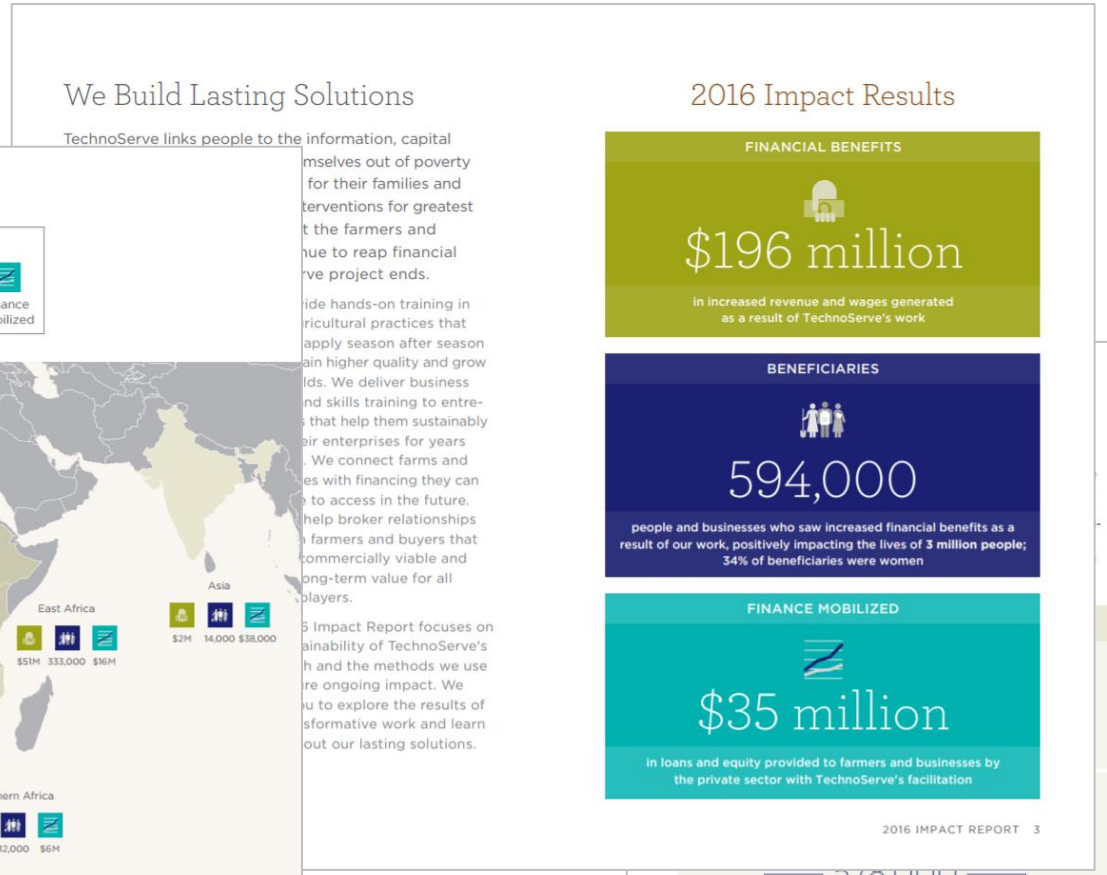
Asia
$2M 14,000 $38,000

Latin America and the Caribbean
$75M 64,000 $12M

Southern Africa
$44M 112,000 $6M

4 TECHNOSERVE

2016 IMPACT REPORT 5



We Build Lasting Solutions

TechnoServe links people to the information, capital
mselves out of poverty
for their families and
terventions for greatest
t the farmers and
nue to reap financial
ve project ends.

ide hands-on training in
ricultural practices that
apply season after season
ain higher quality and grow
lds. We deliver business
nd skills training to entre-
that help them sustainably
eir enterprises for years
. We connect farms and
es with financing they can
to access in the future.
help broker relationships
farmers and buyers that
commercially viable and
ong-term value for all
players.

Impact Report focuses on
ainability of TechnoServe's
h and the methods we use
re ongoing impact. We
u to explore the results of
sformative work and learn
out our lasting solutions.

2016 Impact Results

FINANCIAL BENEFITS

$196 million

in increased revenue and wages generated as a result of TechnoServe's work

BENEFICIARIES

594,000

people and businesses who saw increased financial benefits as a result of our work, positively impacting the lives of **3 million people**; 34% of beneficiaries were women

FINANCE MOBILIZED

$35 million

in loans and equity provided to farmers and businesses by the private sector with TechnoServe's facilitation

2016 IMPACT REPORT 3

378,000

563,000 farmers obtained higher incomes

2,000 agribusinesses saw a revenue increase

13,000 new jobs created

FINANCE MOBILIZED

$31 million

6 TECHNOSERVE

OUR WORK IMPROVES FARMERS' LIVELIHOODS

TechnoServe's projects target crops for home and local consumption as well as crops intended for export markets, depending on our assessment of the local economy and needs. When farmers increase their yields for crops such as maize, they have more to eat and more to sell. For export crops like coffee, the extra income we help farmers generate allows families to purchase more food and make other investments in their well-being.

Financial benefits in 2016, sized by amount and disaggregated by sector

FRUITS & VEGETABLES $9M
LIVESTOCK $26M
SOY $11M
COCOA $19M
GRAINS $41M
OTHER $2M
CASHEW $12M
COFFEE $28M

A FARMER SUSTAINABLY INCREASES HIS INCOME

In northern Mozambique, cashew farmer Carlos Lassimo joined TechnoServe's MozaCajú program and learned good agronomy practices, such as pruning and cleaning, that have increased his trees' productivity. We connected him with agricultural inputs so he could grow and provide seedlings to expand cashew farms in the community. The project also provided business training and helped Carlos organize with other farmers to aggregate his harvests and sell at higher prices.

After the project ends, Carlos will continue to sell as part of his farmer group. The improved farming practices he has adopted will help his cashew trees thrive, and in three years his seedlings will have matured into productive trees leading to a sustained increase in yields and income for years to come.

2016 IMPACT REPORT 7

TechnoServe, https://depictdatastudio.com/impact-report/

Analyze Your Audience
Choose the Right Chart
Select a Software Program
Declutter
Clarify with Color
Clarify with Text

Take Notes!

Take Notes!

- Add icons to increase memorability.
- Try a hex map to avoid the Alaska Effect.
- Avoid ALL CAPS because it takes longer to read.

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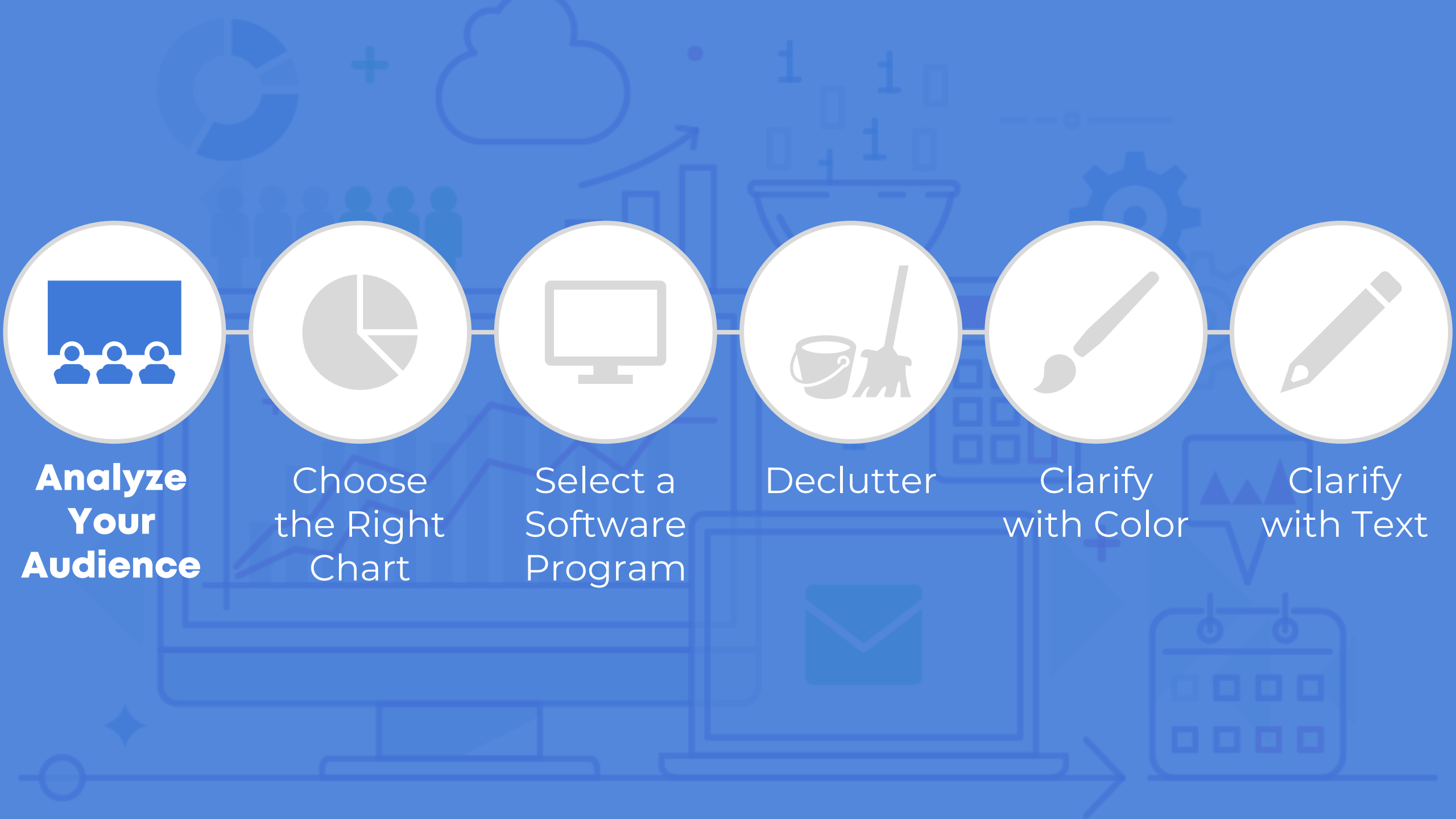
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Choose the Right Chart
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The Most Important Planning Consideration

Are Viewers Expecting a Story?

Are Viewers Expecting a Story?

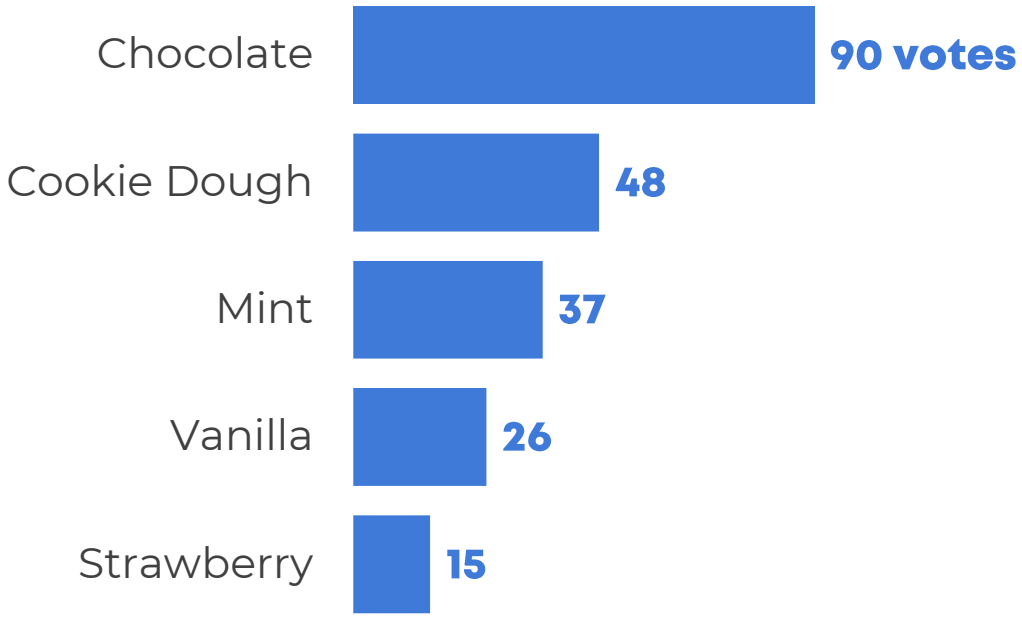
Traditional

Storytelling

Are Viewers Expecting a Story?

Traditional

Figure 2. Ice cream flavor preferences based on 2018 survey of 216 elementary school students



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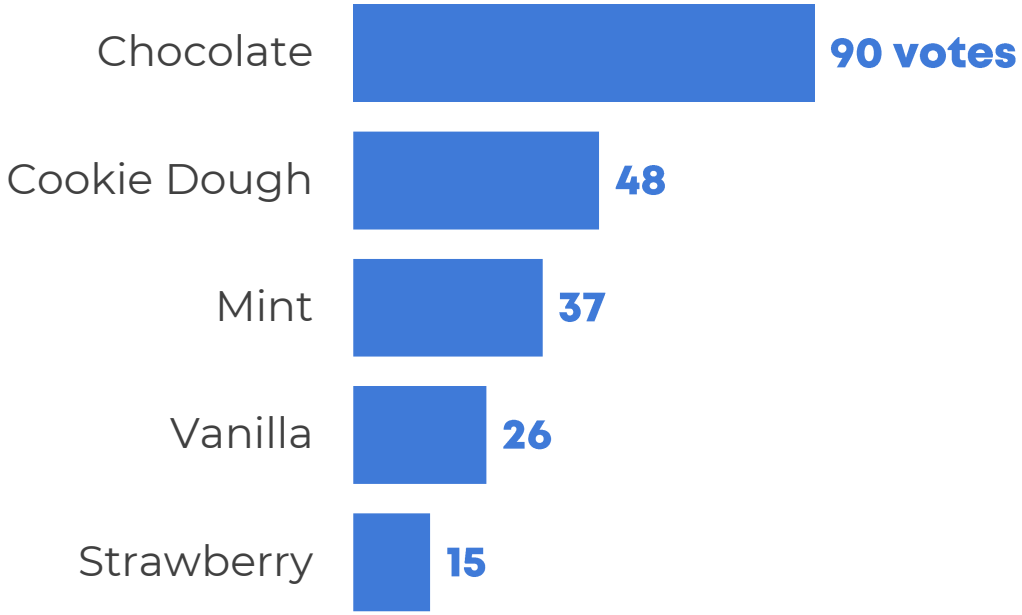

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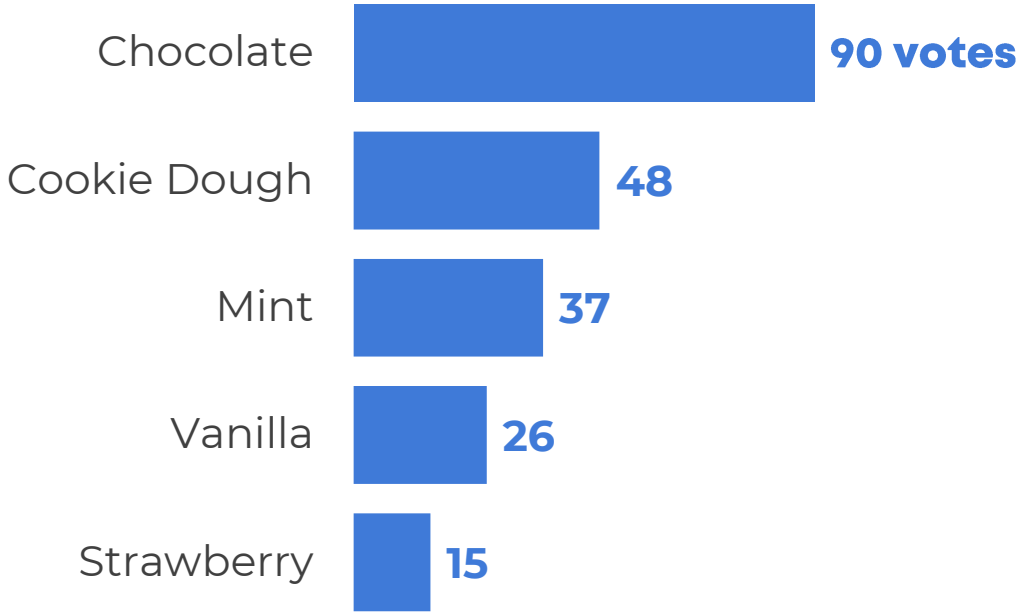

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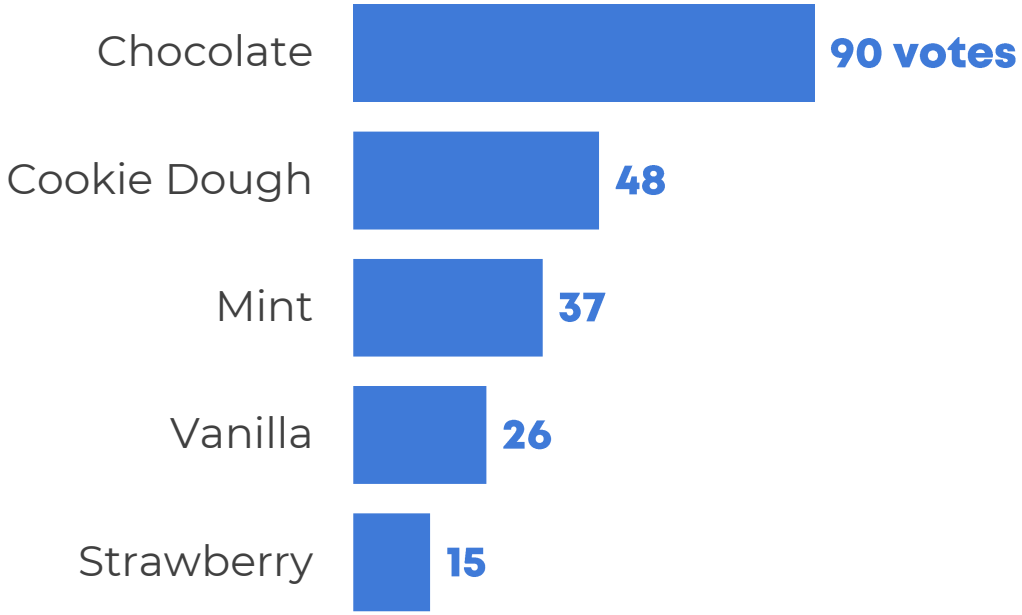

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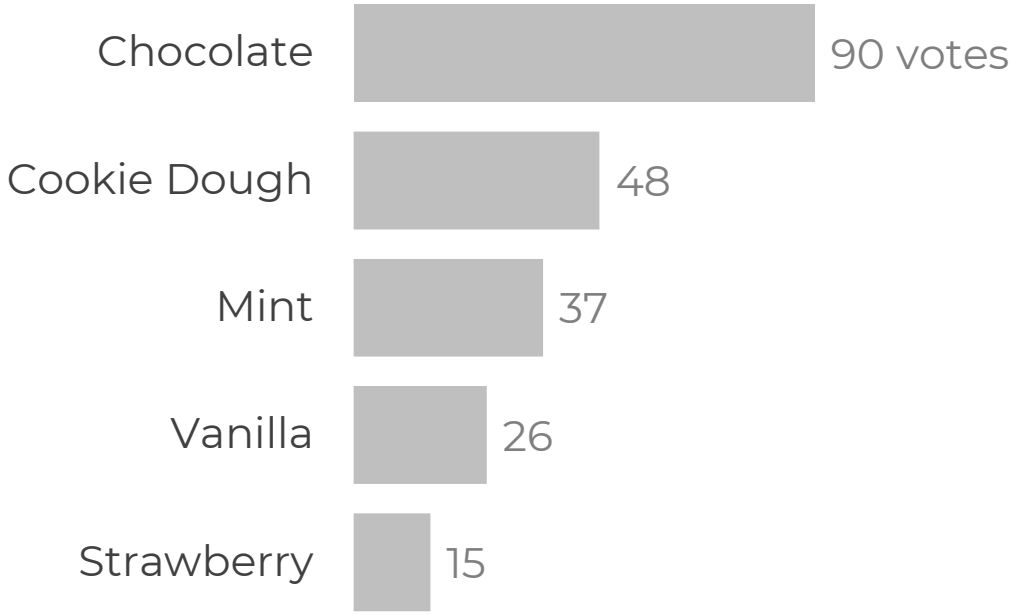

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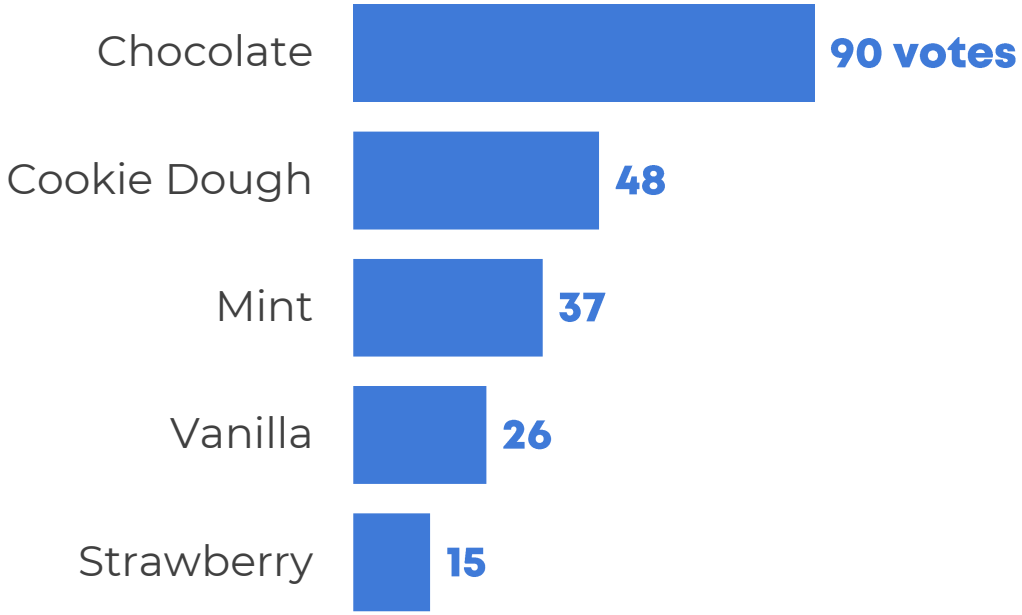

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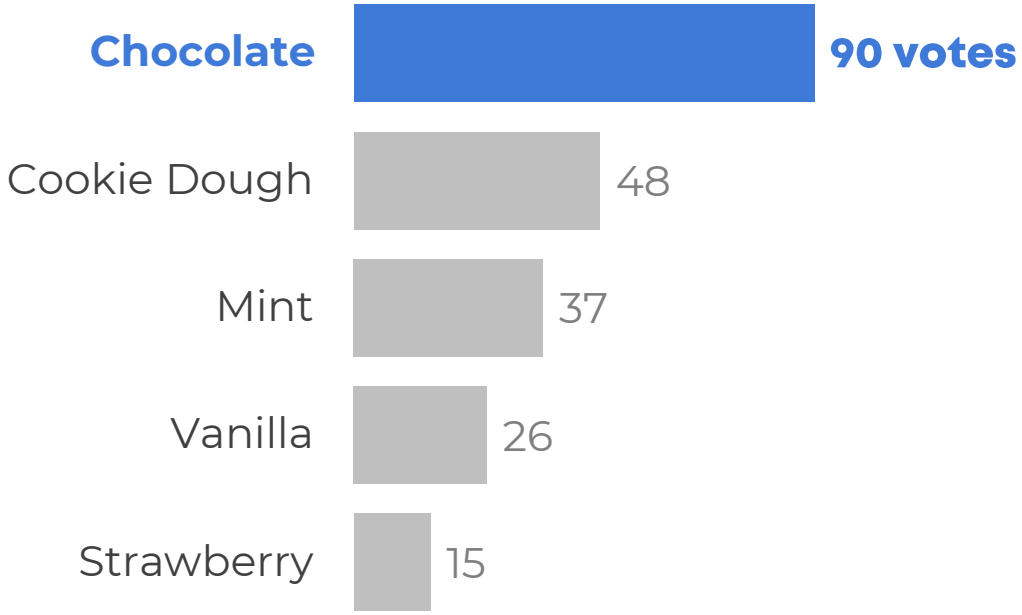

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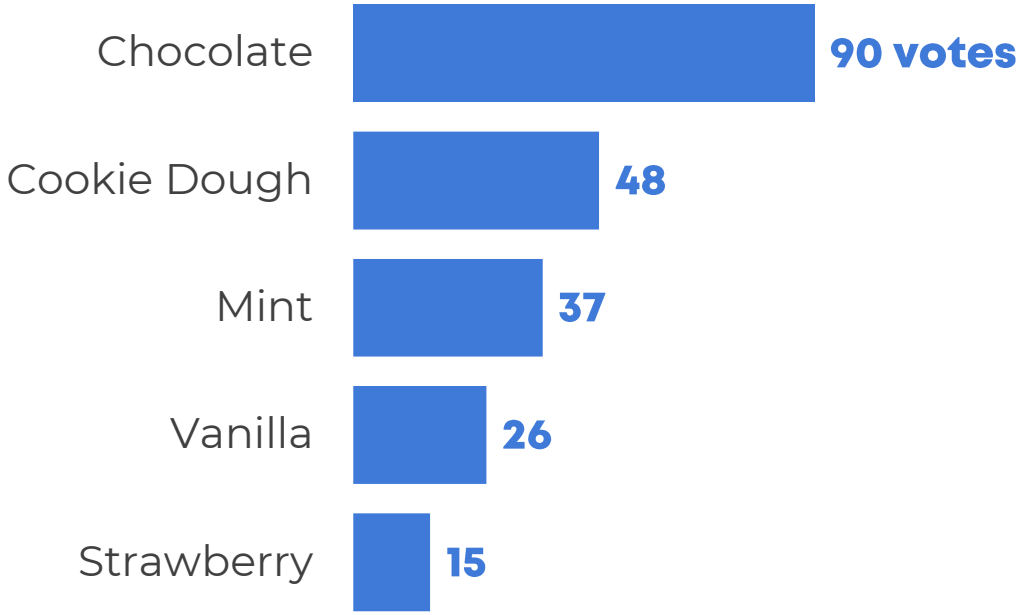
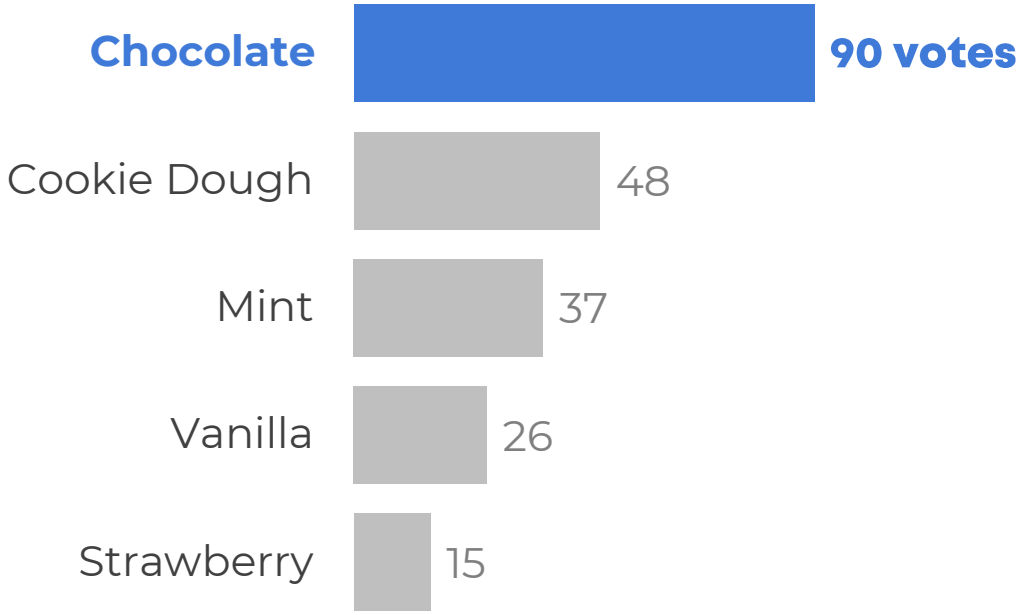


Storytelling

Chocolate was the most popular ice cream flavor among the 216 students who voted in the survey



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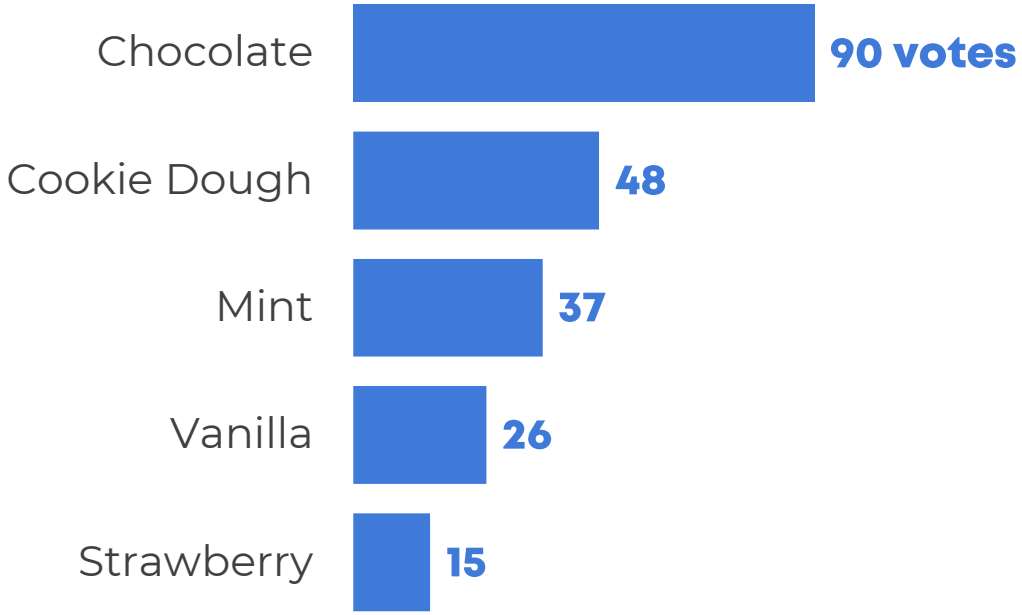

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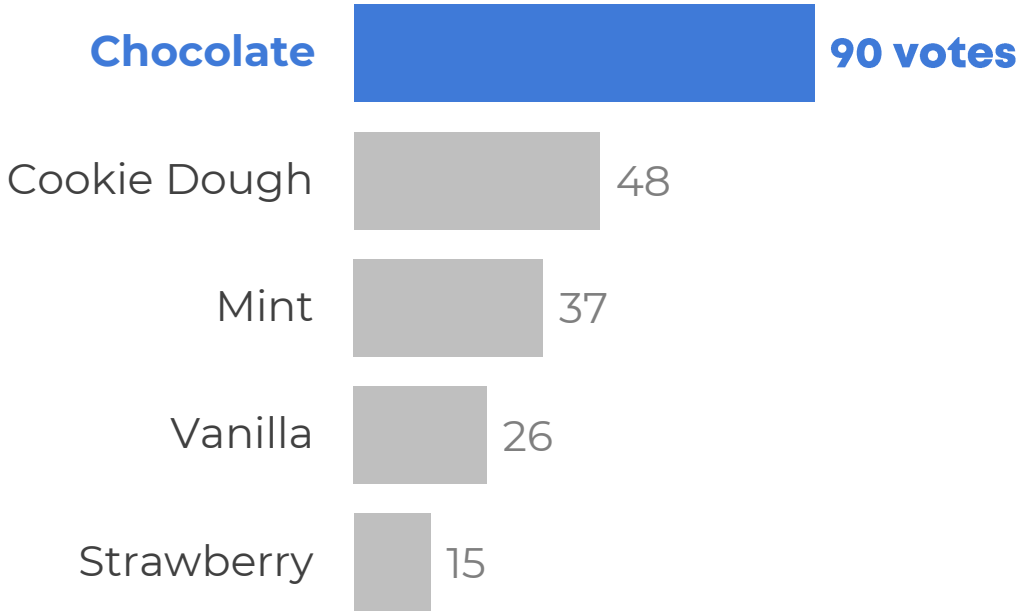

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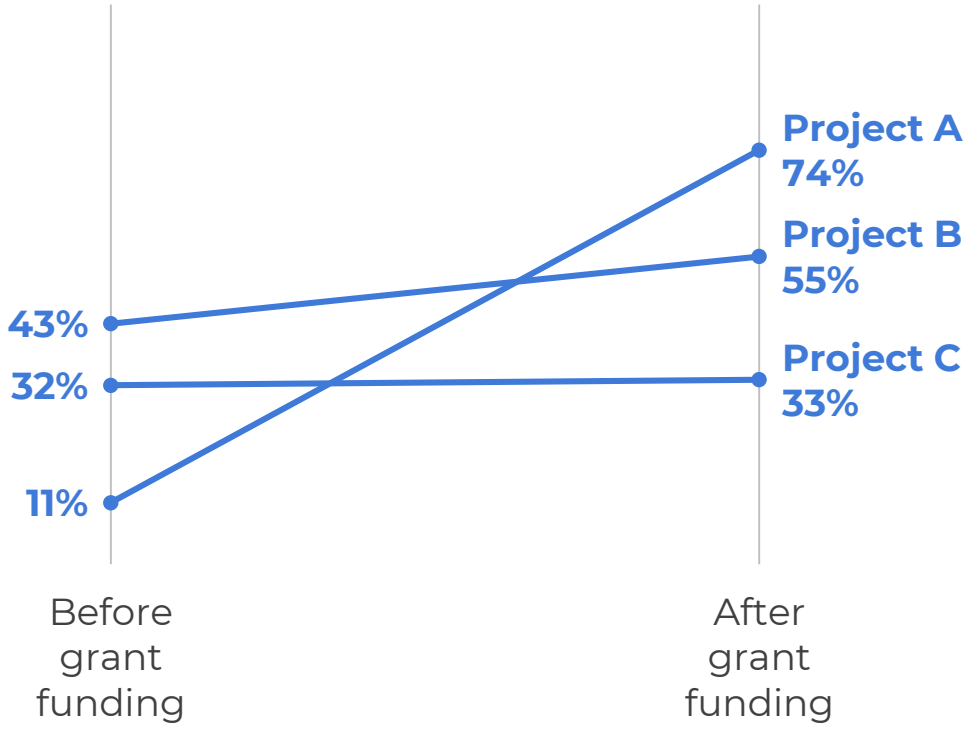

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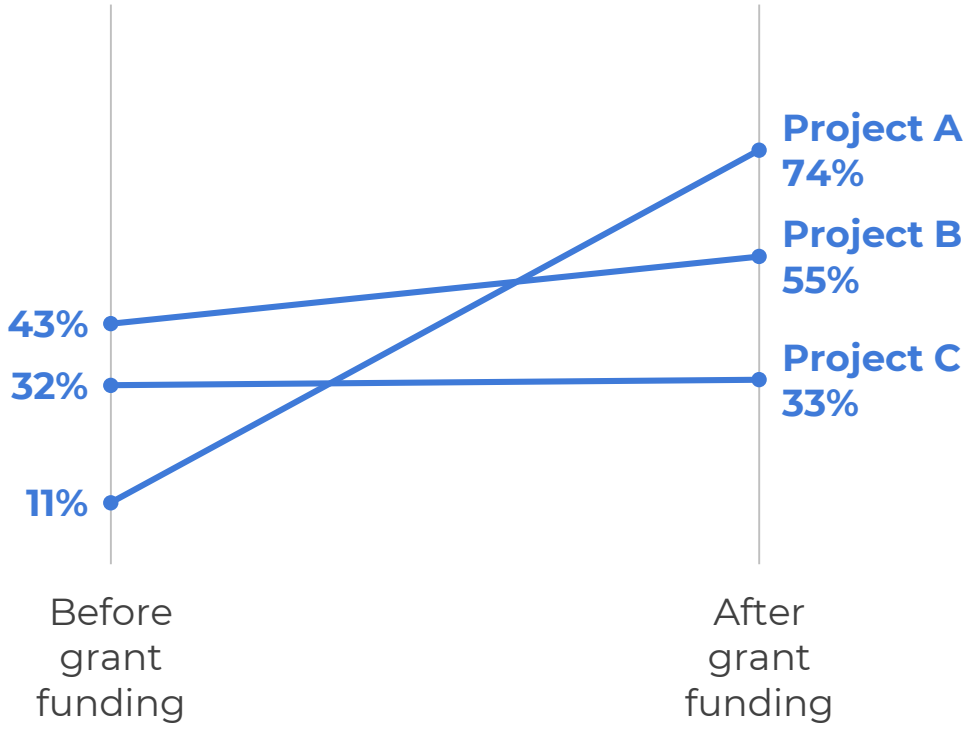

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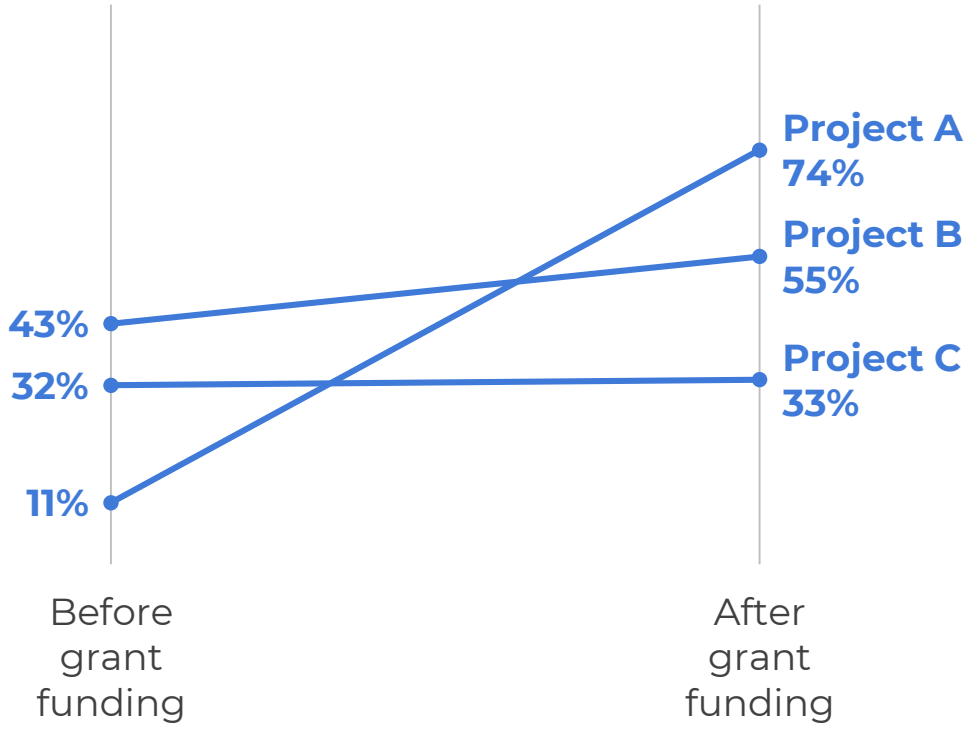

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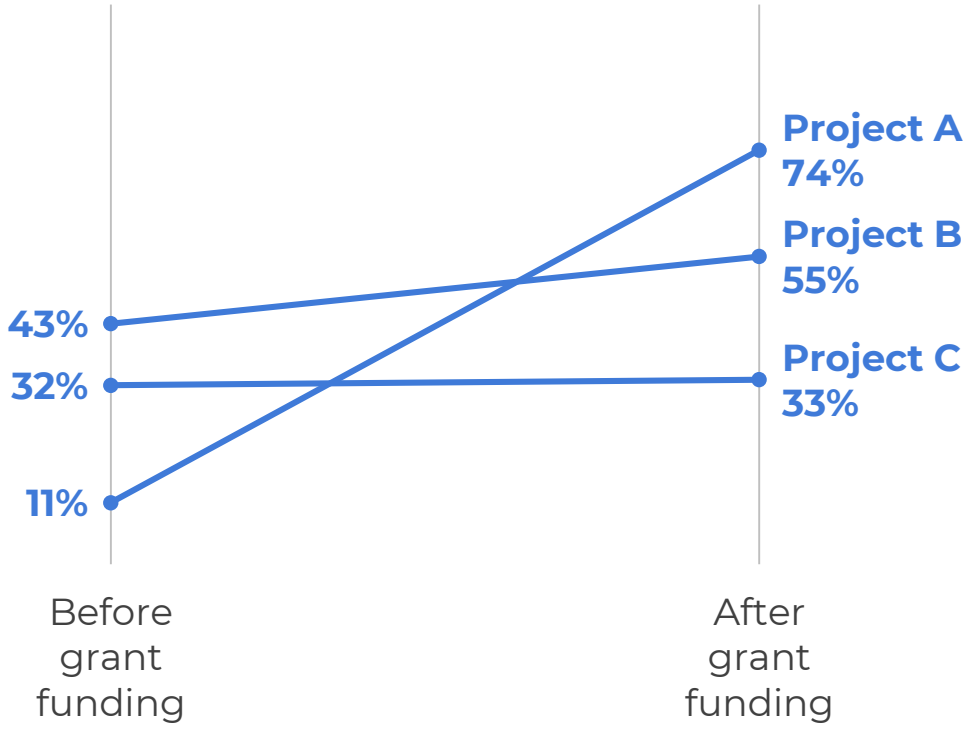

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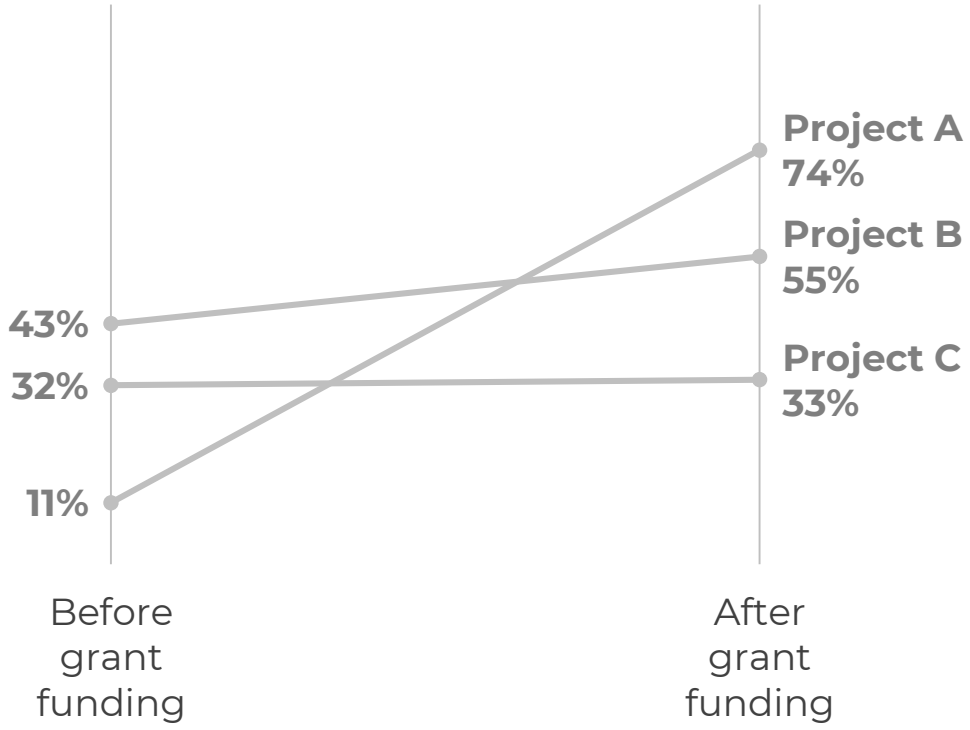

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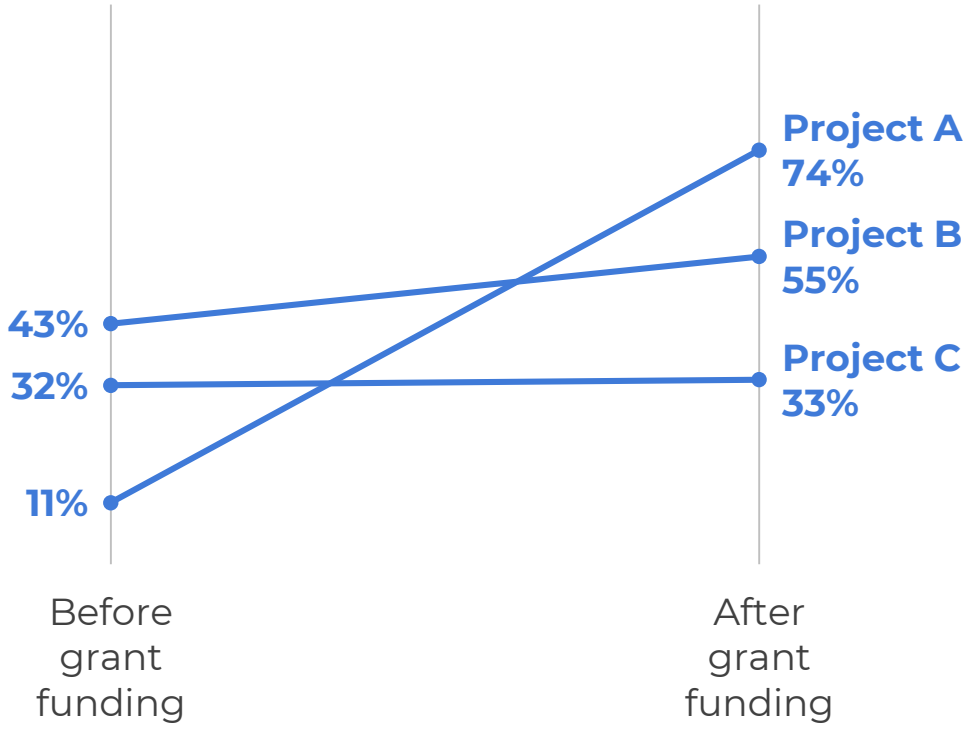

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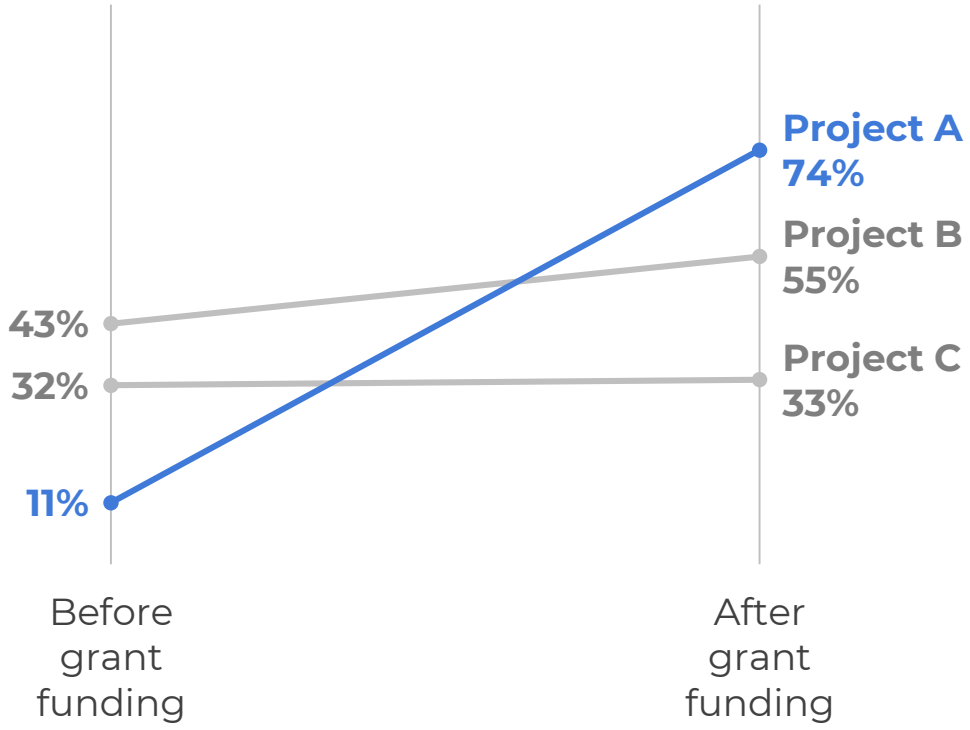

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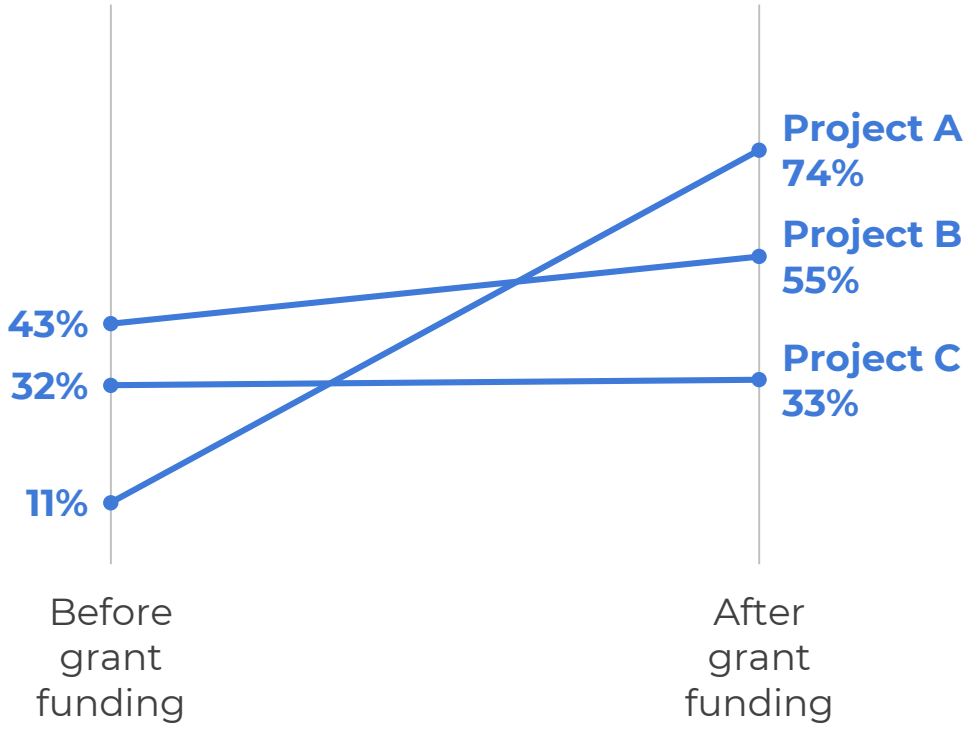

Storytelling

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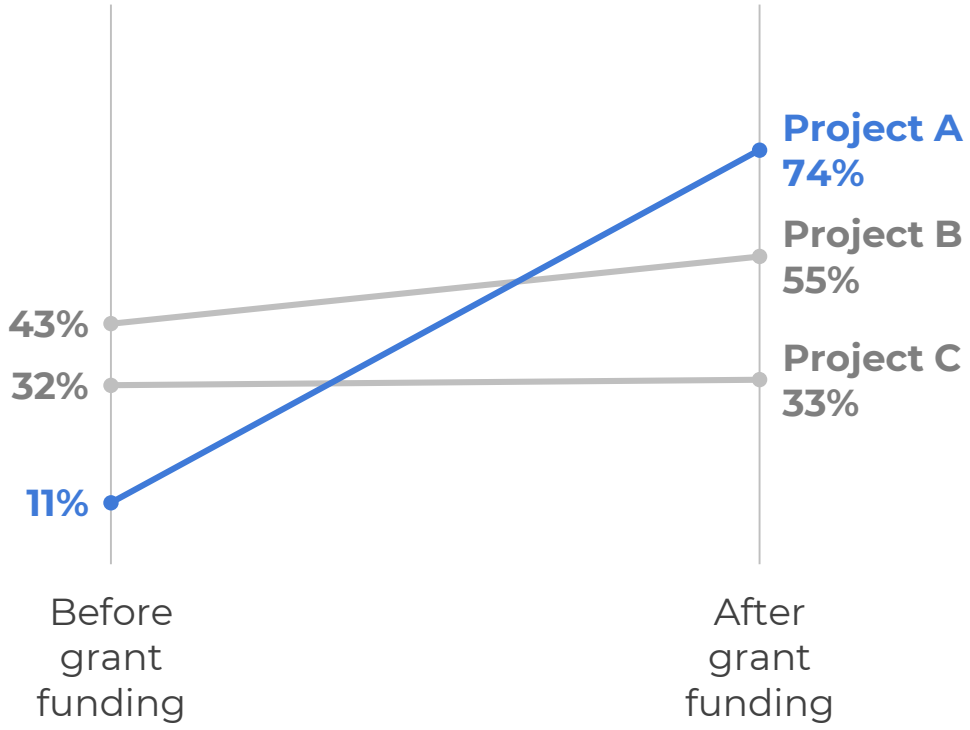

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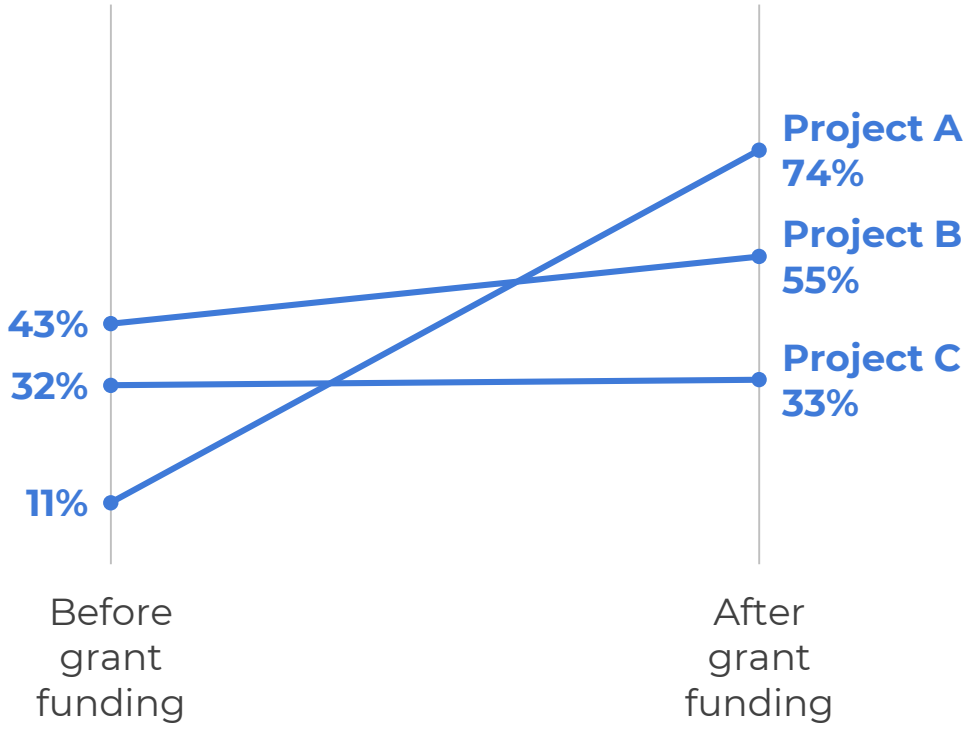

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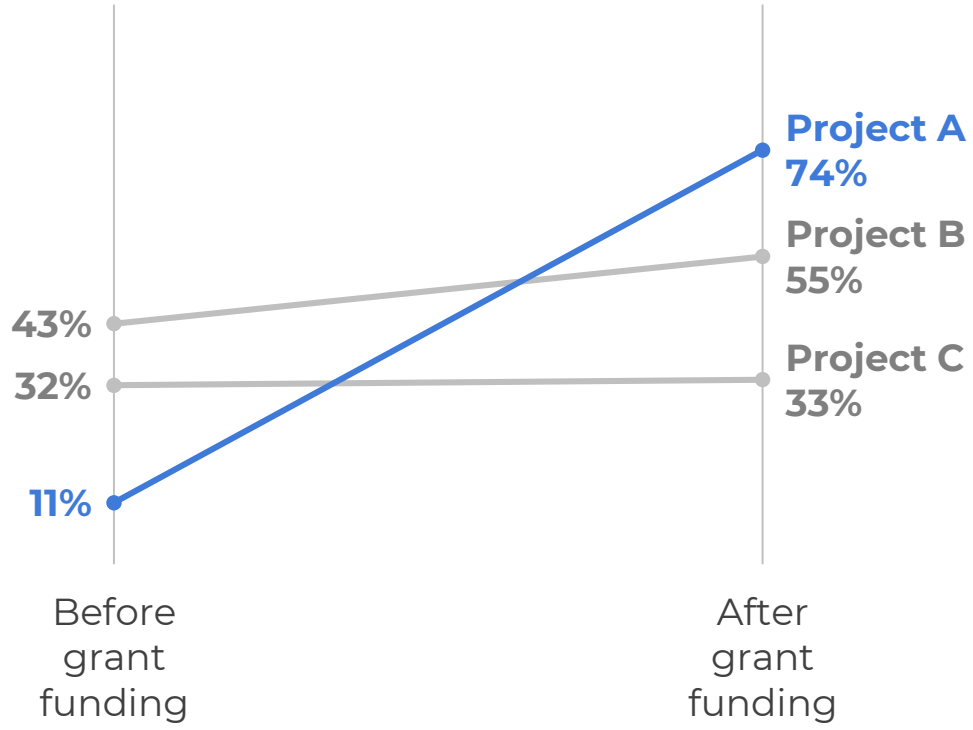

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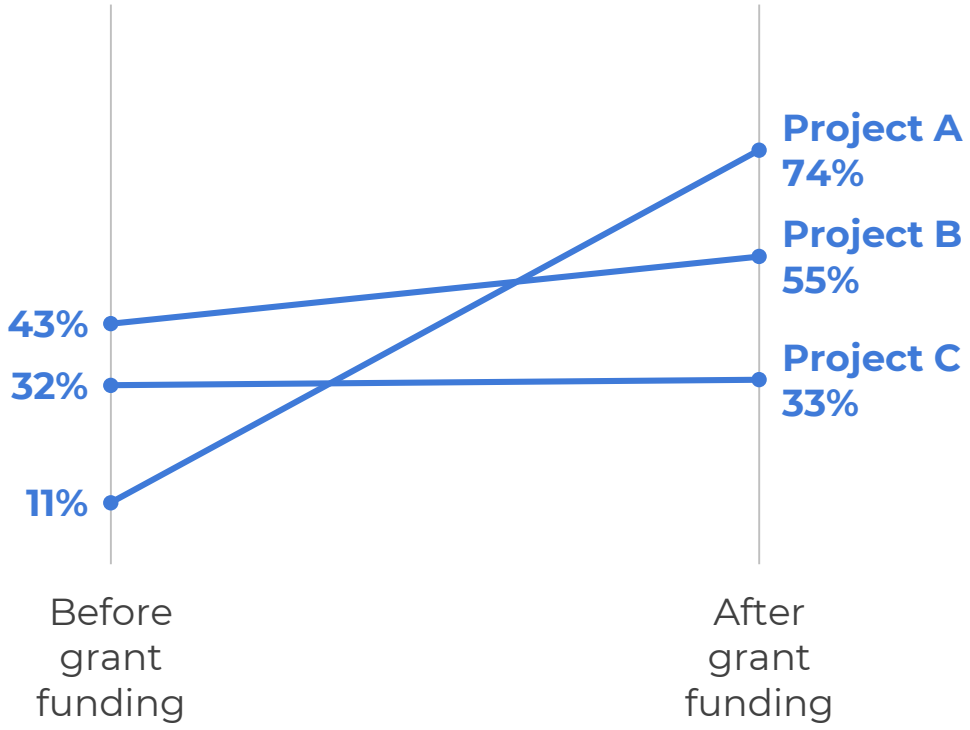
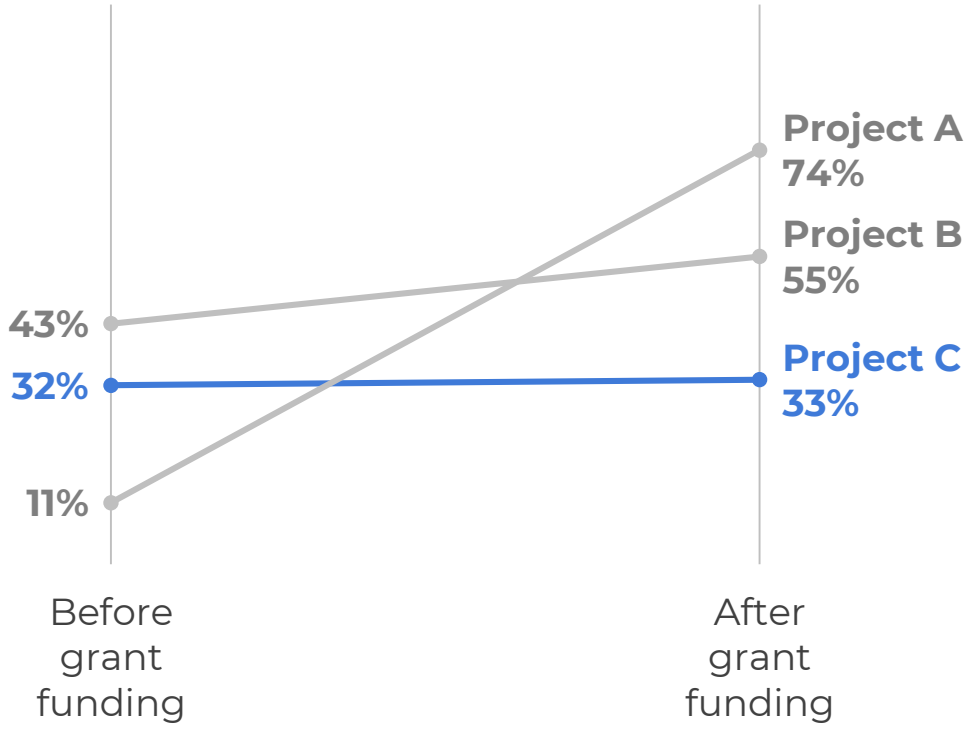


Storytelling

Project C Remained the Same
After the Four-Year Grant Funding



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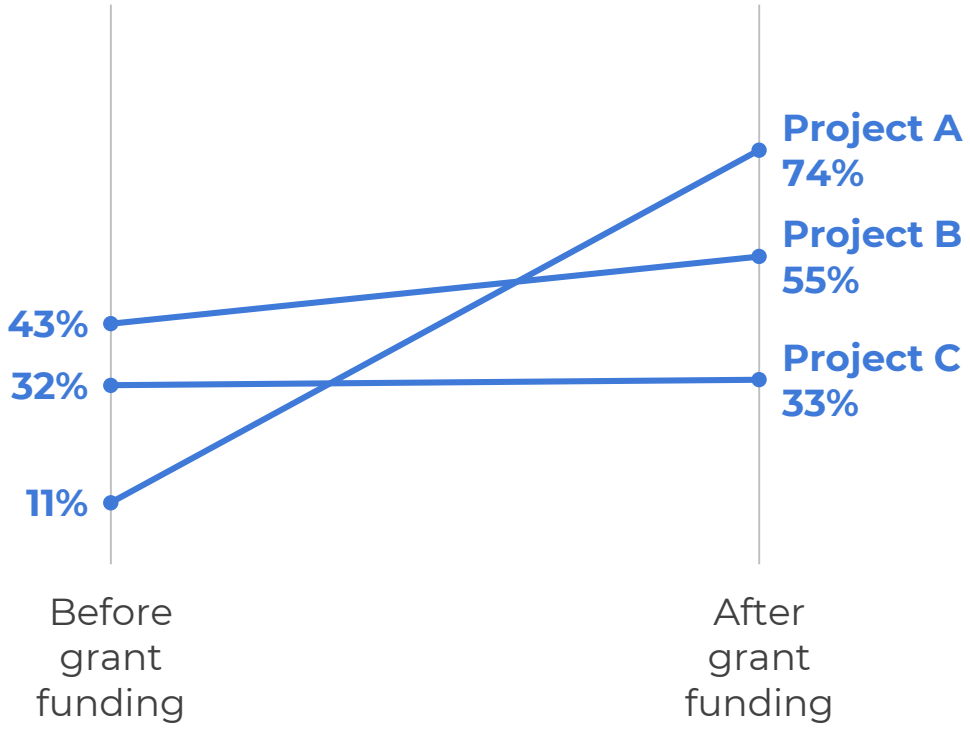

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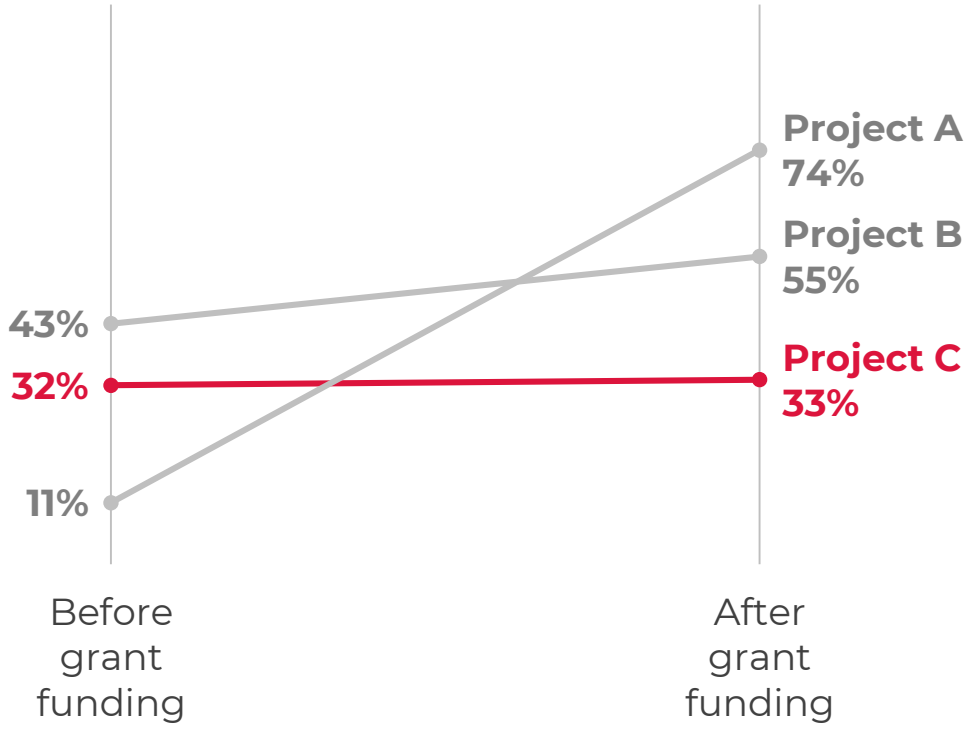


Are Viewers Expecting a Story?

Traditional

- Compliance
- IT
- Auditors
- Researchers/research
- Academia
- Analysts
- Supervisors
- **Technical**
- **Insiders**
- **“Your people”**

Storytelling

- Funders
- Boards
- Program managers
- Government (state and Federal)
- Direct care staff
- **Non-technical**
- **Outsiders**
- Supervisory/Board
- PR/communications
- External
- Media/journalists

Analyze Your Audience

Choose the Right Chart

Select a Software Program

Declutter

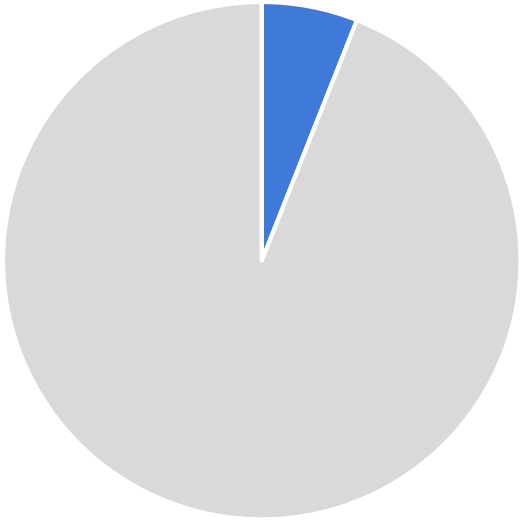
Clarify with Color

Clarify with Text

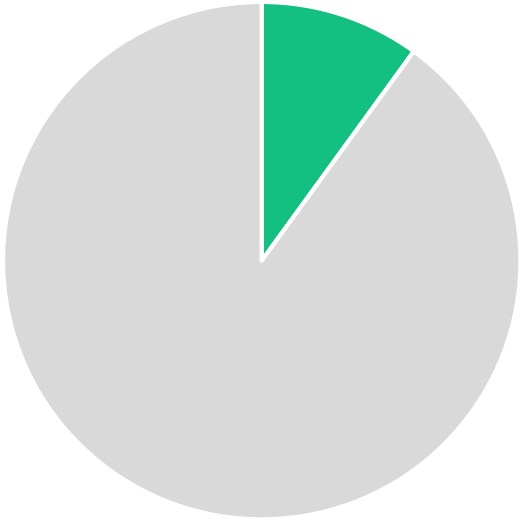
Pies

1%
of Group A

6%
of Group B



10%
of Group C



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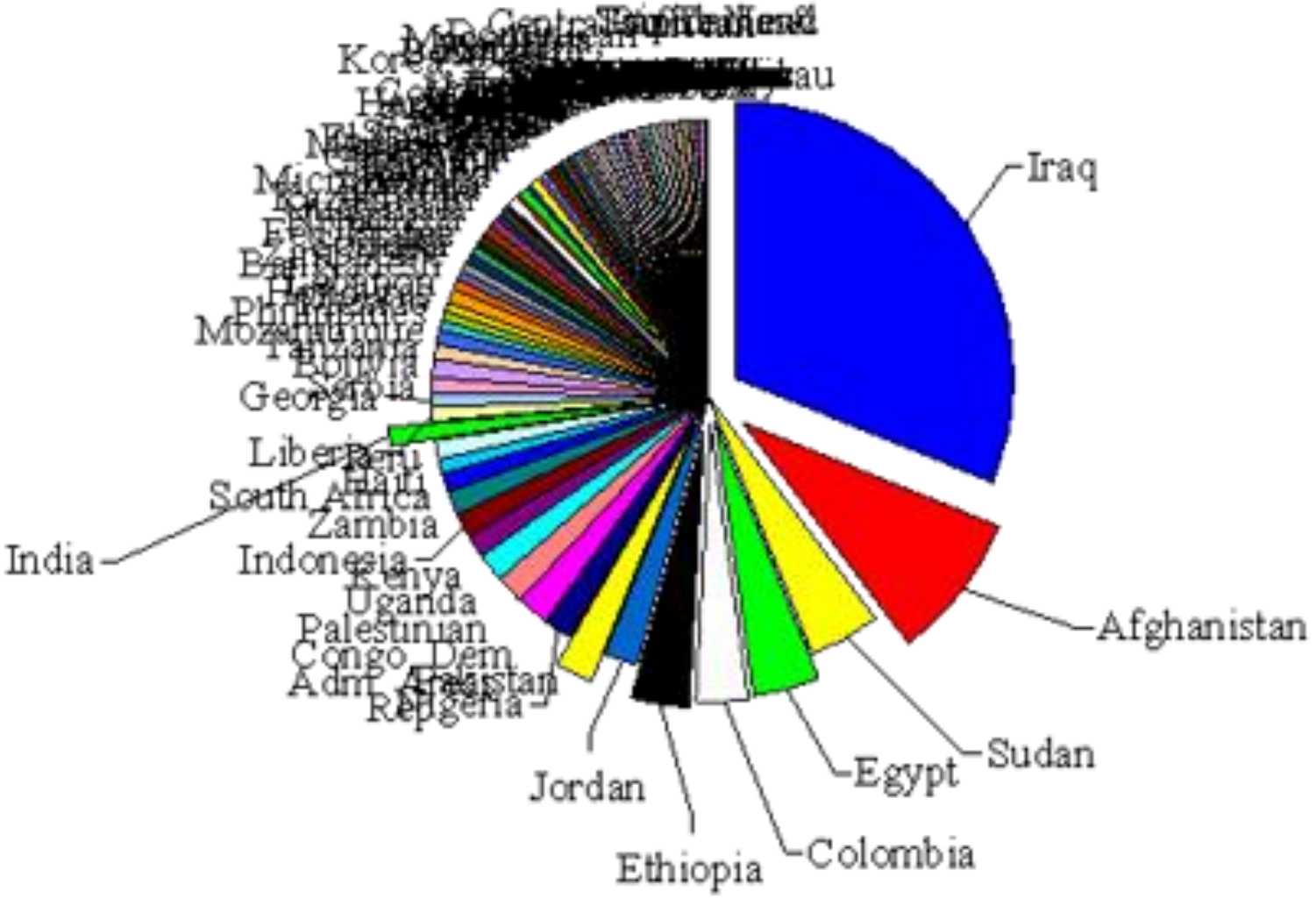
Iraq
Afghanistan
Sudan
Egypt
Colombia
Ethiopia
Jordan
India
South Africa
Zambia
Indonesia
Kenya
Uganda
Palestinian
Congo, Dem
Georgia

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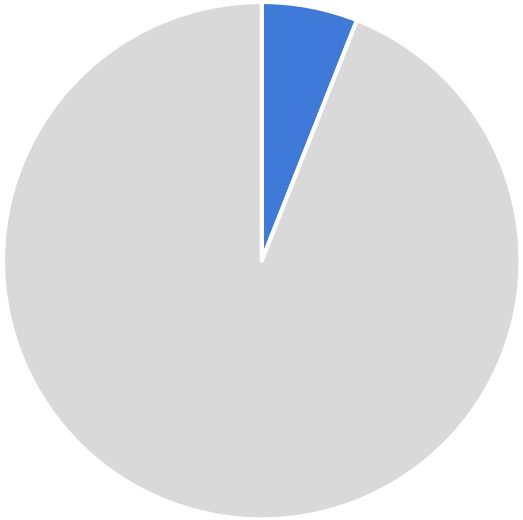

10%
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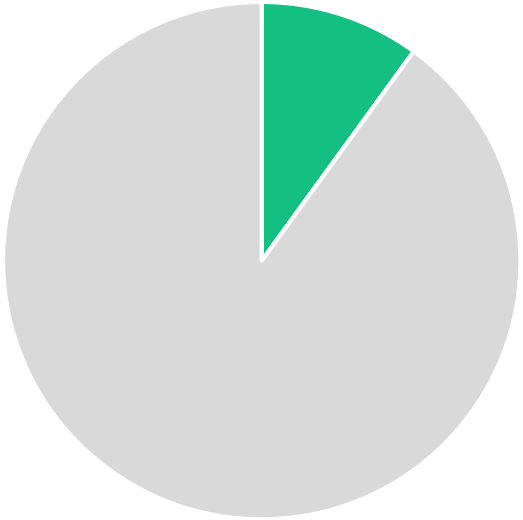
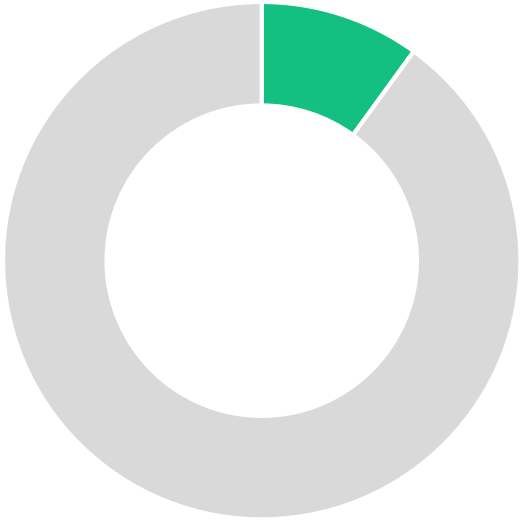


Donuts

1%
of Group A

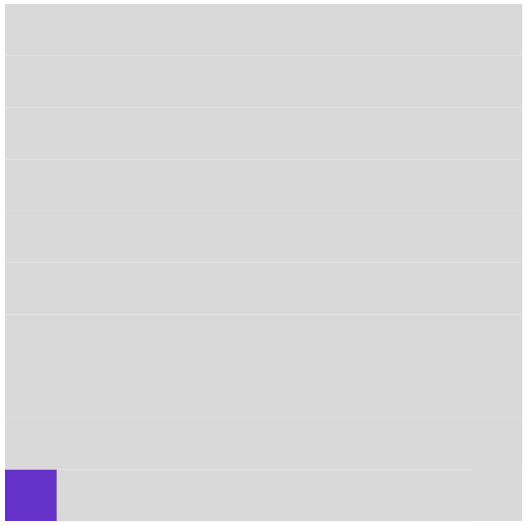
6%
of Group B

10%
of Group C

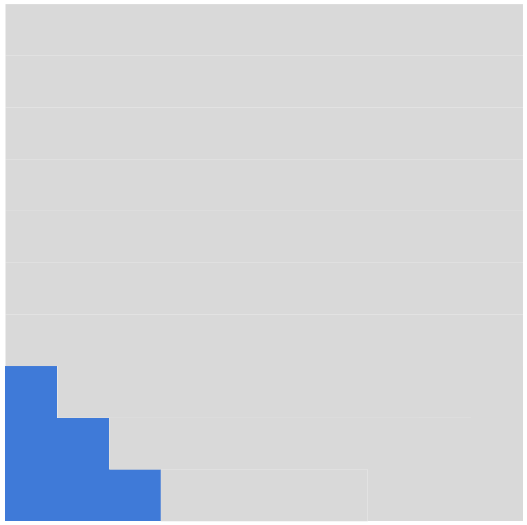


Square Pies

1%
of Group A



6%
of Group B



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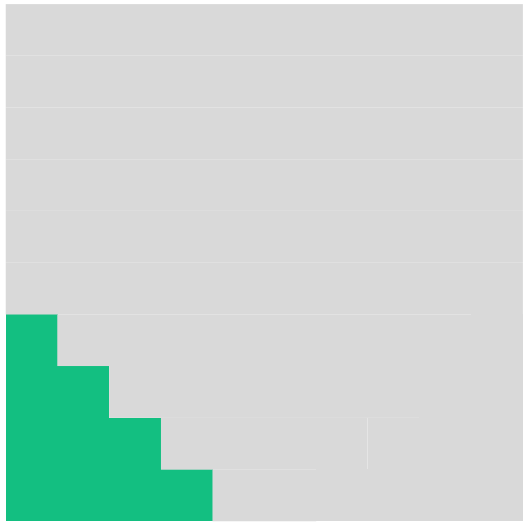

Waffles

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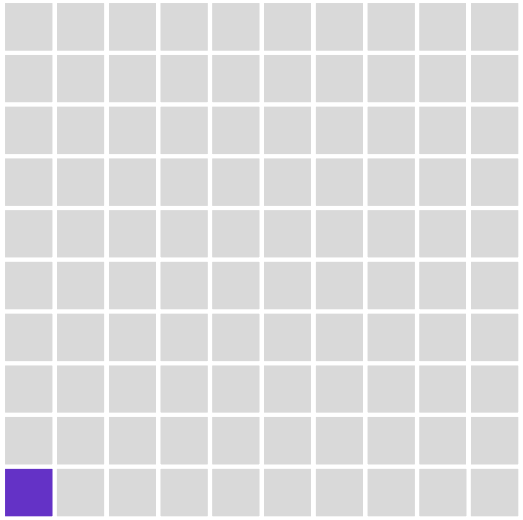

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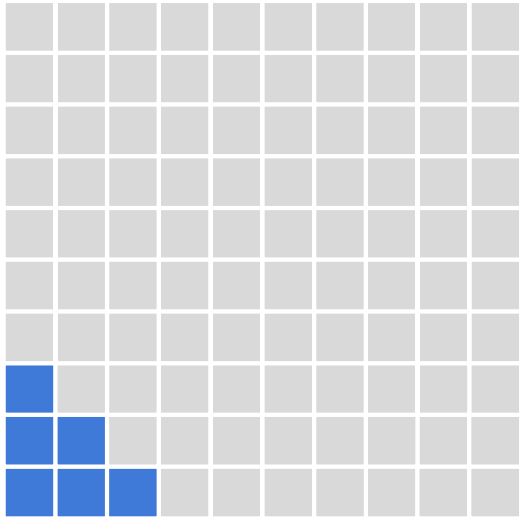

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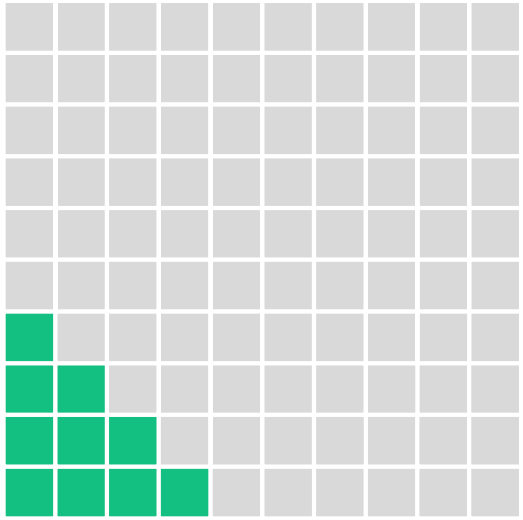

Icon Arrays

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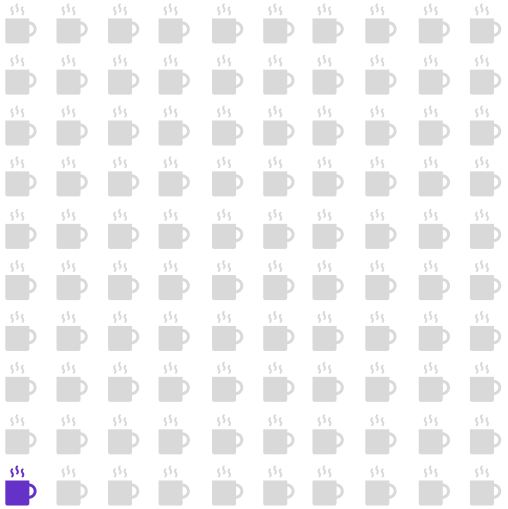

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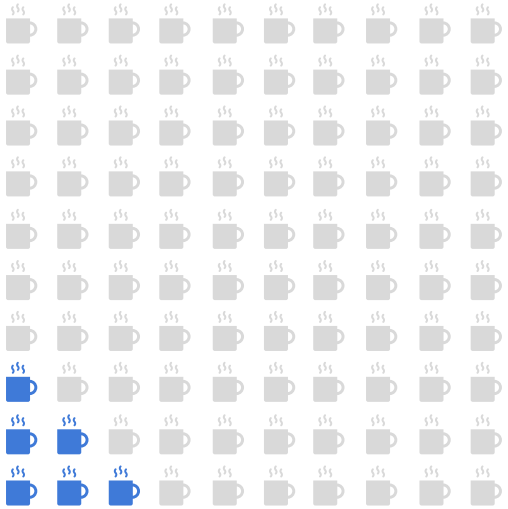

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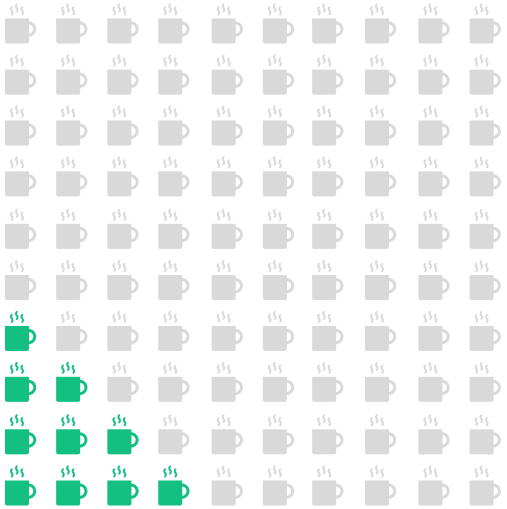


Icon Arrays

NFL survivor Kyle Shanahan recalls D.C. setbacks as he takes the helm of the 49ers SPORTS

Mail wars If the U.S. Postal Service is losing money, why is it cutting these deals? BUSINESS

Reading into the resistance Political reflections from both sides of the aisle OUTLOOK

SAVE $408 SUNDAY COUPON INSERTS

The Washington Post

Prices may vary in areas outside metropolitan Washington.

Mostly sunny 84/71 • Tomorrow: Thunderstorms 80/68 C12

Democracy Dies in Darkness

SUNDAY, AUGUST 6, 2017 · $3.50

FIRED/REHIRED

Since 2006, at least 1,881 officers have been dismissed from 37 of the nation's largest police departments for behavior that betrayed the public's trust. Of those, 451 appealed and won their jobs back.

Afghan allies defend general

TRUMP'S CRITICISM ALARMS KABUL

Strategy plan delayed as country's turmoil mounts

BY PAMELA CONSTABLE

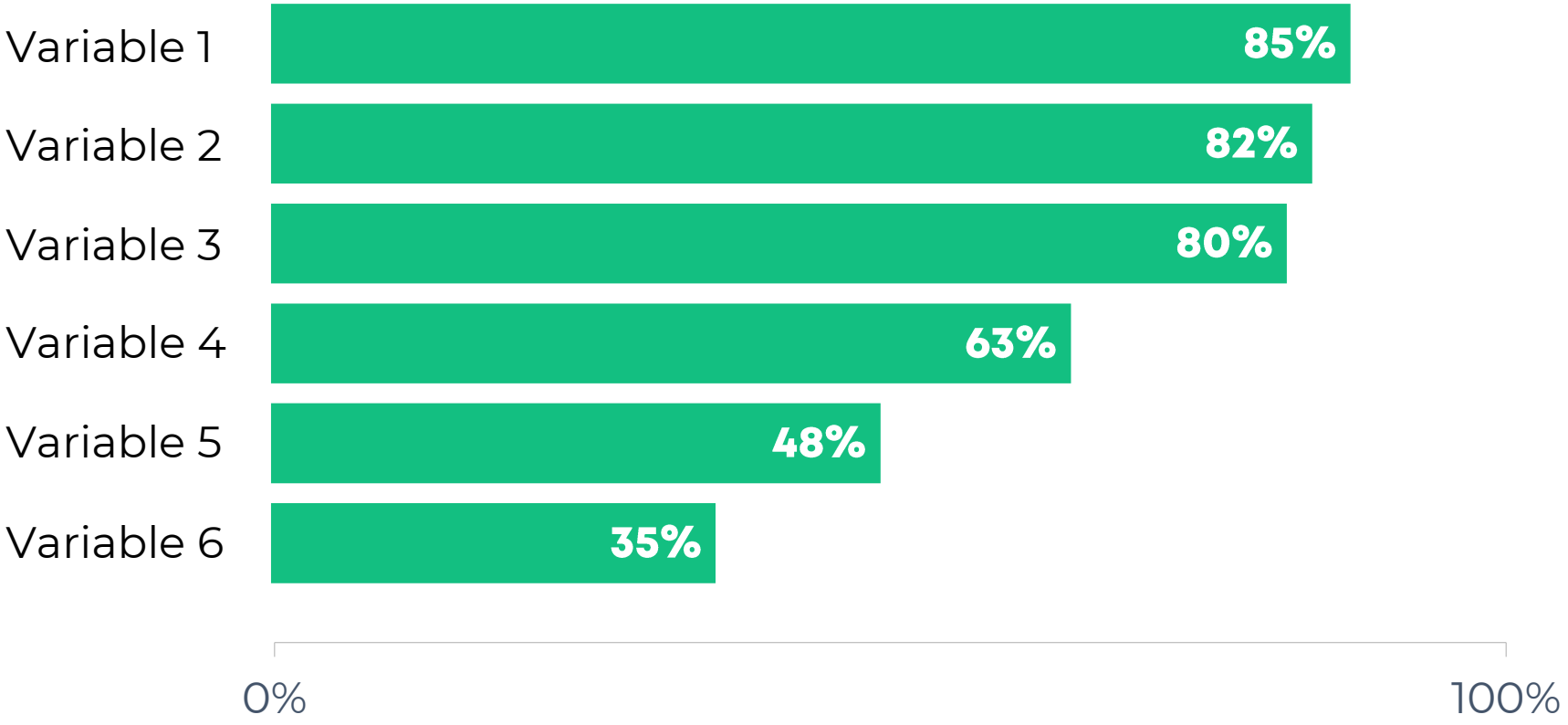
KABUL — Afghans are alarmed by widespread reports that President Trump has threatened to fire Gen. John W. Nicholson Jr., the highly regarded U.S. military commander in this war-torn country, and that Trump has also delayed choosing a new military and political strategy Afghans have awaited anxiously for the past six months.

Nicholson, 61, the top U.S. military official in Afghanistan for the past 16 months, has become the best-known face of Washington here, working closely with Afghan military and civilian officials, and vocally advocating expanded U.S. military engagement, while the Taliban and other insurgents continue aggressive attacks across the country.

Now, with two U.S. service members killed in the past week,

Washington Post, *Fired/Rehired,* https://www.washingtonpost.com/graphics/2017/investigations/police-fired-rehired/?utm_term=.03ad8d0979fc

Bar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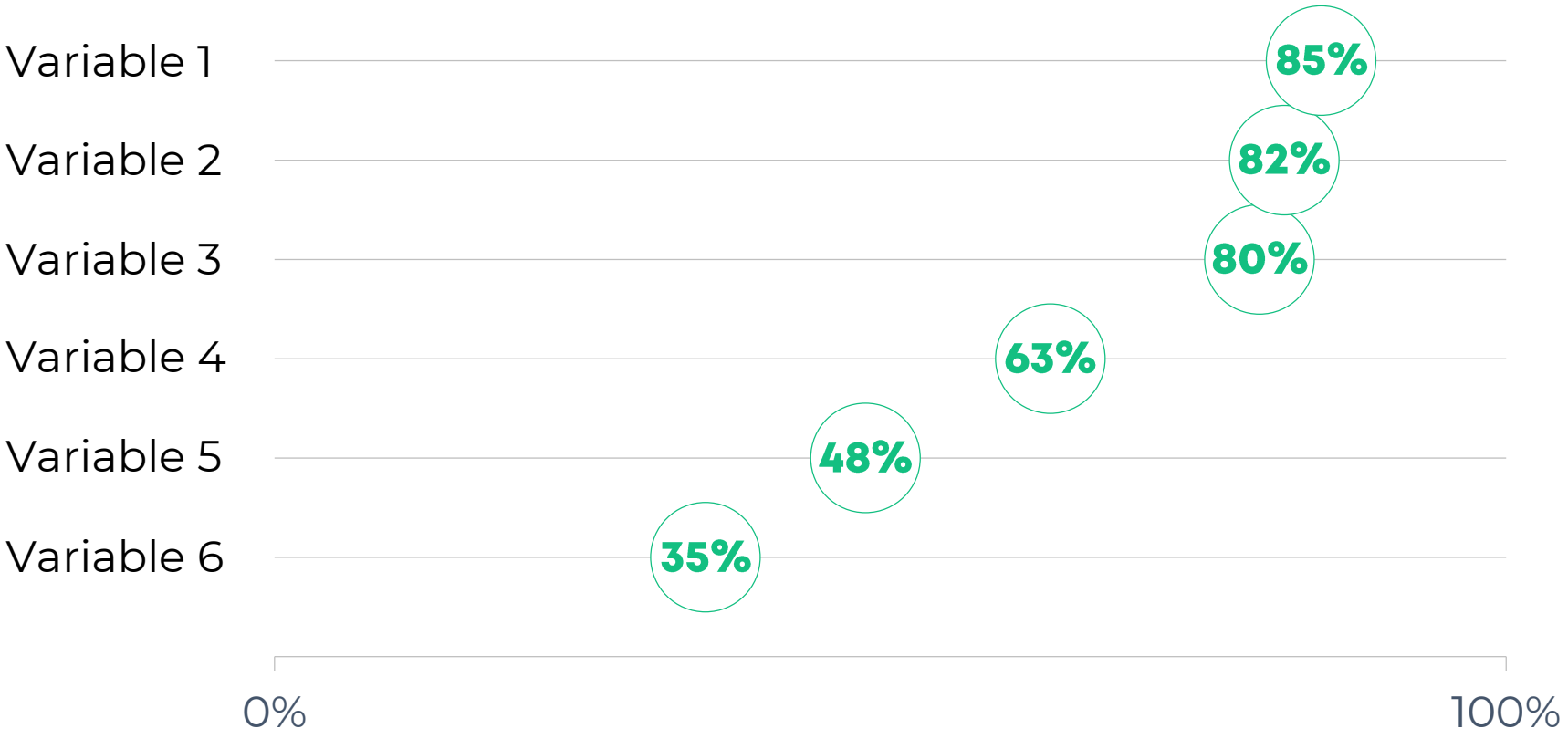
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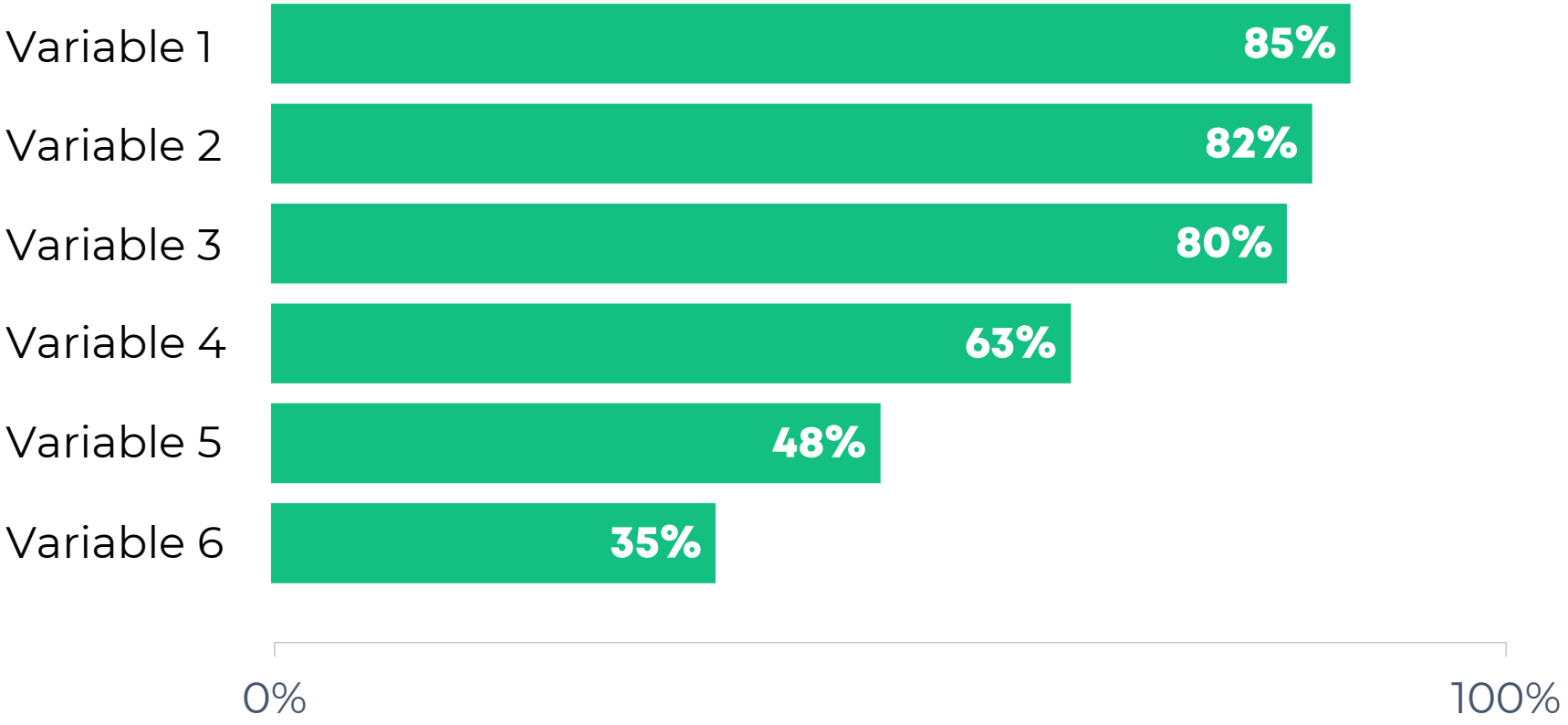
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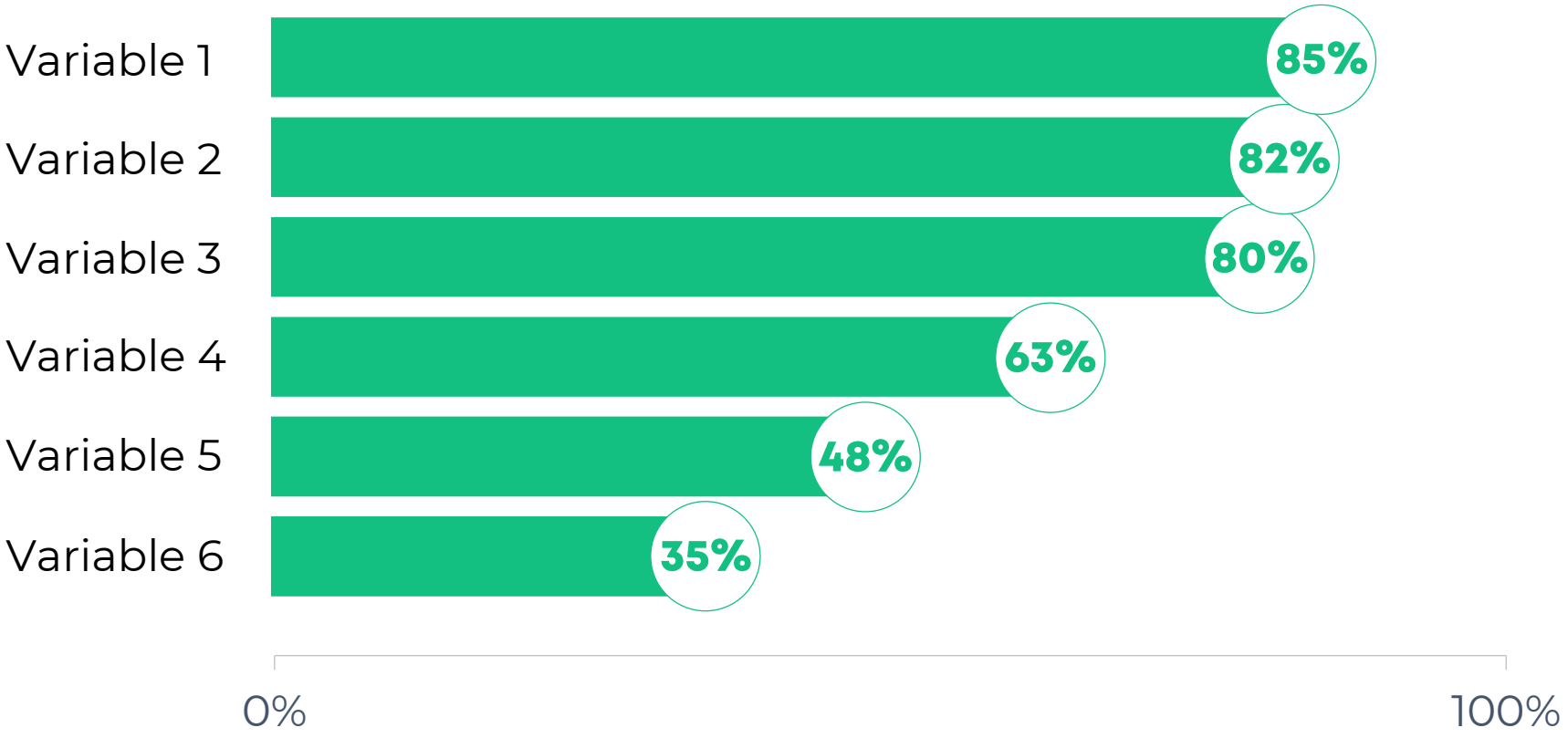
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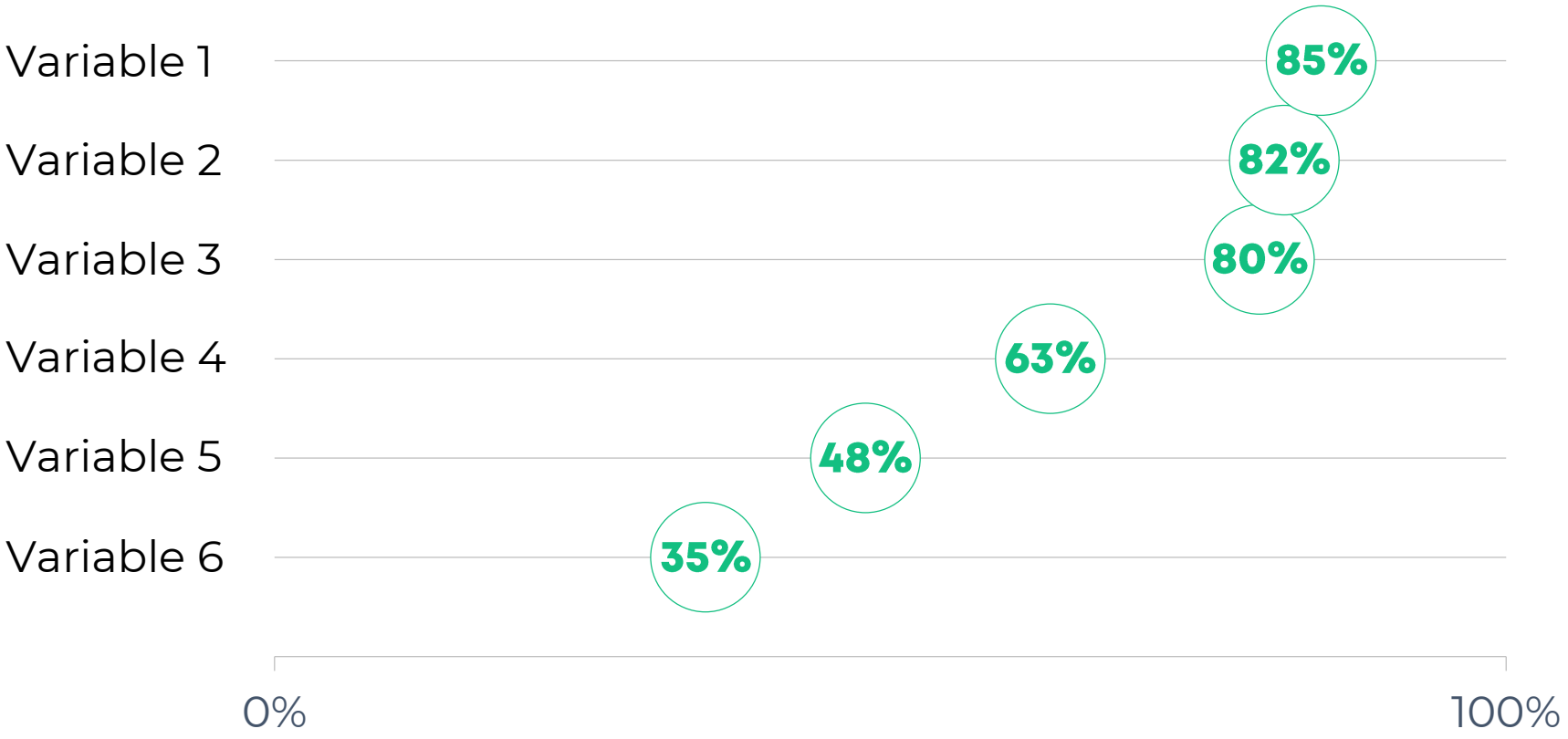
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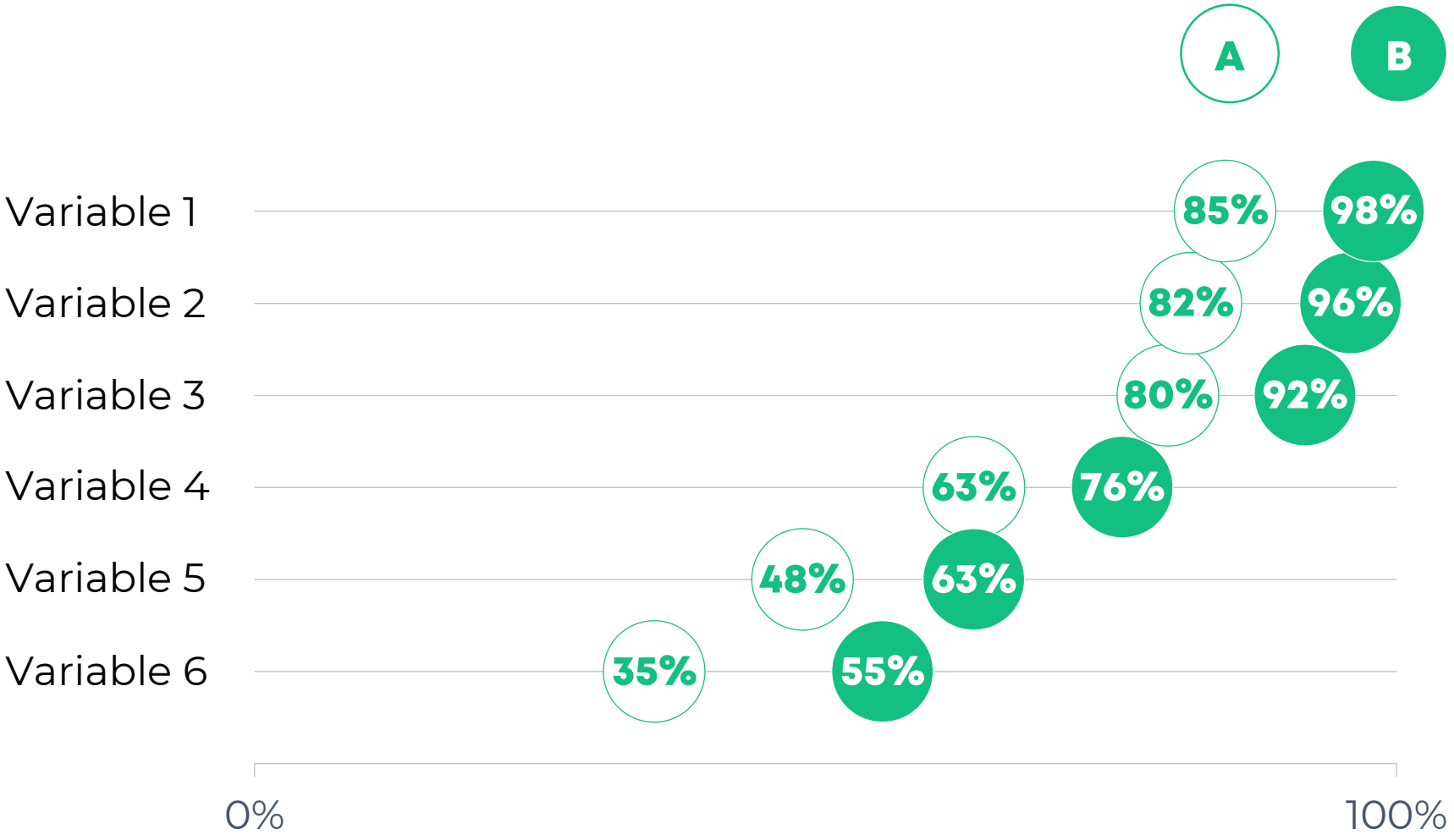
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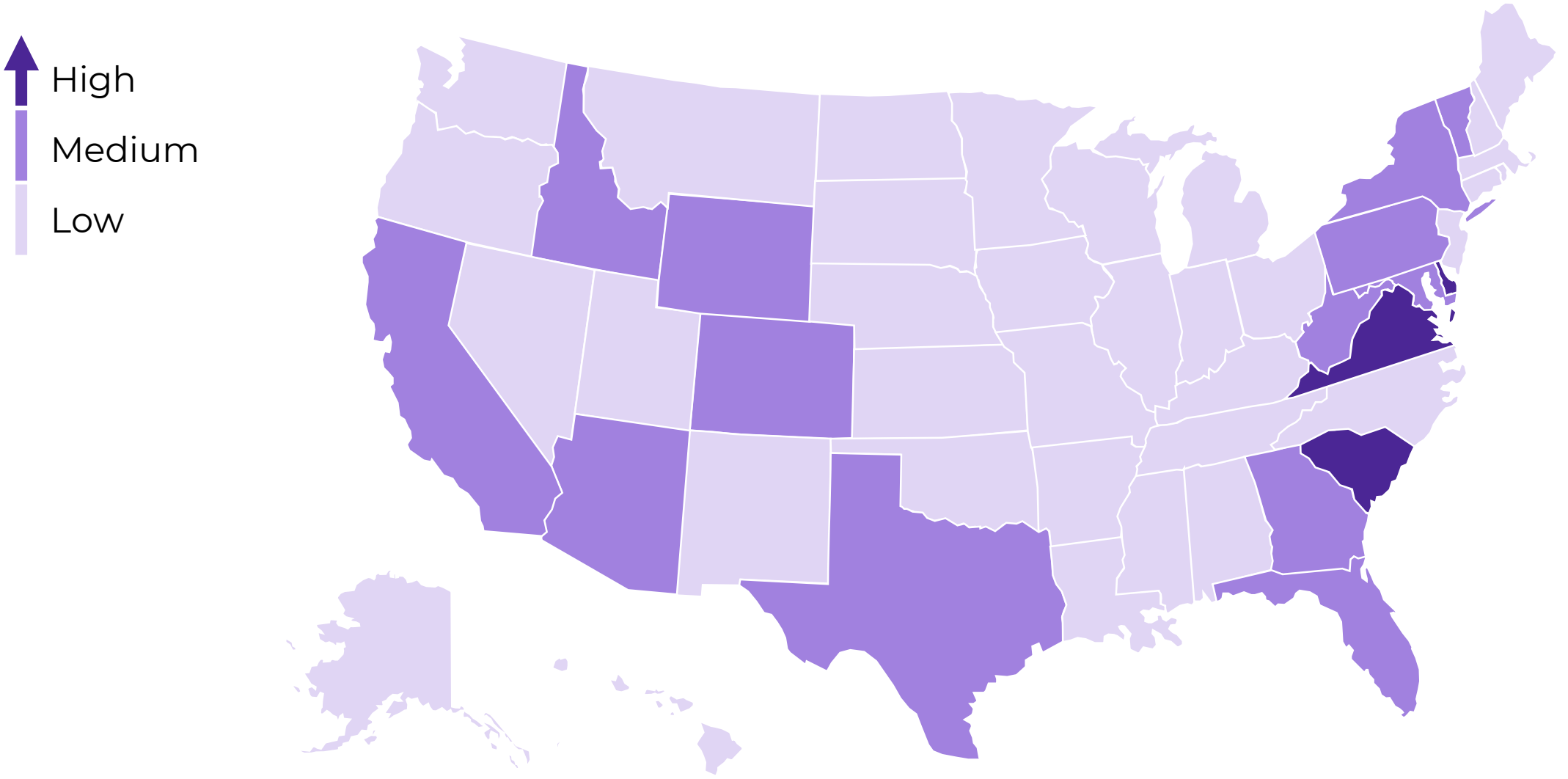
Choropleth Maps



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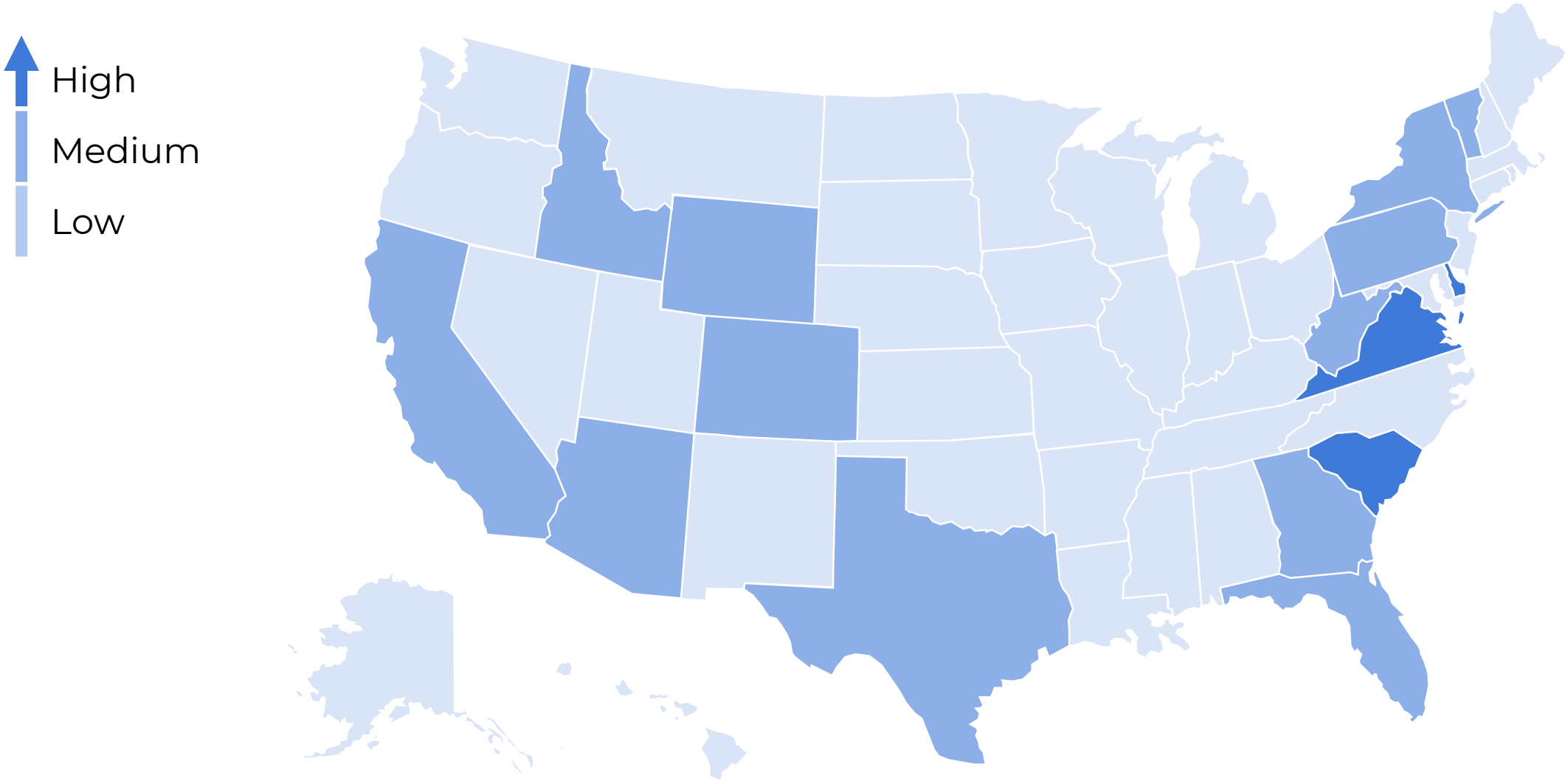

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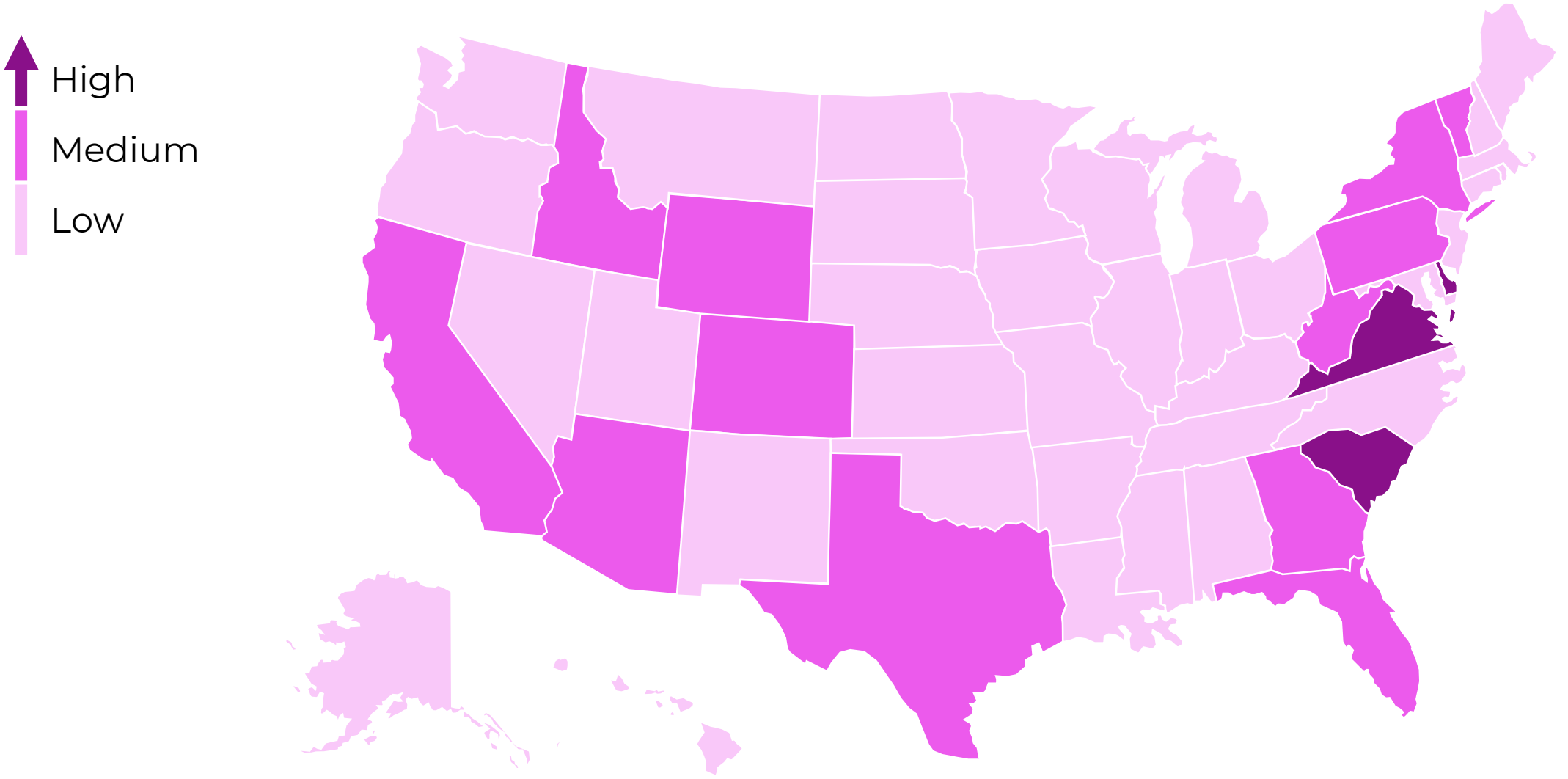

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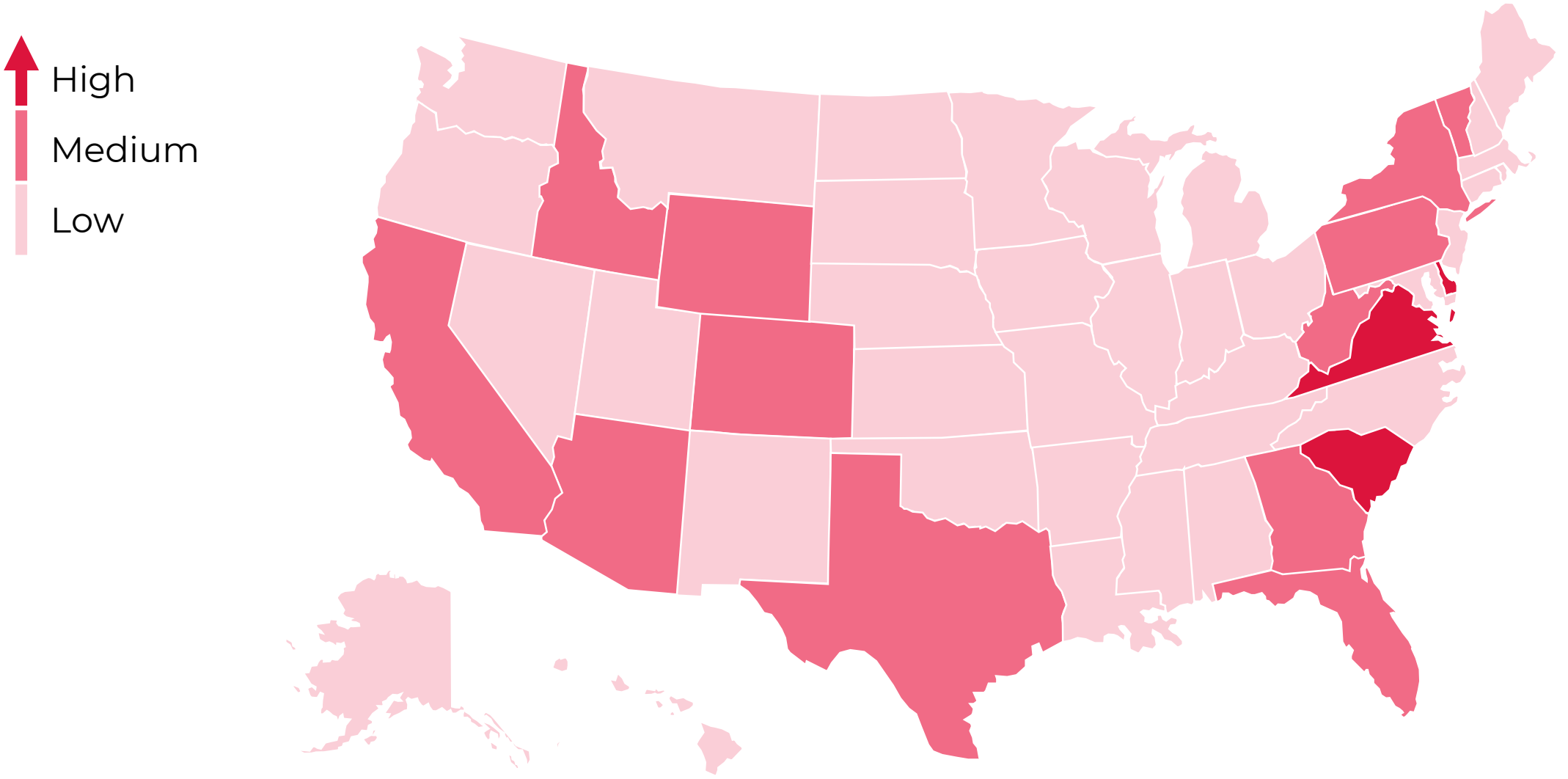

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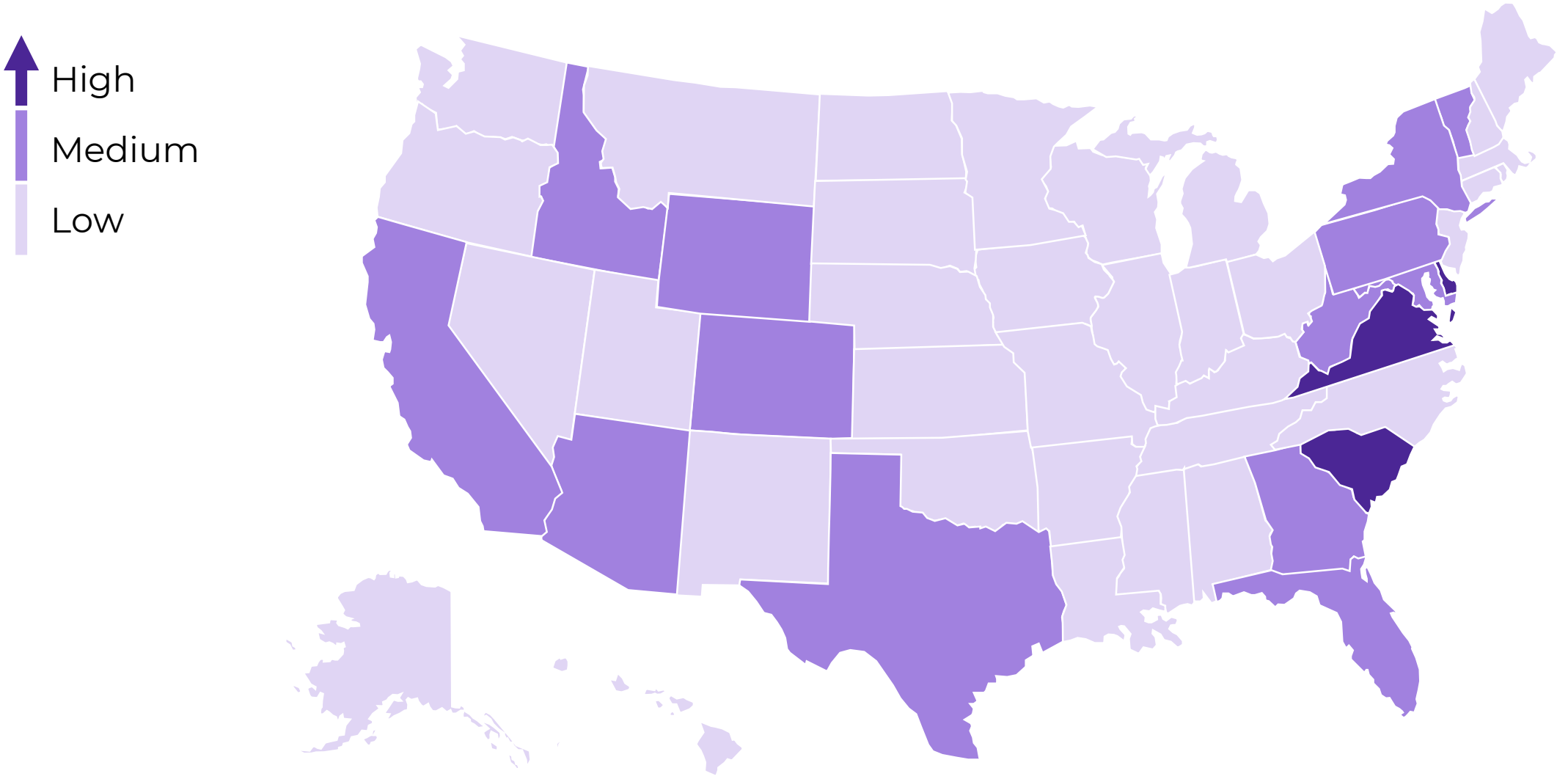
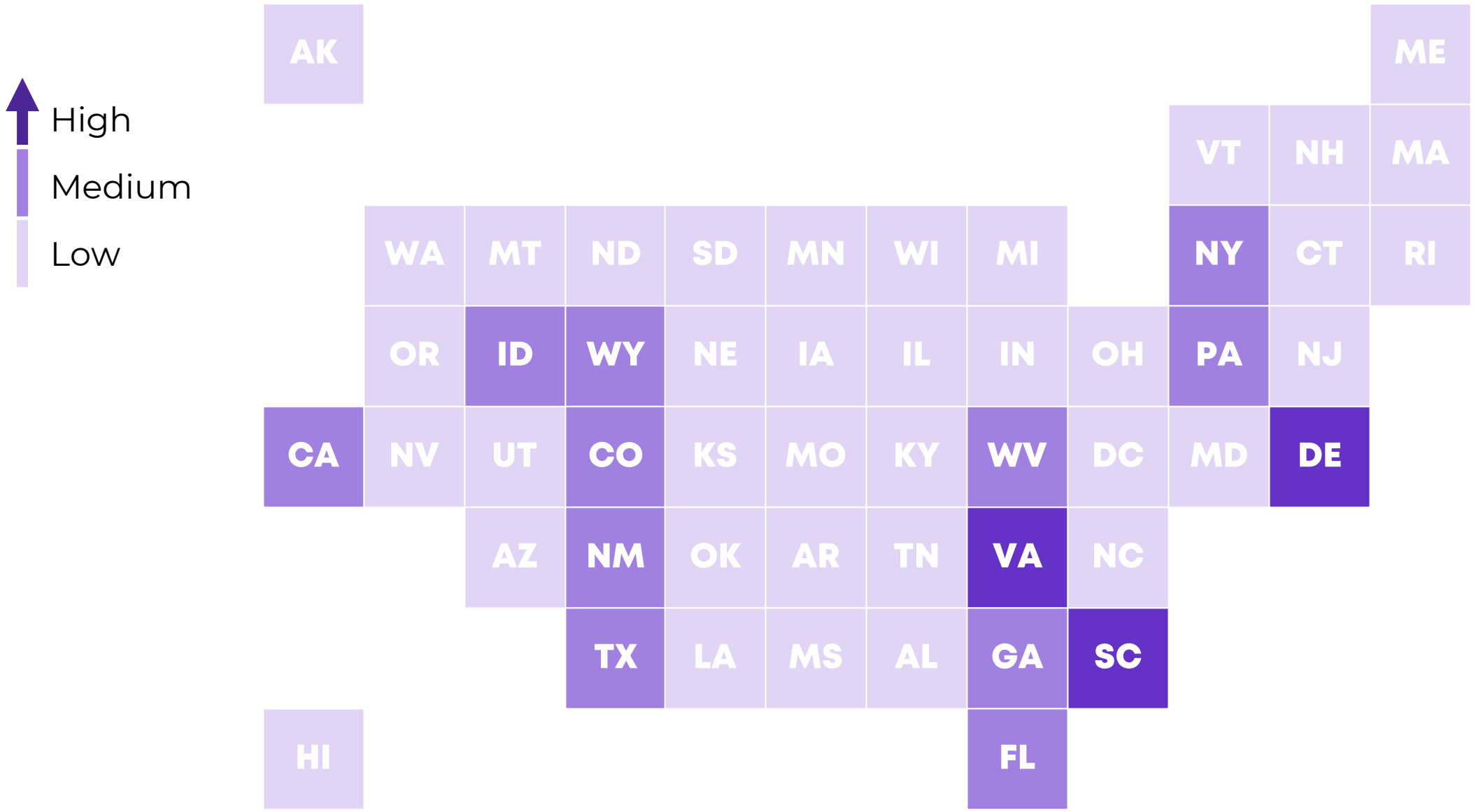


Tile Grid Maps



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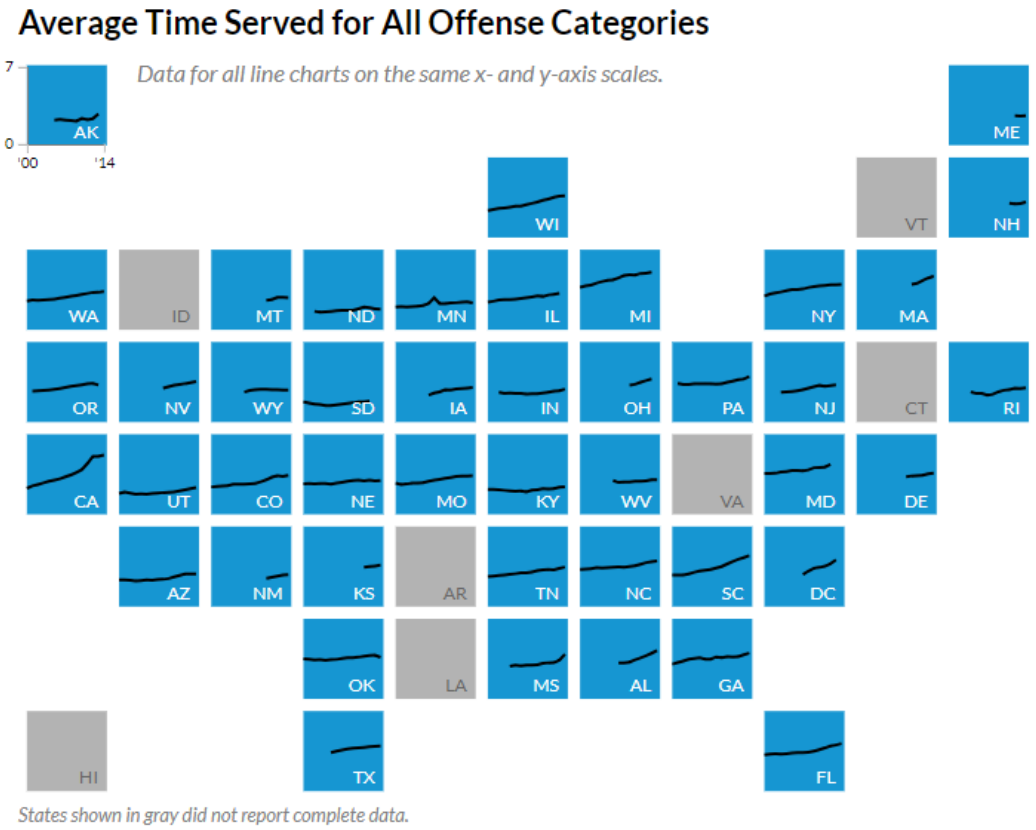


On average, people are spending more time in prison.

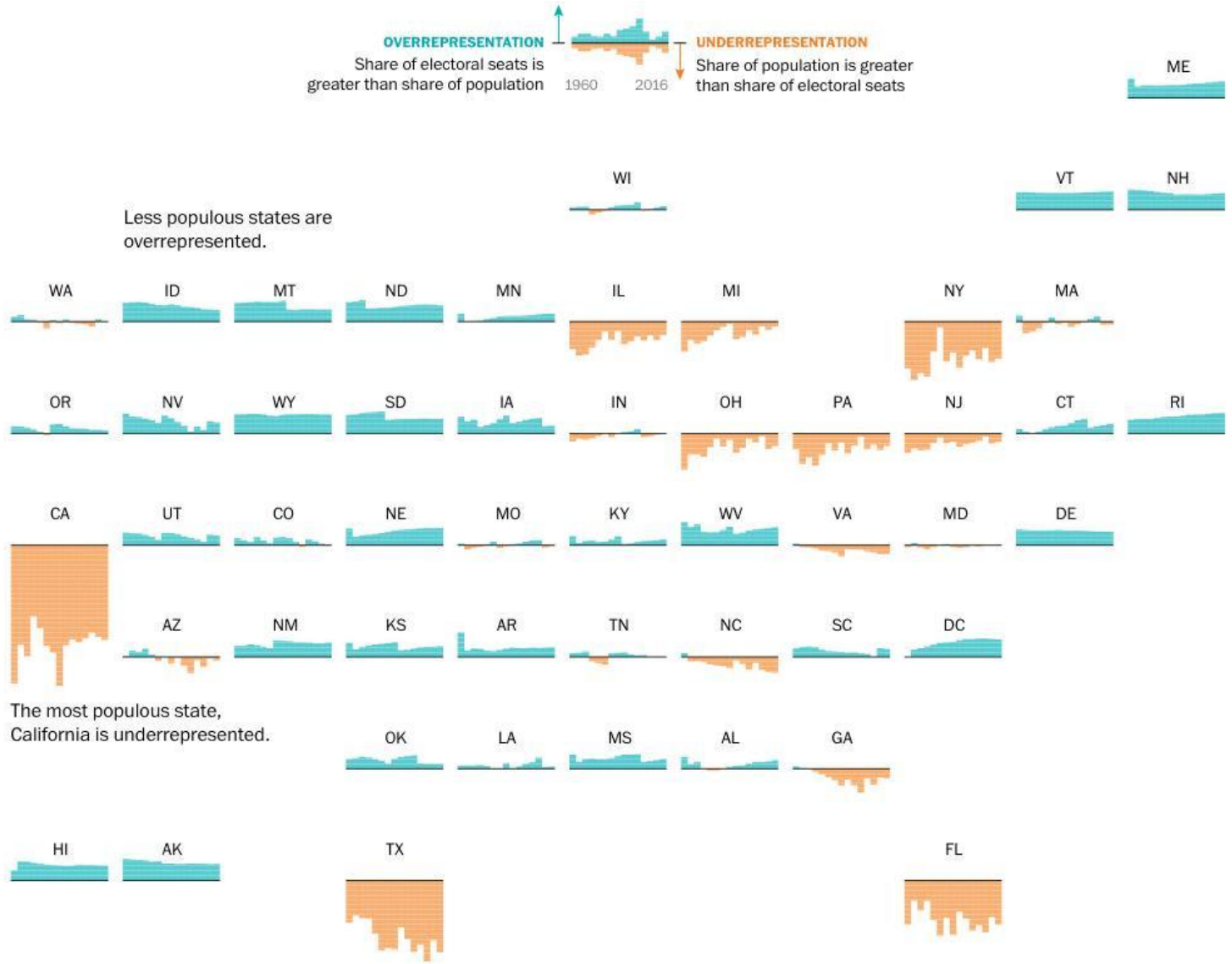
These graphs represent a year-end snapshot of the average number of years that people in state prisons have been incarcerated so far. Many will go on to serve considerably more time.

Each state's story is unique, but we found a consistent upward trend in the amount of time people spend in state prisons. Since 2000, the average time served has risen in all 44 states (including the District of Columbia) that reported complete data to the National Corrections Reporting Program.

In some states, this rise began years earlier. But these recent trends suggest that most states are still feeling the effects of policy decisions from the 1980s and '90s that were designed to keep people in prison longer.

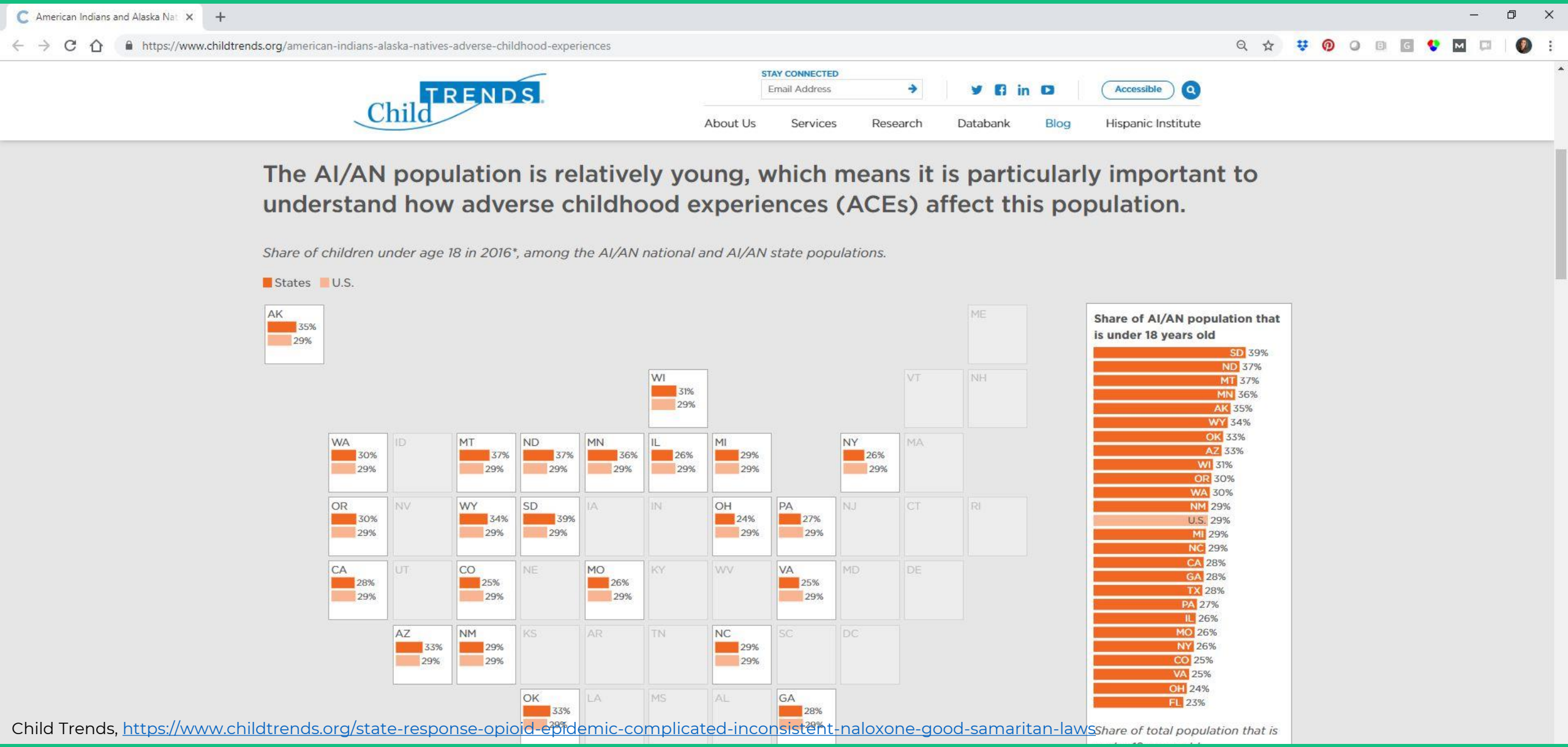
Urban Institute, https://apps.urban.org/features/long-prison-terms/trends.html

Tile Grid Maps



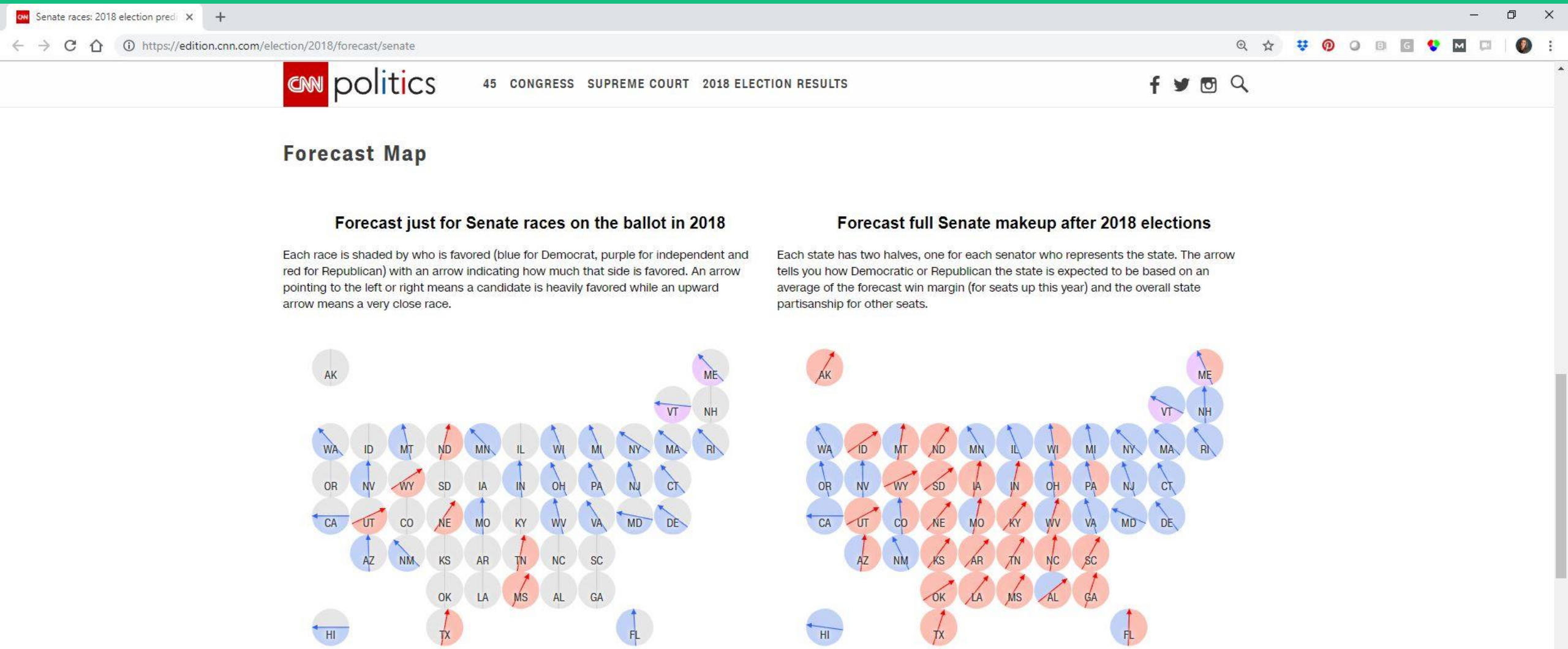
The Washington Post, https://www.washingtonpost.com/graphics/politics/how-fair-is-the-electoral-college/?tid=sm_pg

Tile Grid Maps



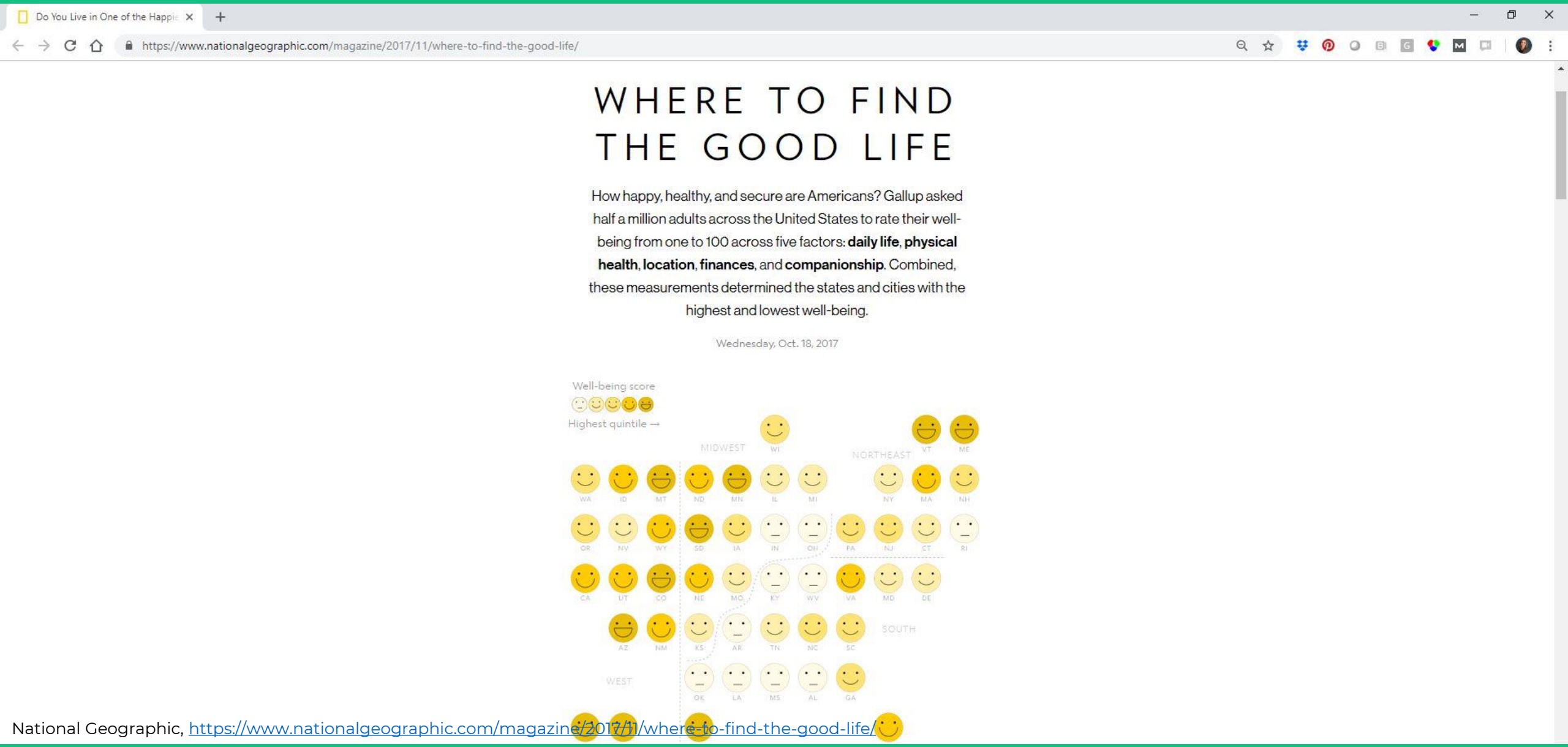
Child Trends, https://www.childtrends.org/state-response-opioid-epidemic-complicated-inconsistent-naloxone-good-samaritan-laws

Tile Grid Maps



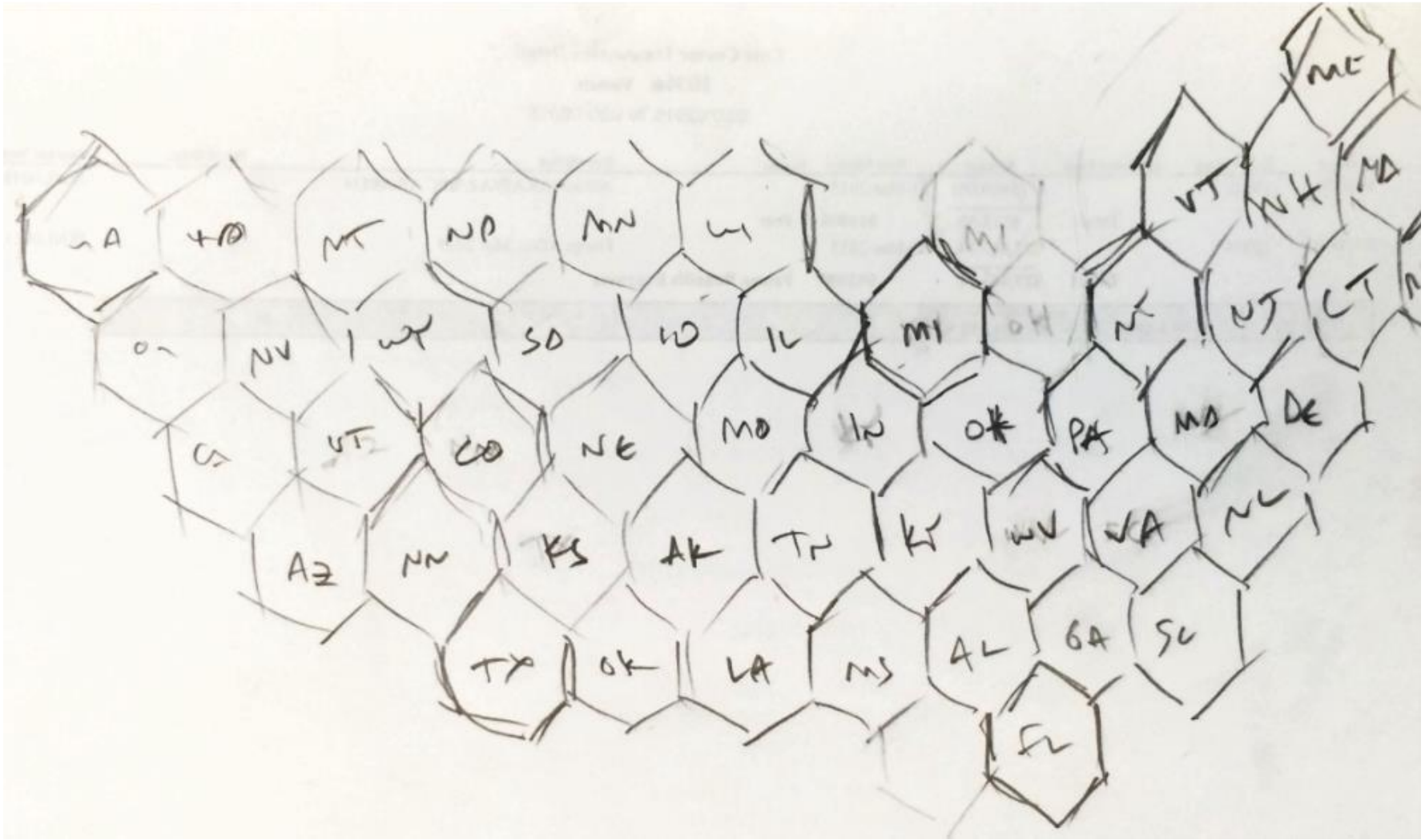
CNN, https://edition.cnn.com/election/2018/forecast/senate

Tile Grid Maps



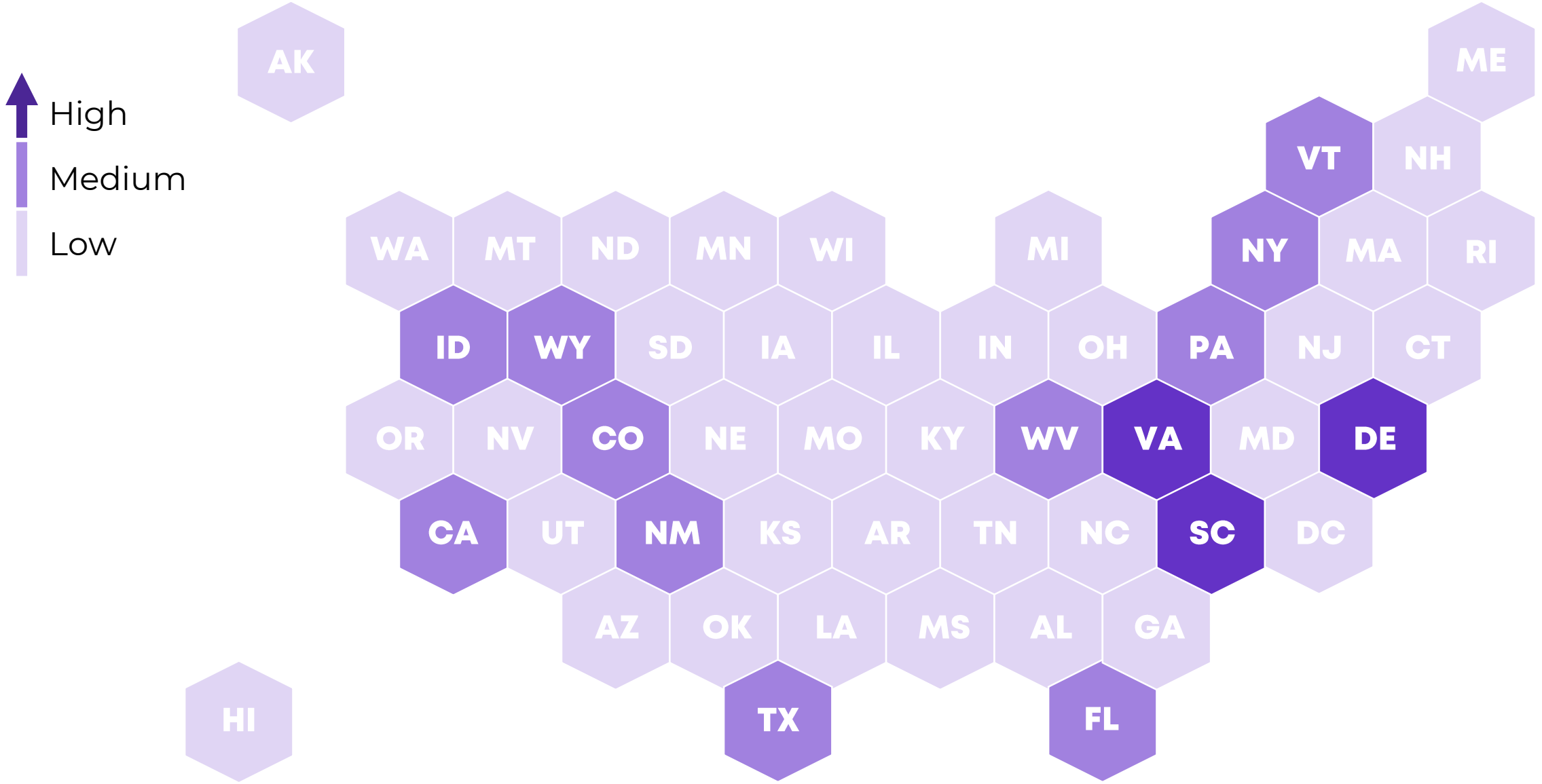
National Geographic, https://www.nationalgeographic.com/magazine/2017/11/where-to-find-the-good-life/

Hex Maps



NPR, Danny BeDellus, http://blog.apps.npr.org/2015/05/11/hex-tile-maps.html

Hex Maps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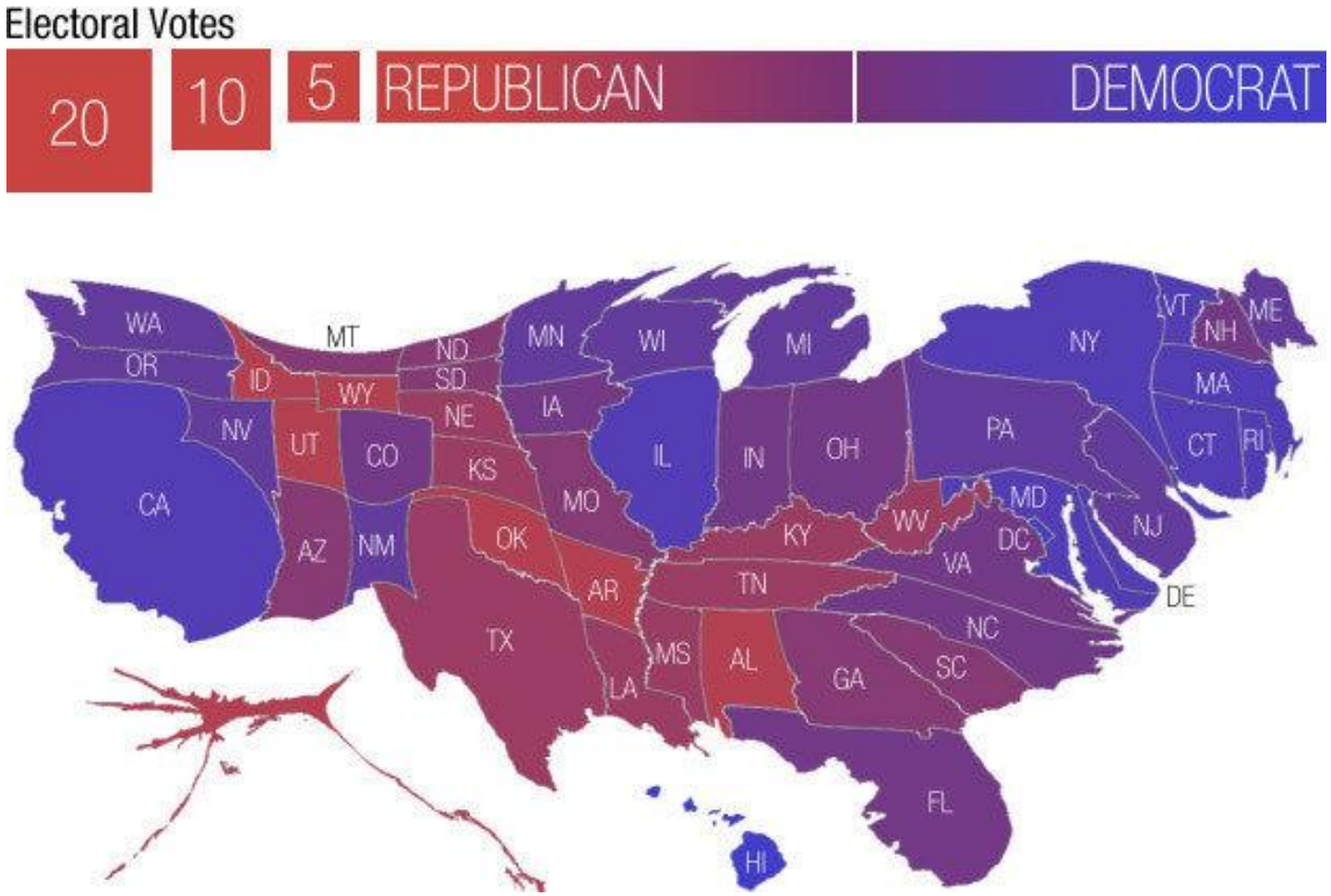
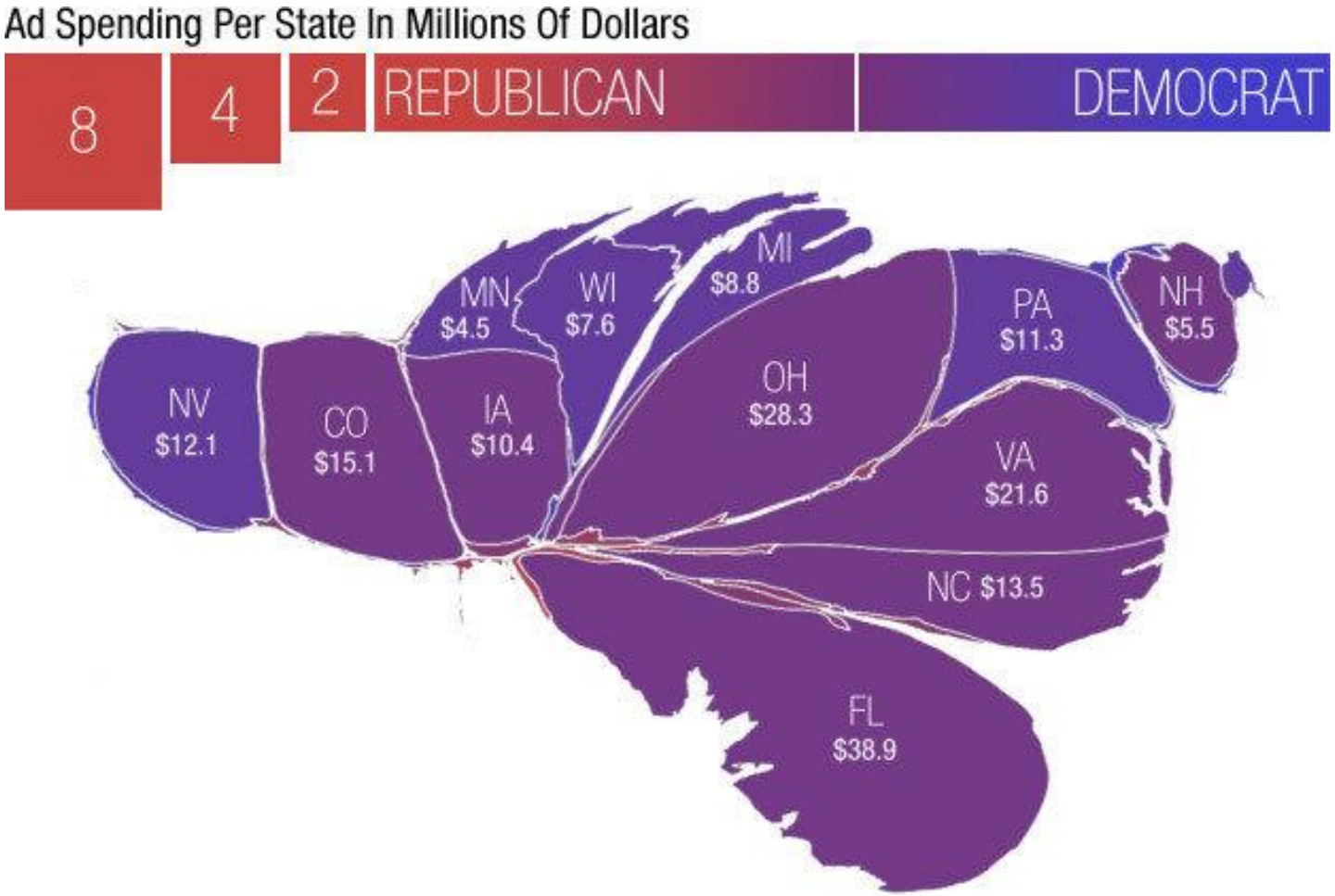
Cartograms



NPR, https://www.npr.org/sections/itsallpolitics/2012/11/01/163632378/a-campaign-map-morphed-by-money

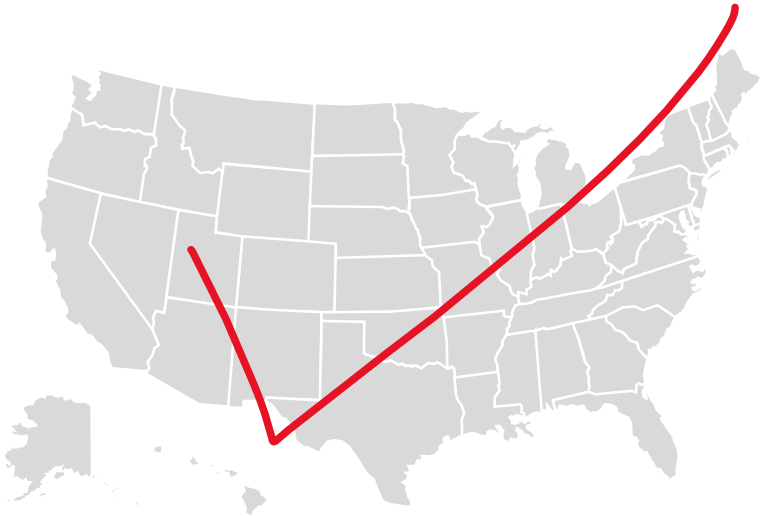
Cartograms



NPR, https://www.npr.org/sections/itsallpolitics/2012/11/01/163632378/a-campaign-map-morphed-by-money

Which Map?

Geographic



Square

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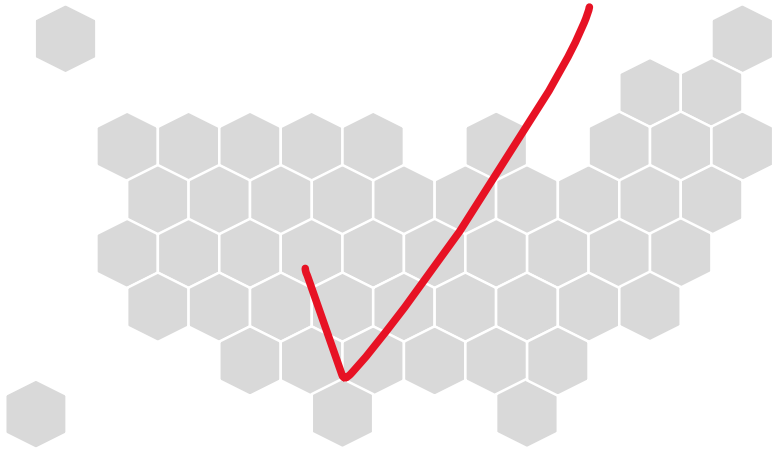

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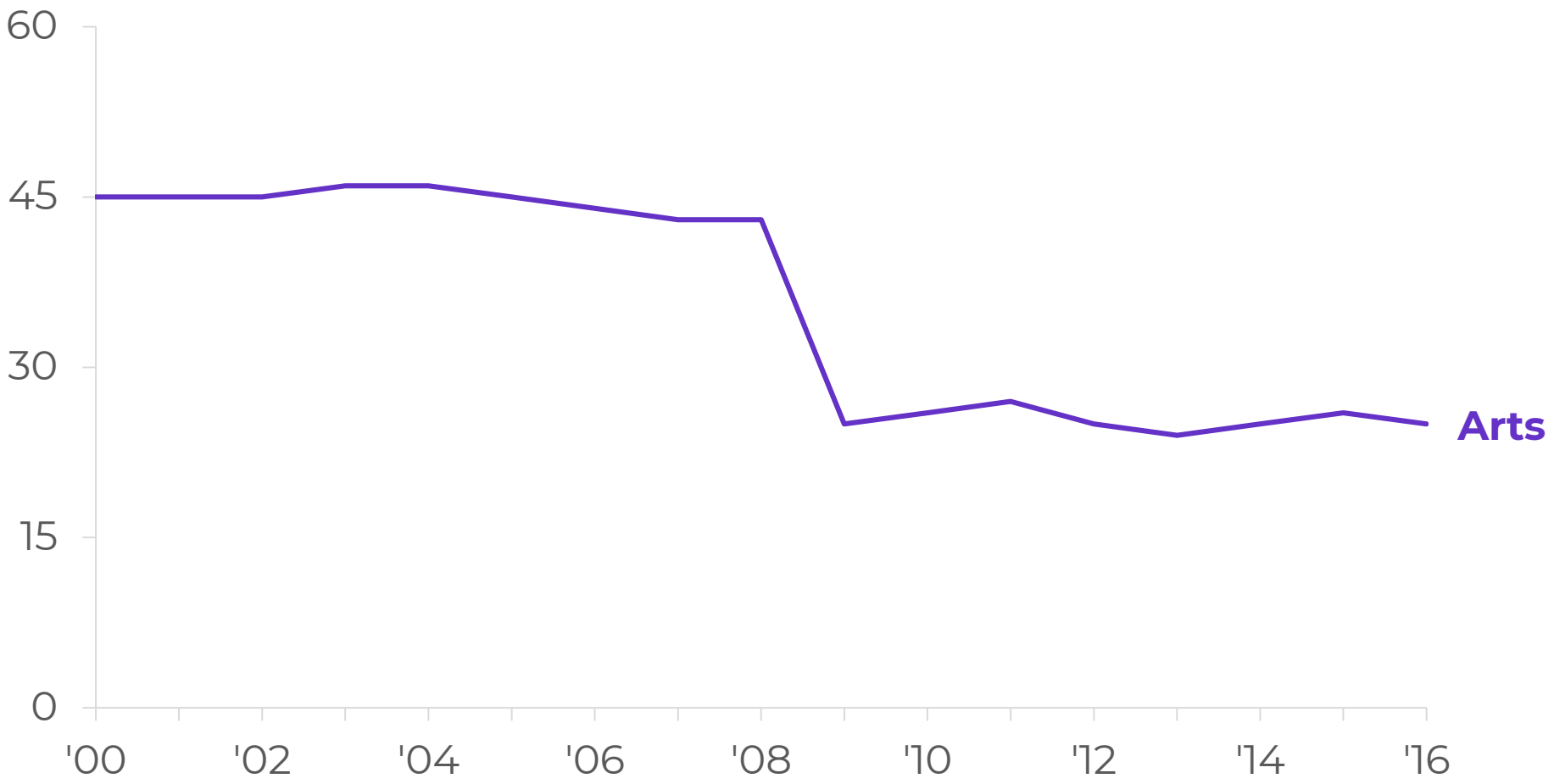

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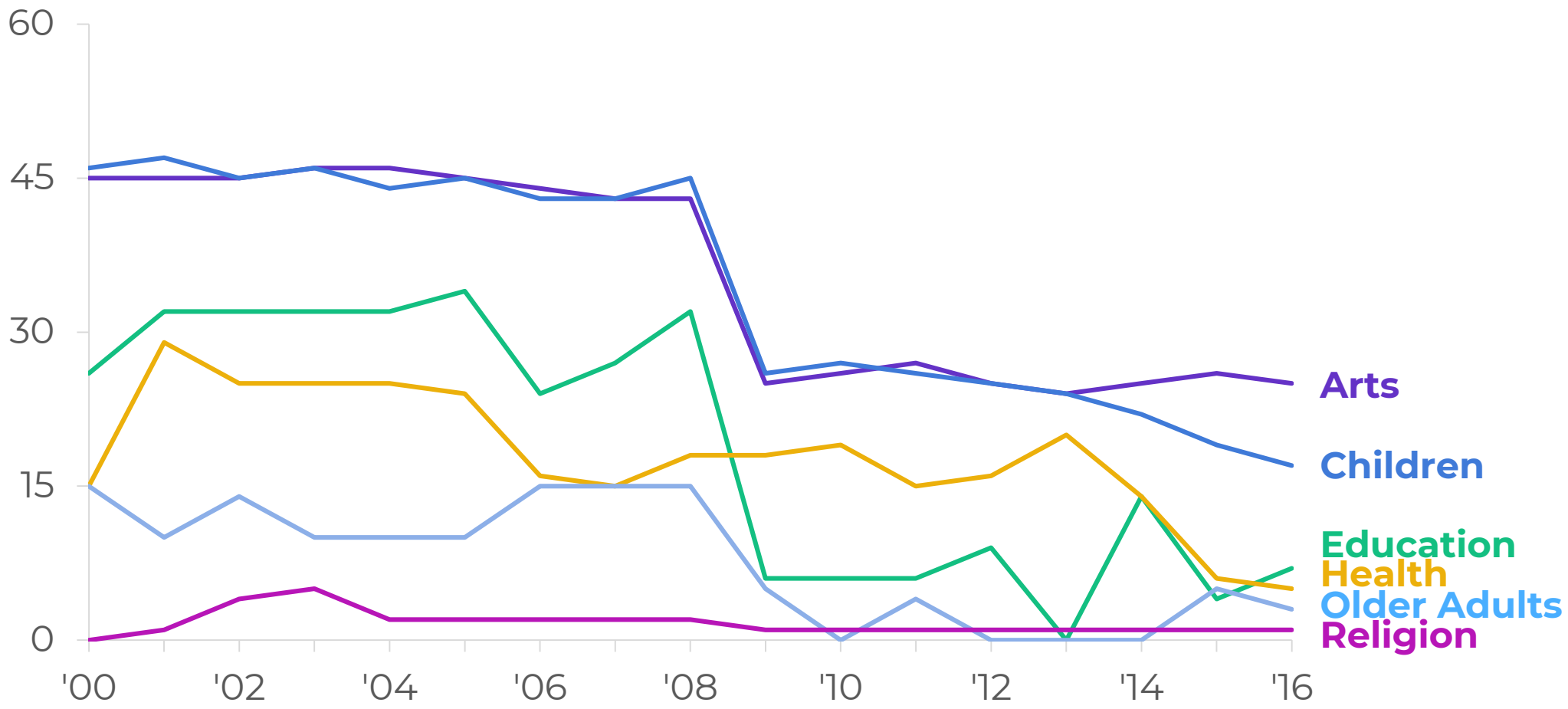

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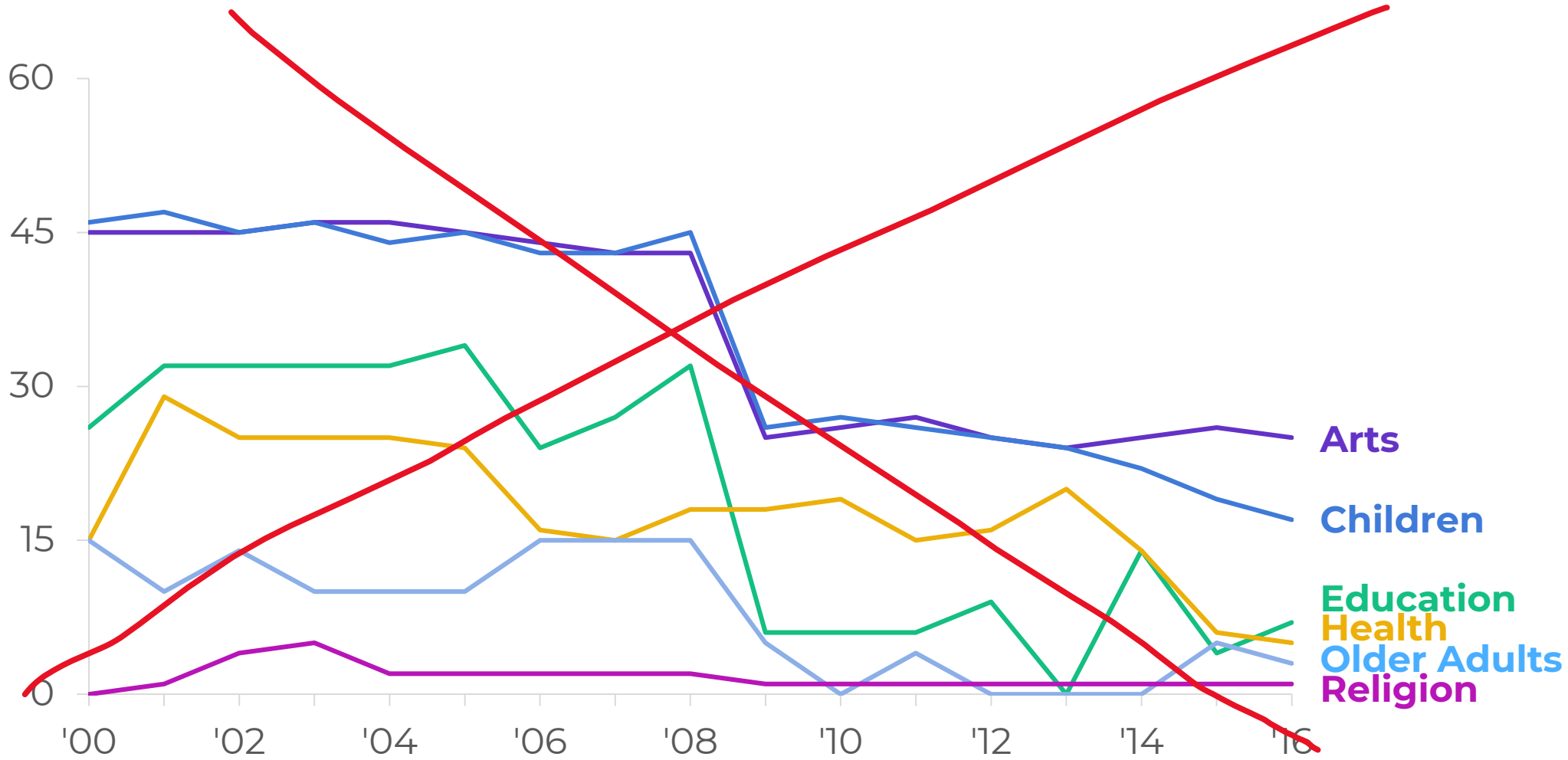

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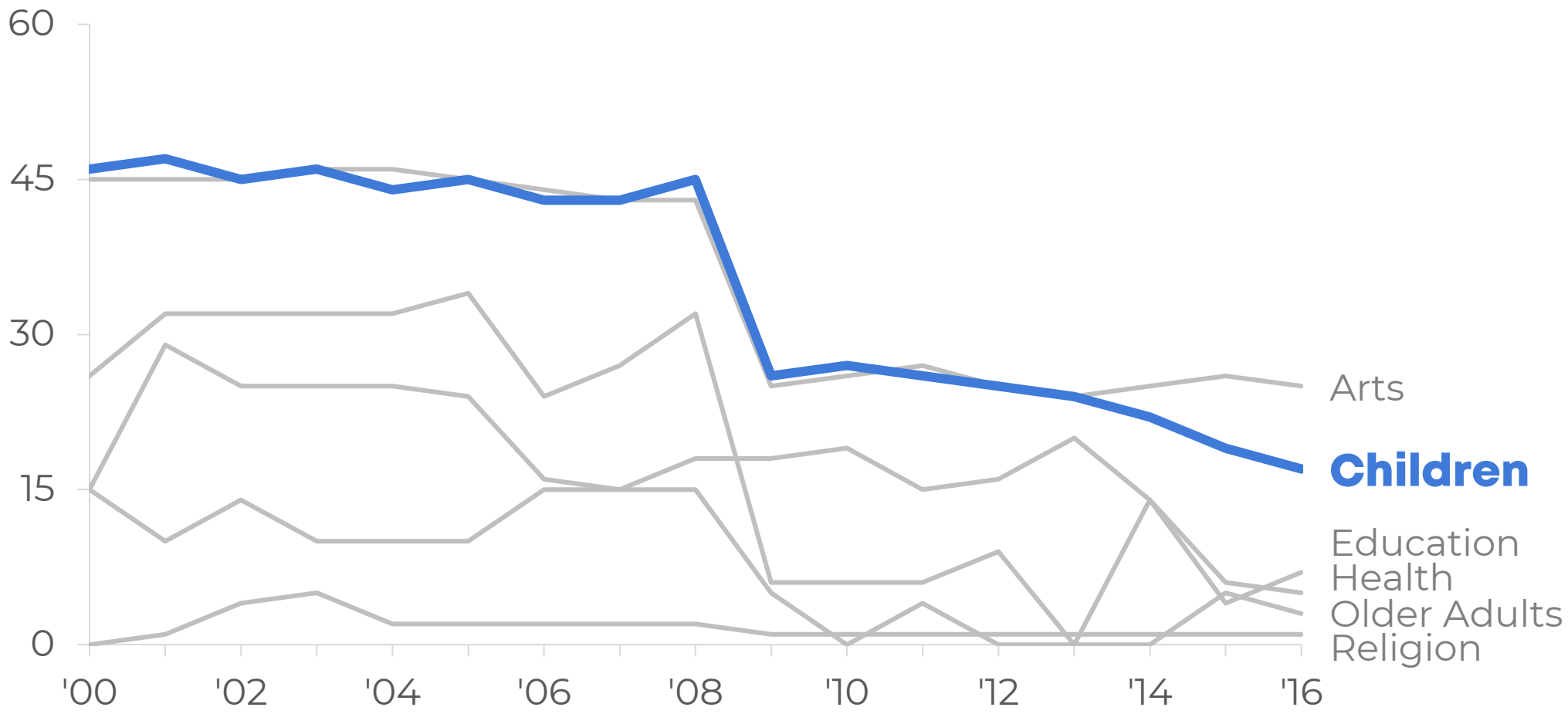

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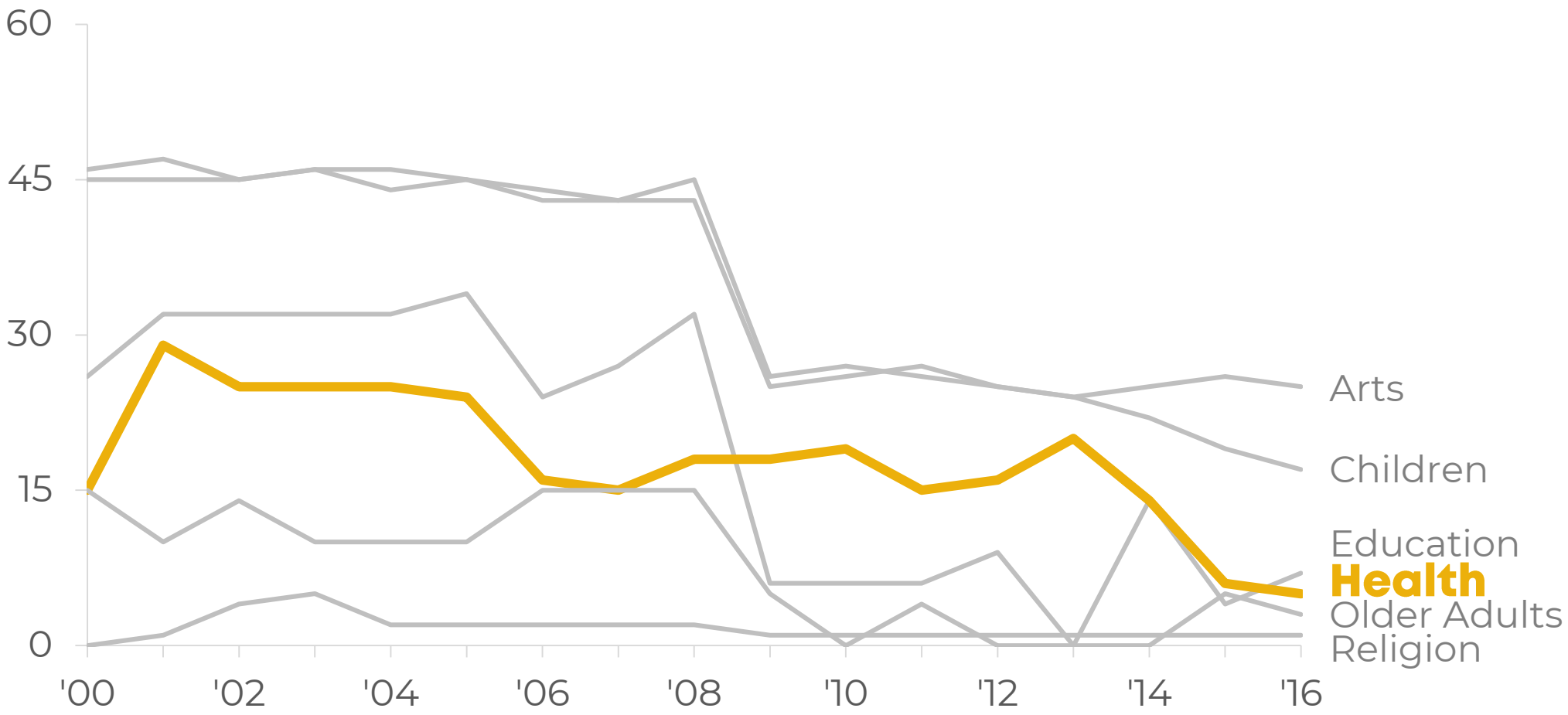
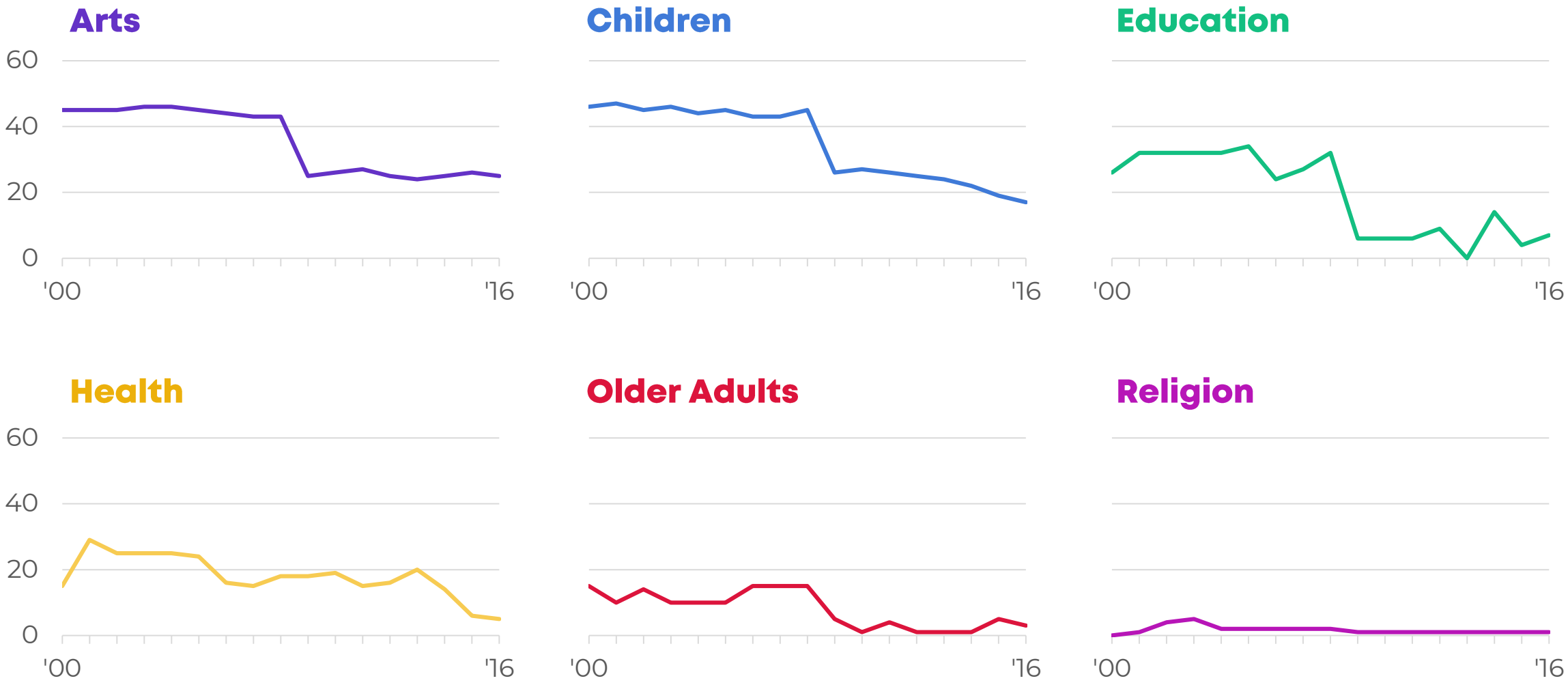


...into Small Multiples



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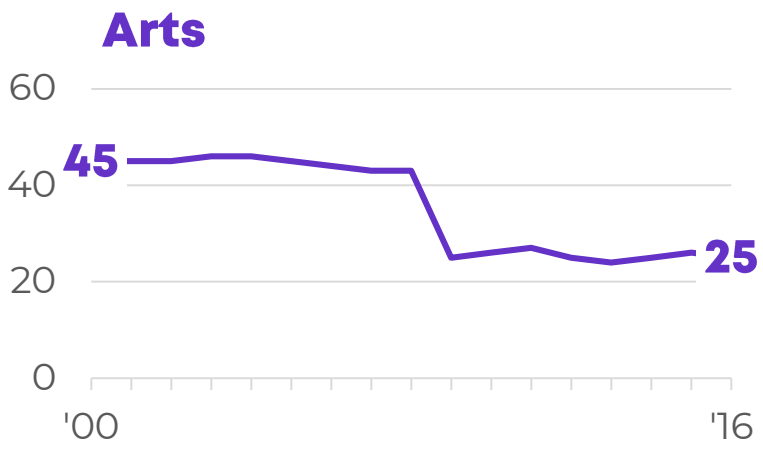

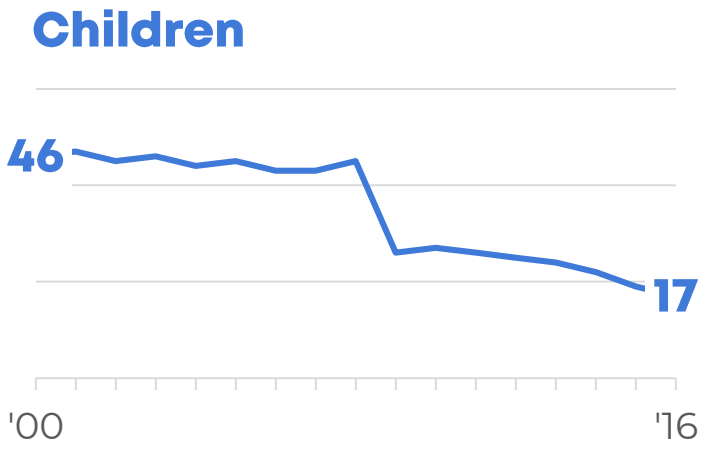

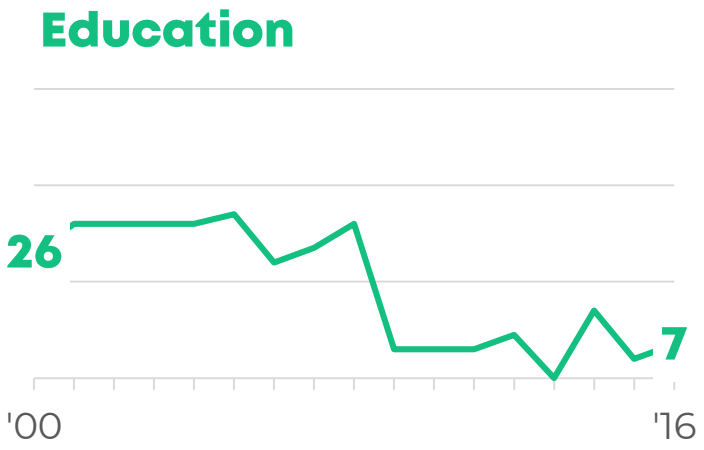

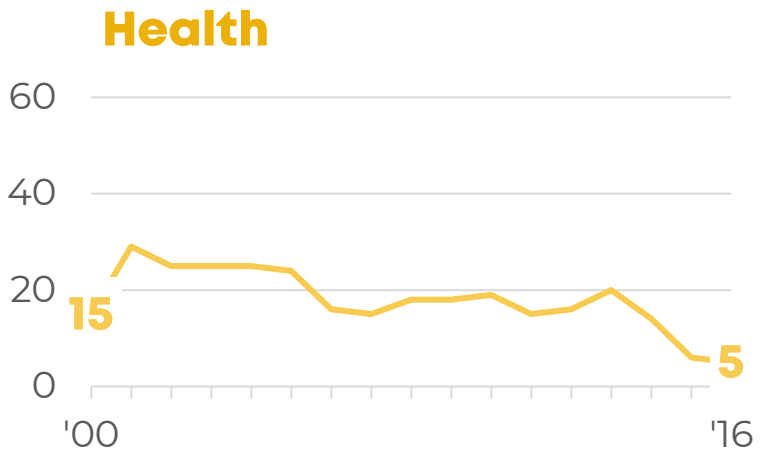

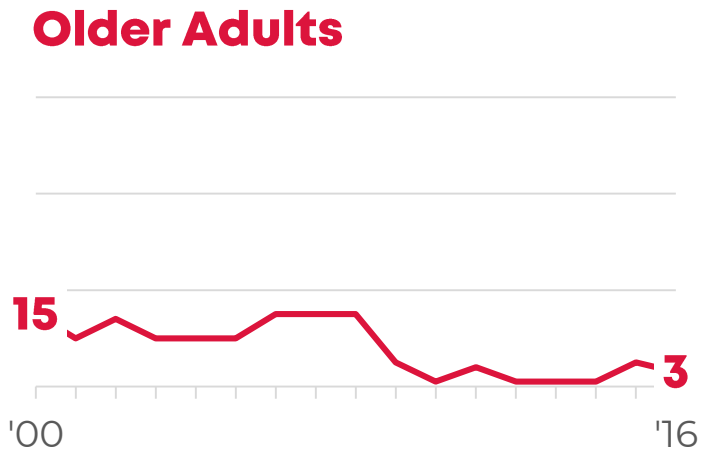

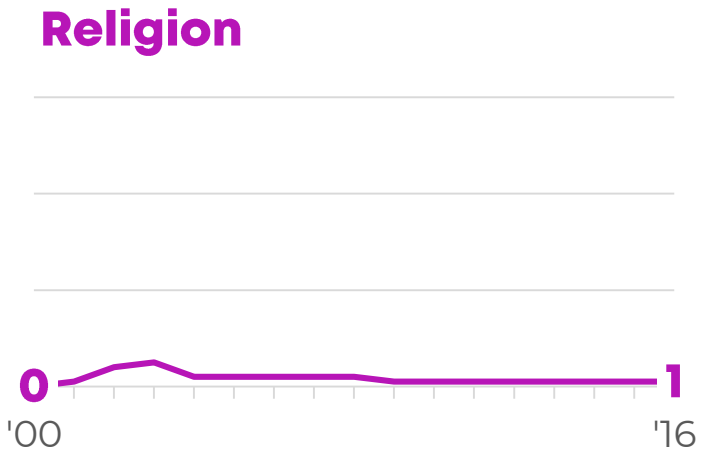

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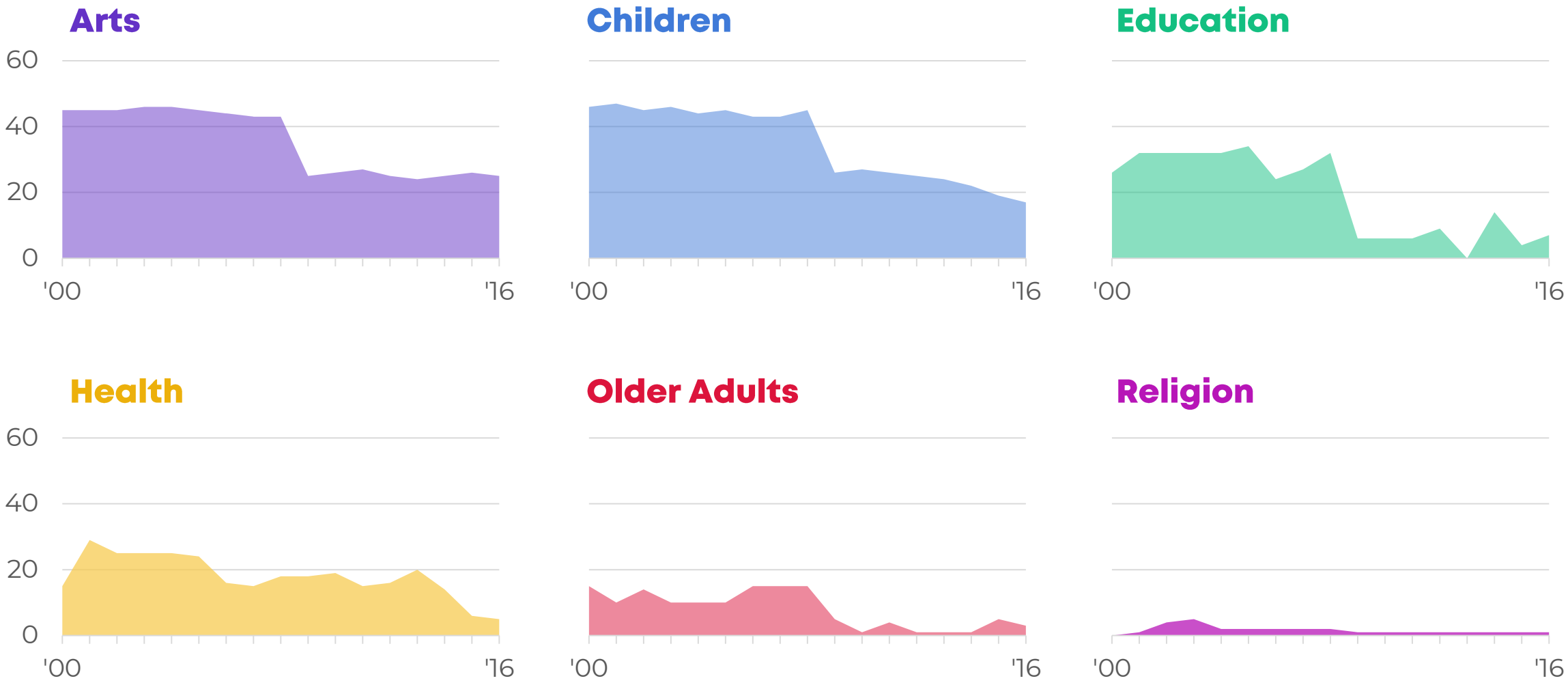

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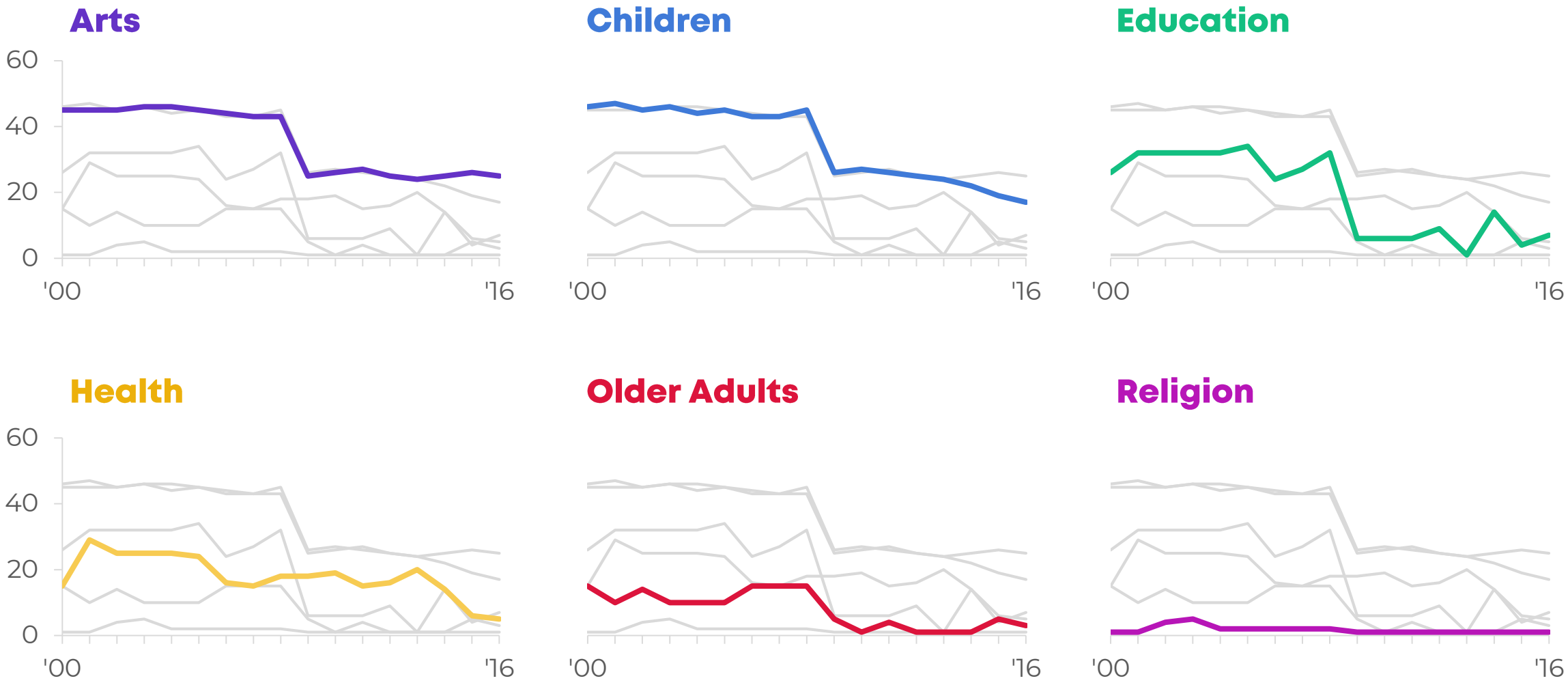
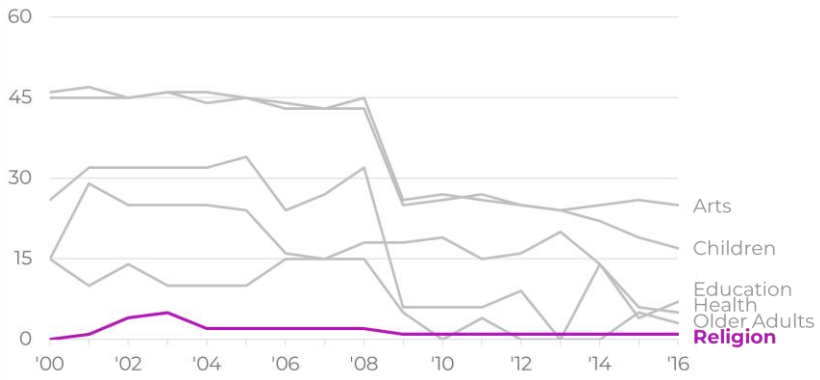
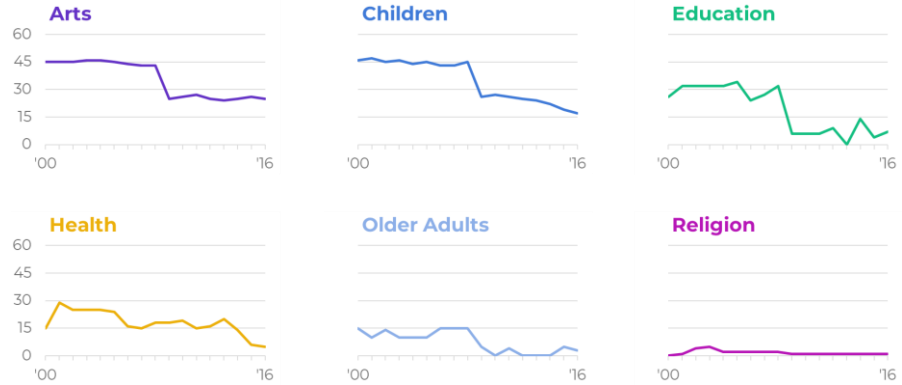


3+ Points in Time

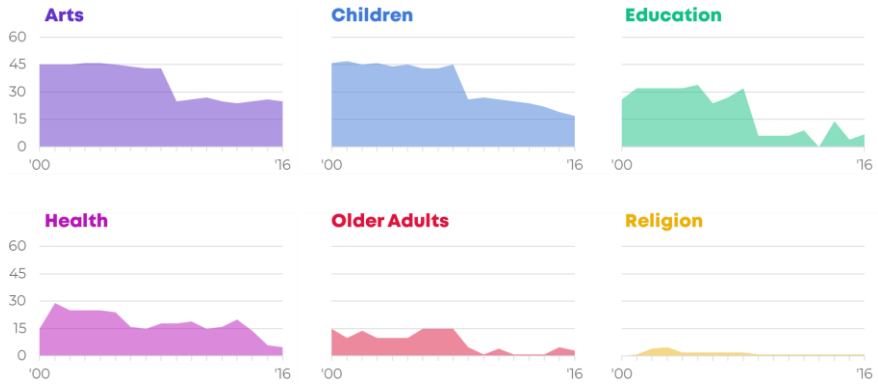
Highlighting



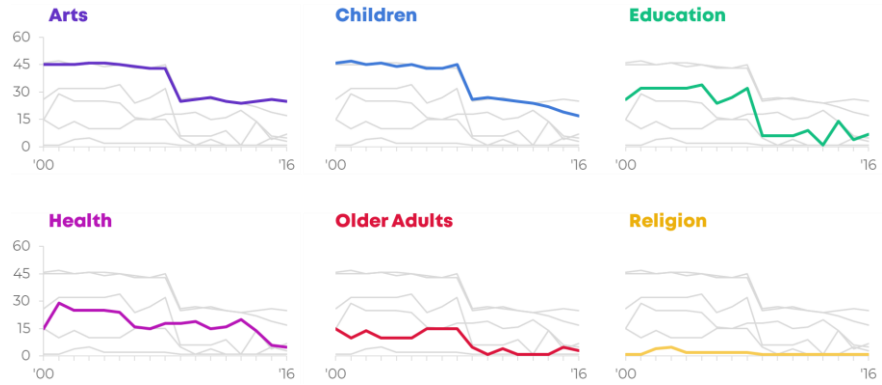
Small Multiples



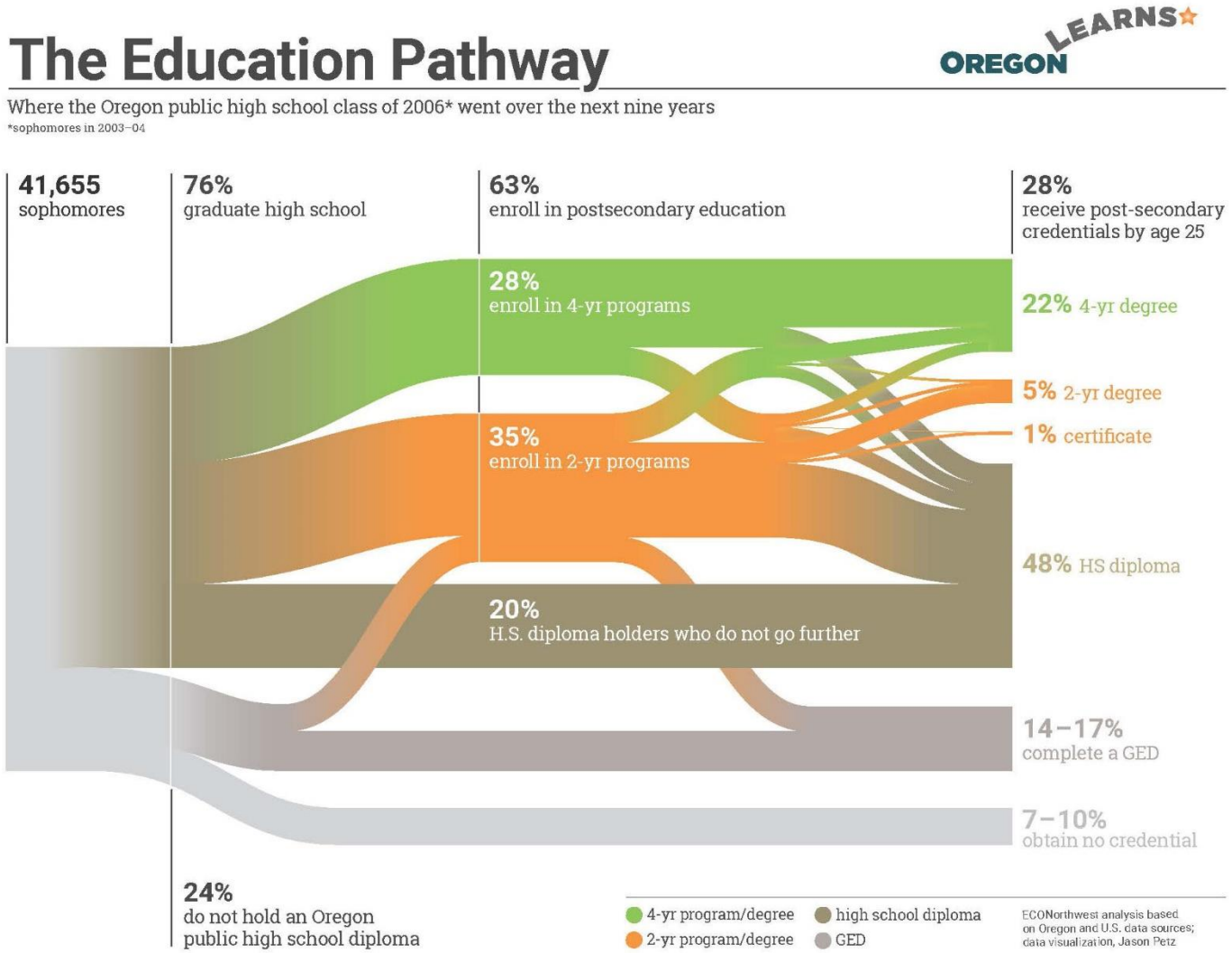
Small Multiples Area



Small Multiples with Highlighting

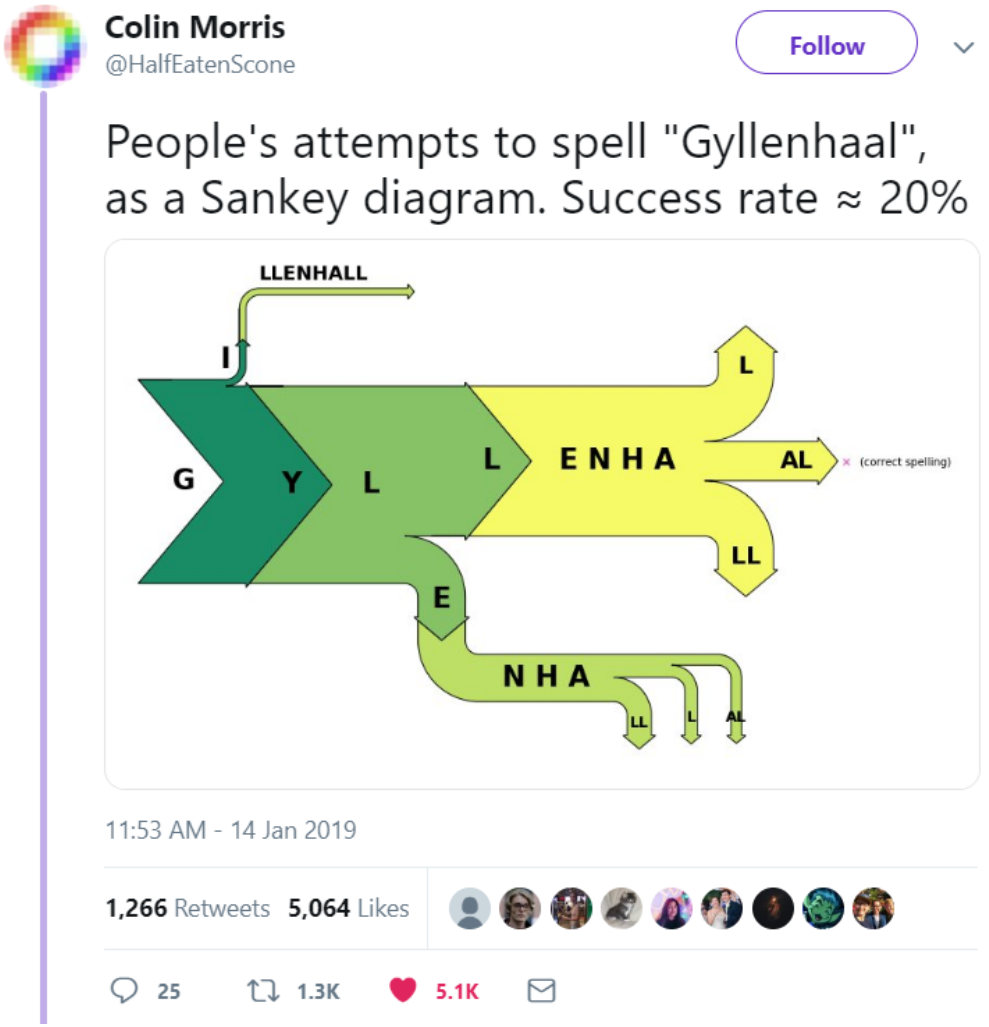


Sankey Diagrams



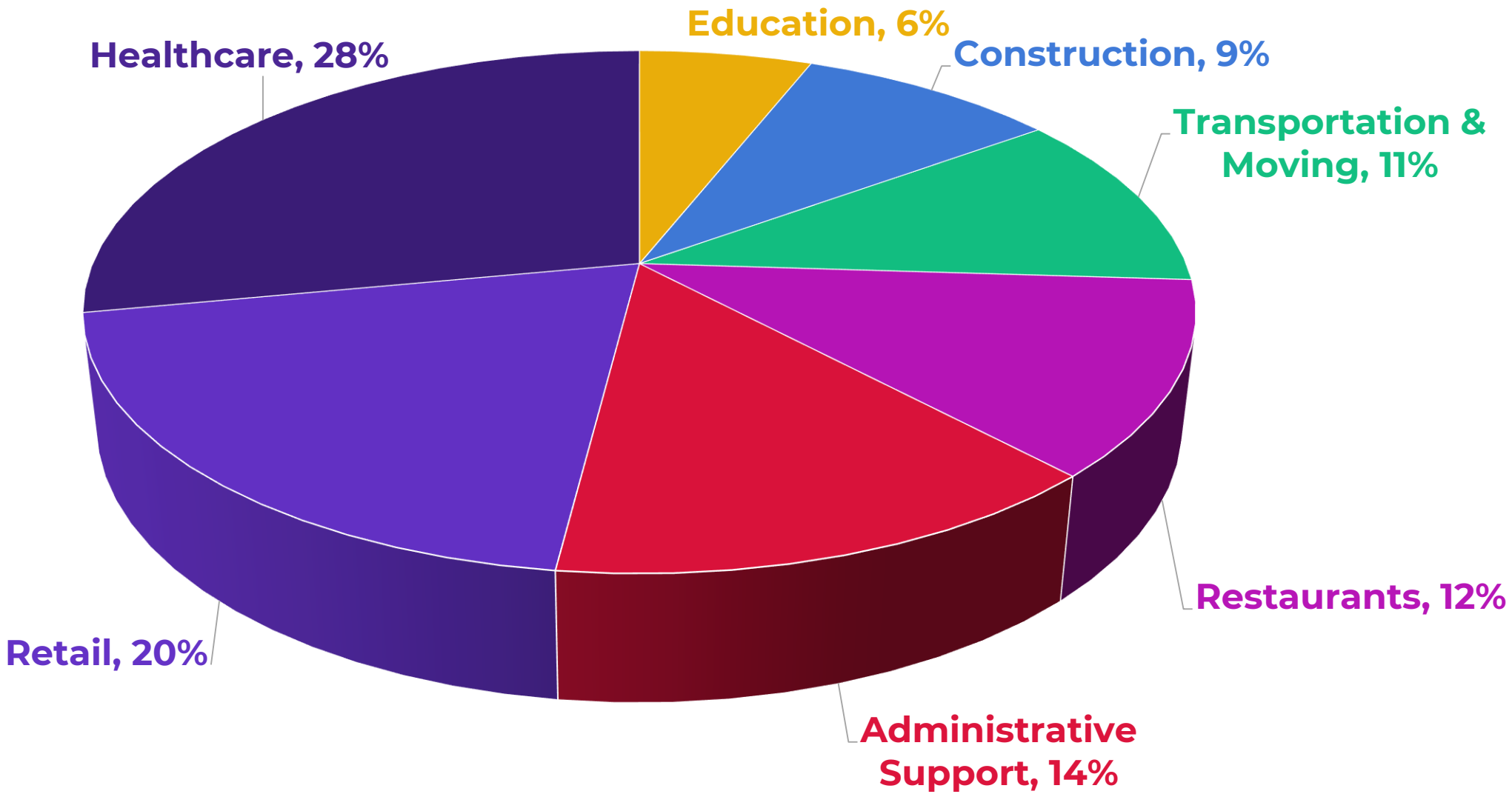
Oregon Learns, http://oregonlearns.org/learn-more/redesign-issues/

Sankey Diagrams

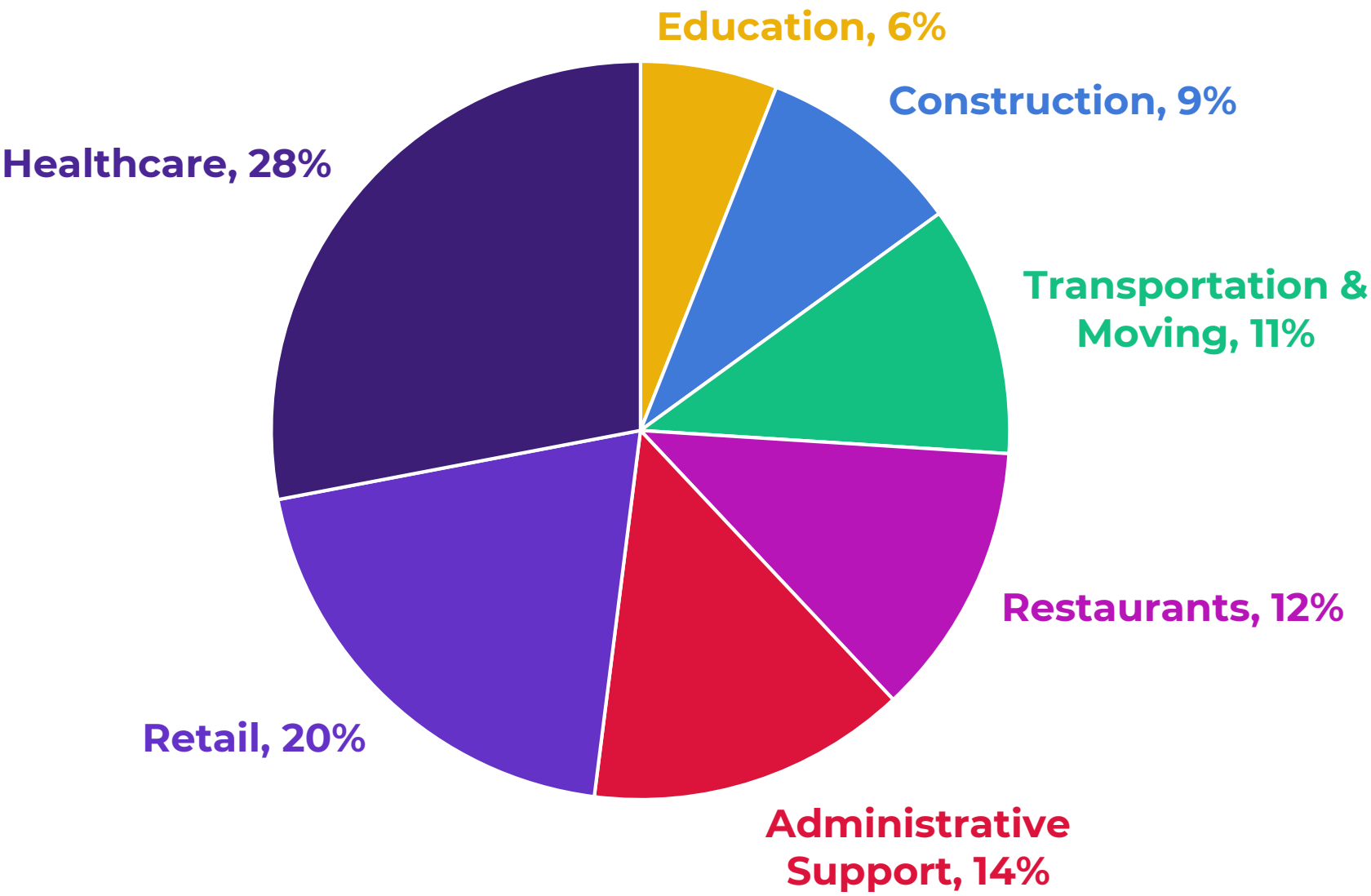


Colin Morris, @HalfEatenScone, https://twitter.com/HalfEatenScone/status/1084855992154640388

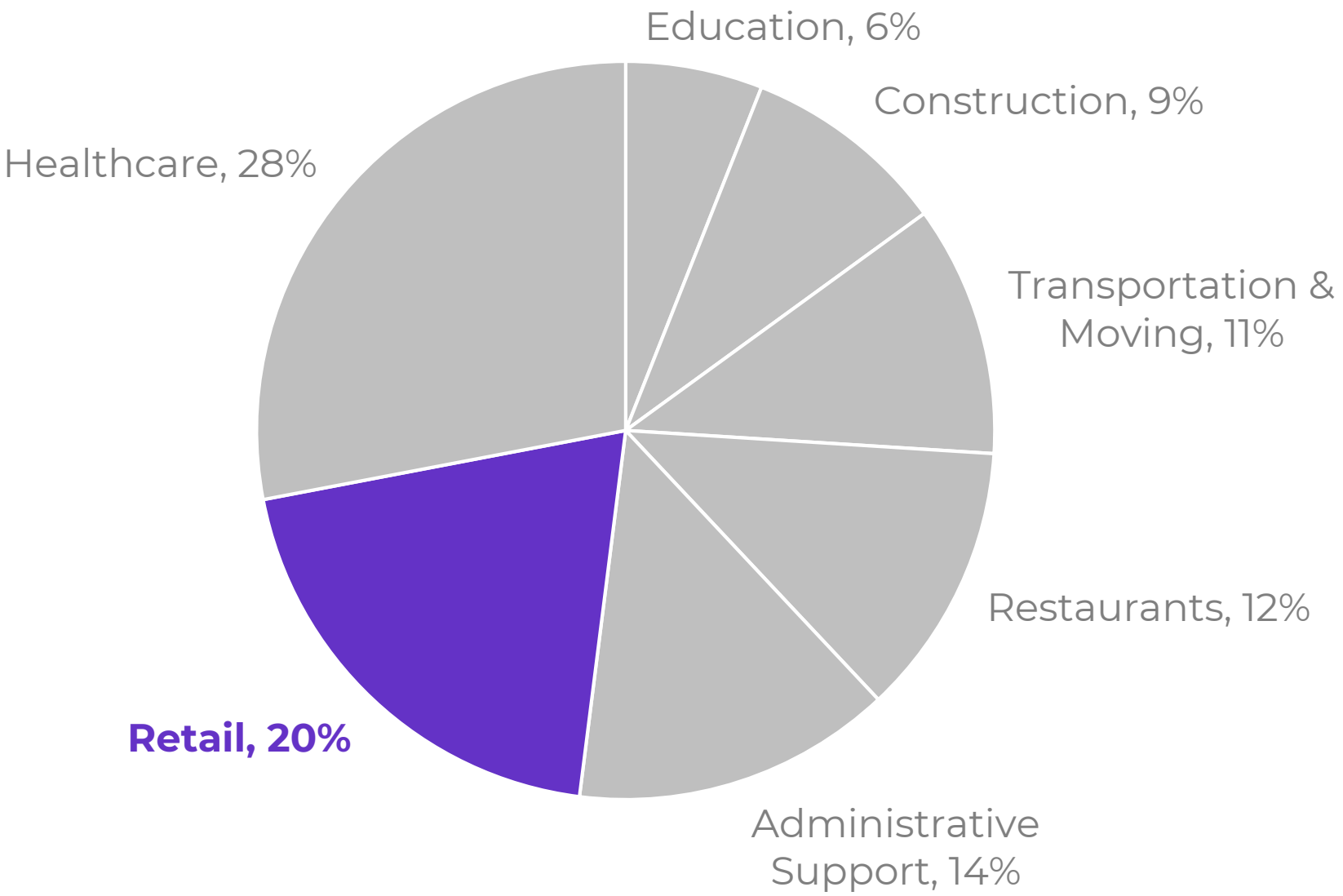
Participants Working in Each Industry



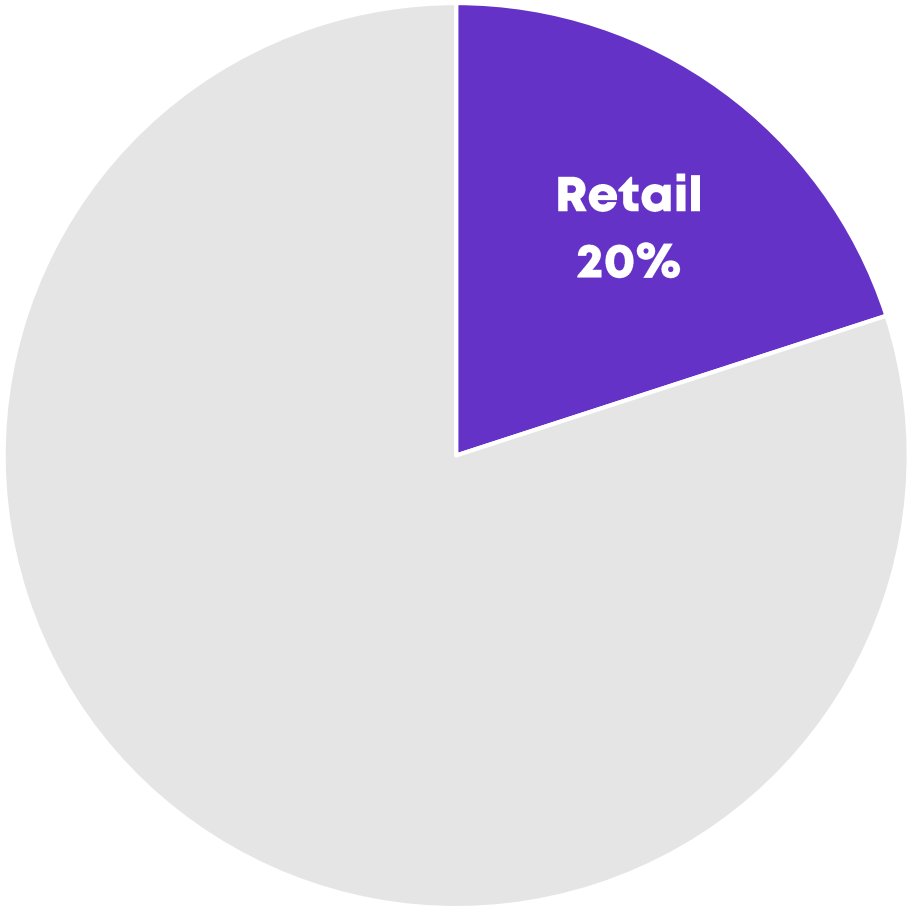
Participants Working in Each Industry



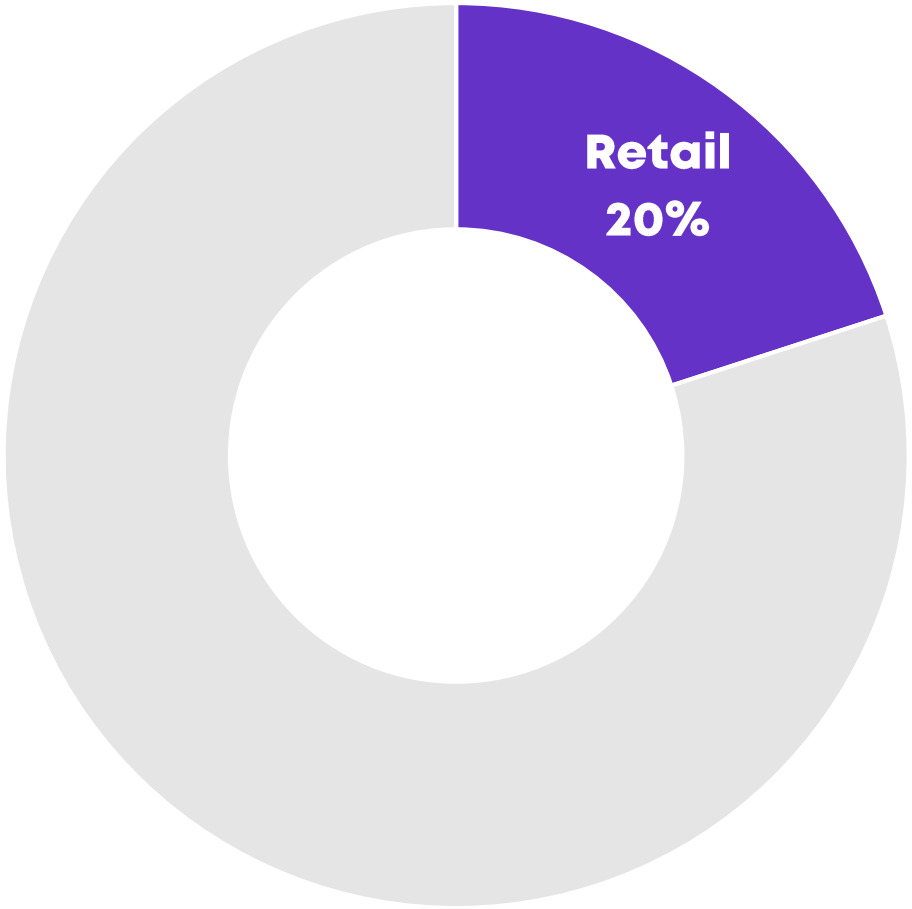
Participants Working in Each Industry



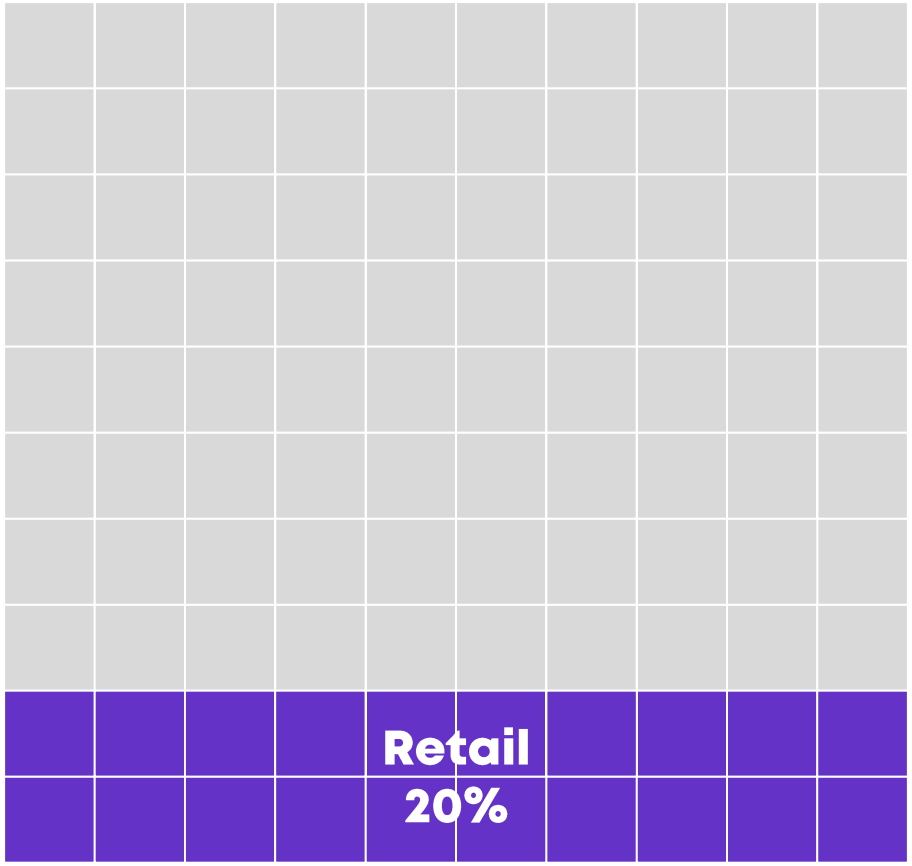
1 in 5 Participants Worked in Retail



1 in 5 Participants Worked in Retail

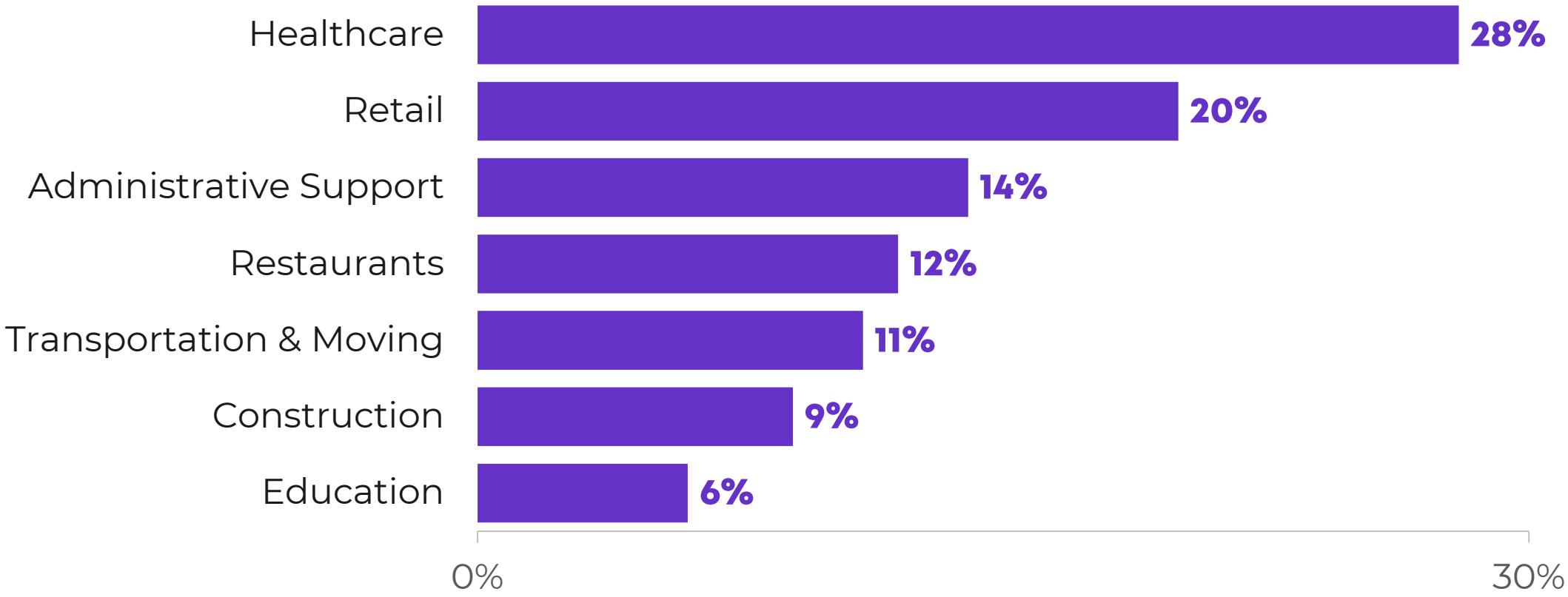


1 in 5 Participants Worked in Retail

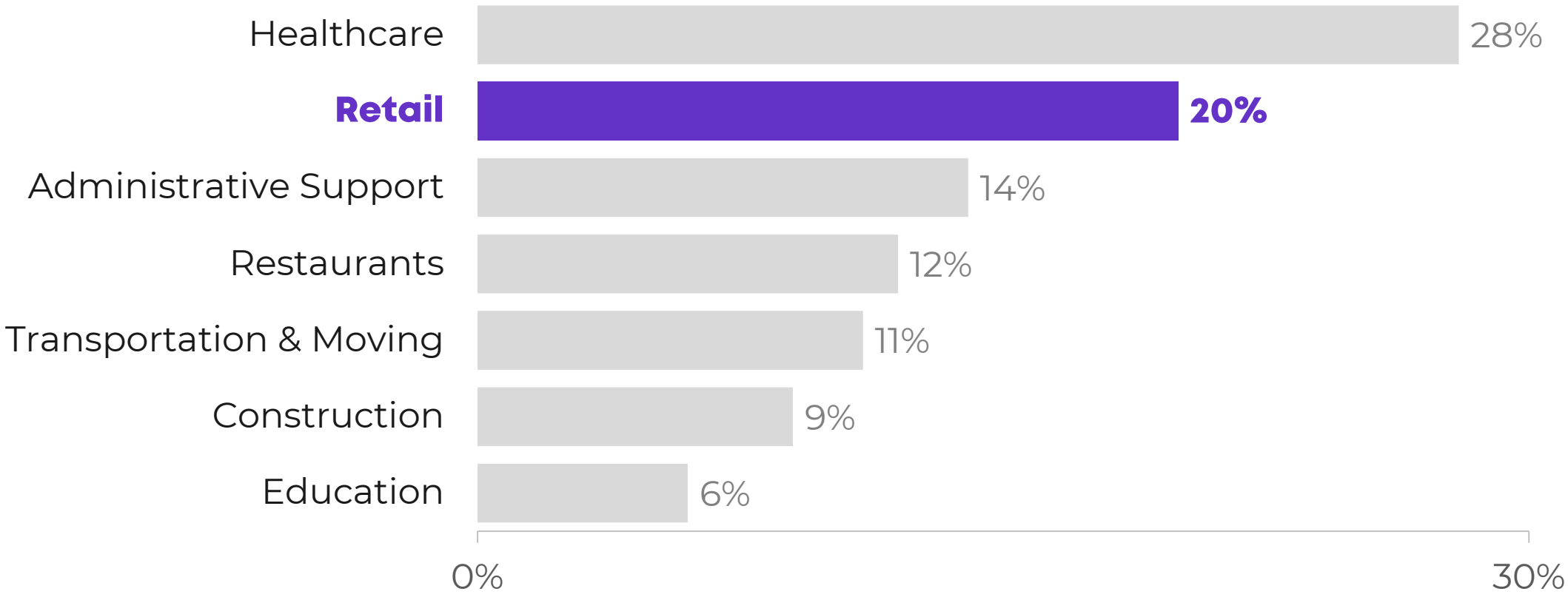


1 in 5 Participants Worked in Retail

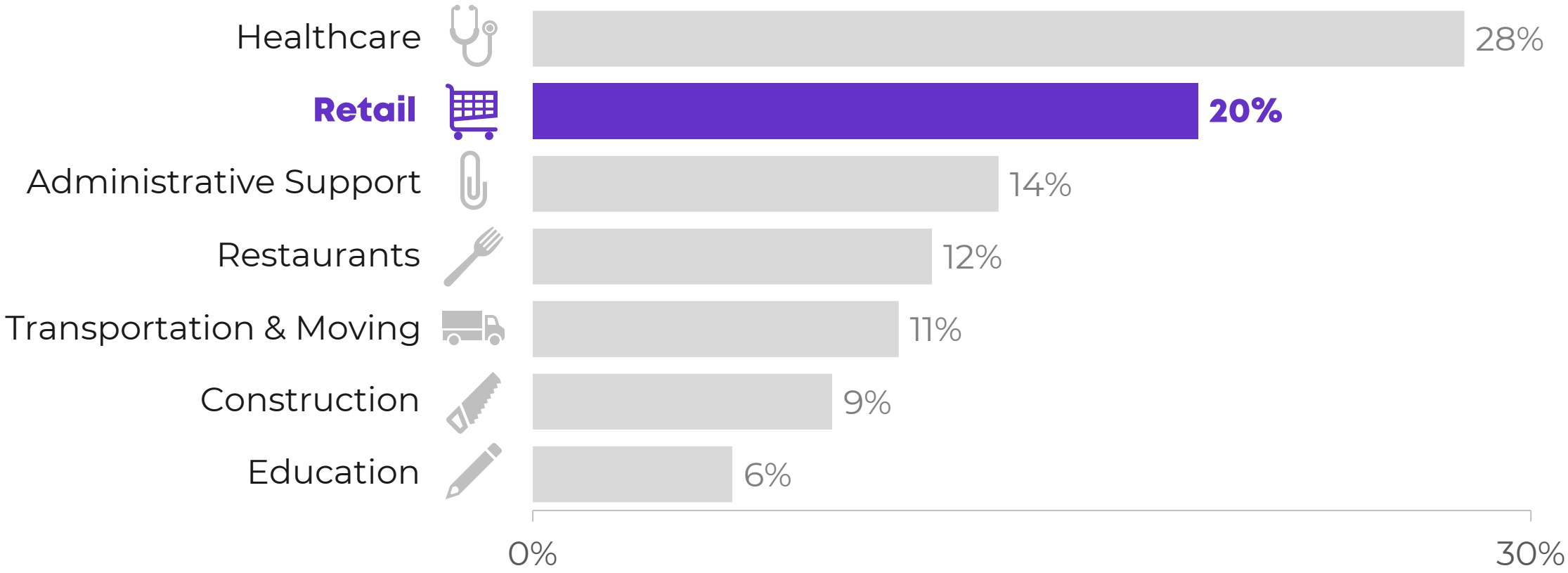
Participants Working in Each Industry



1 in 5 Participants Worked in Retail

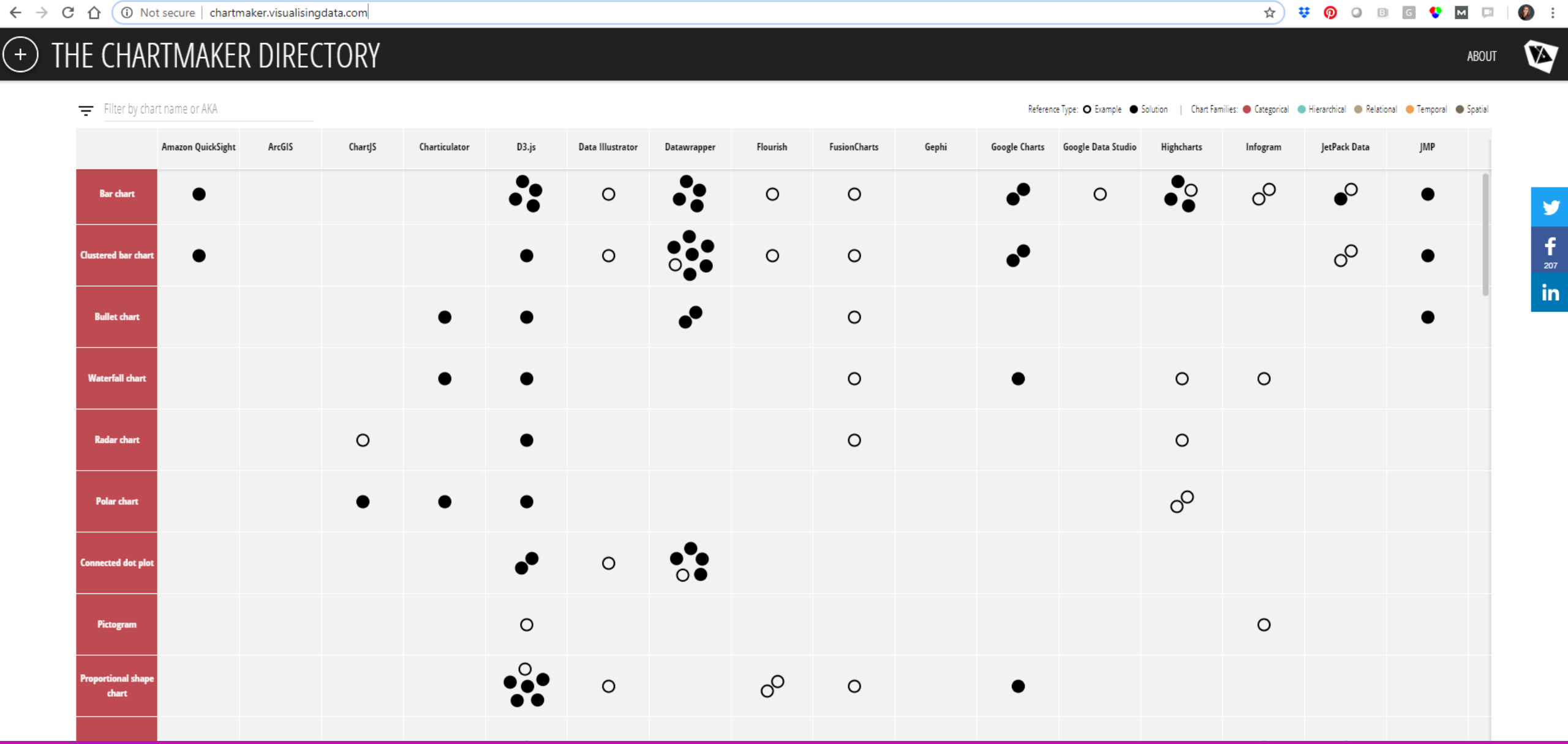


1 in 5 Participants Worked in Retail



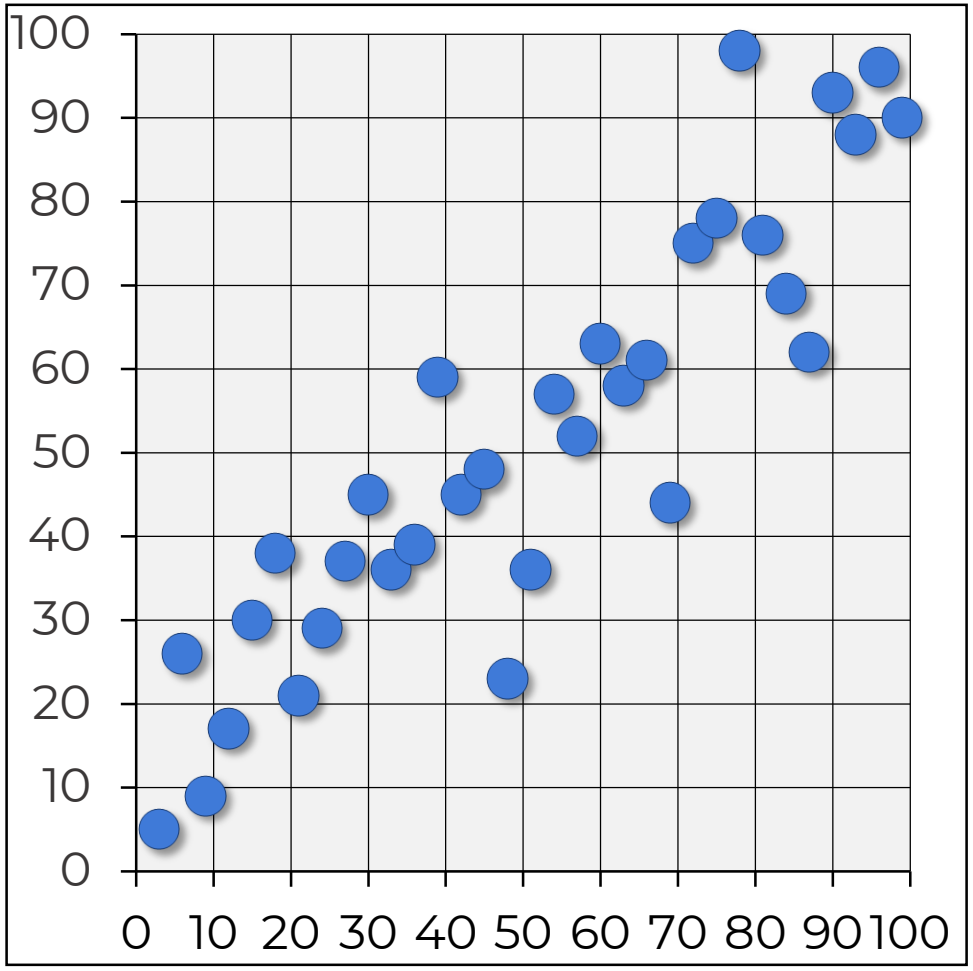
Analyze Your Audience
Choose the Right Chart
Select a Software Program
Declutter
Clarify with Color
Clarify with Text

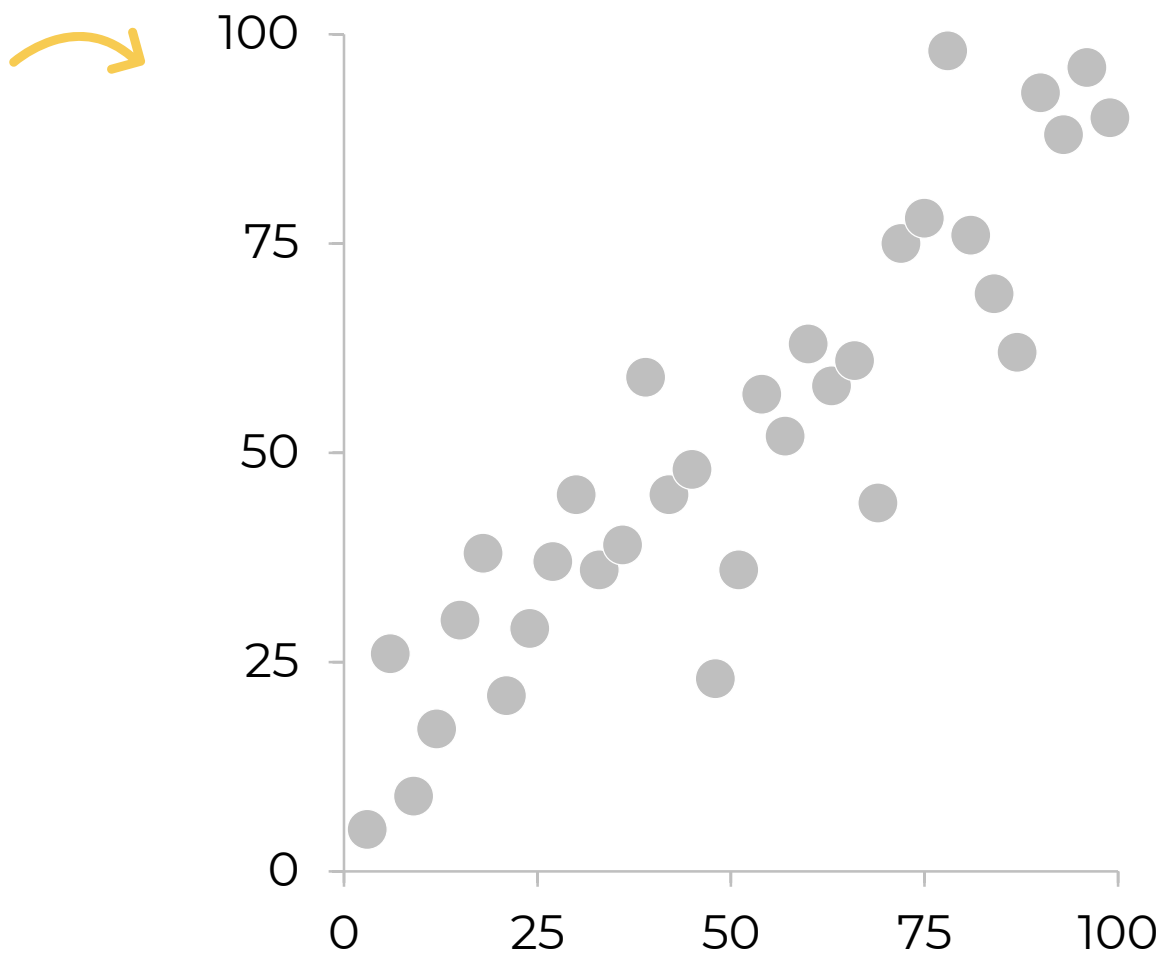
Which Tool? Chartmaker.VisualisingData.com



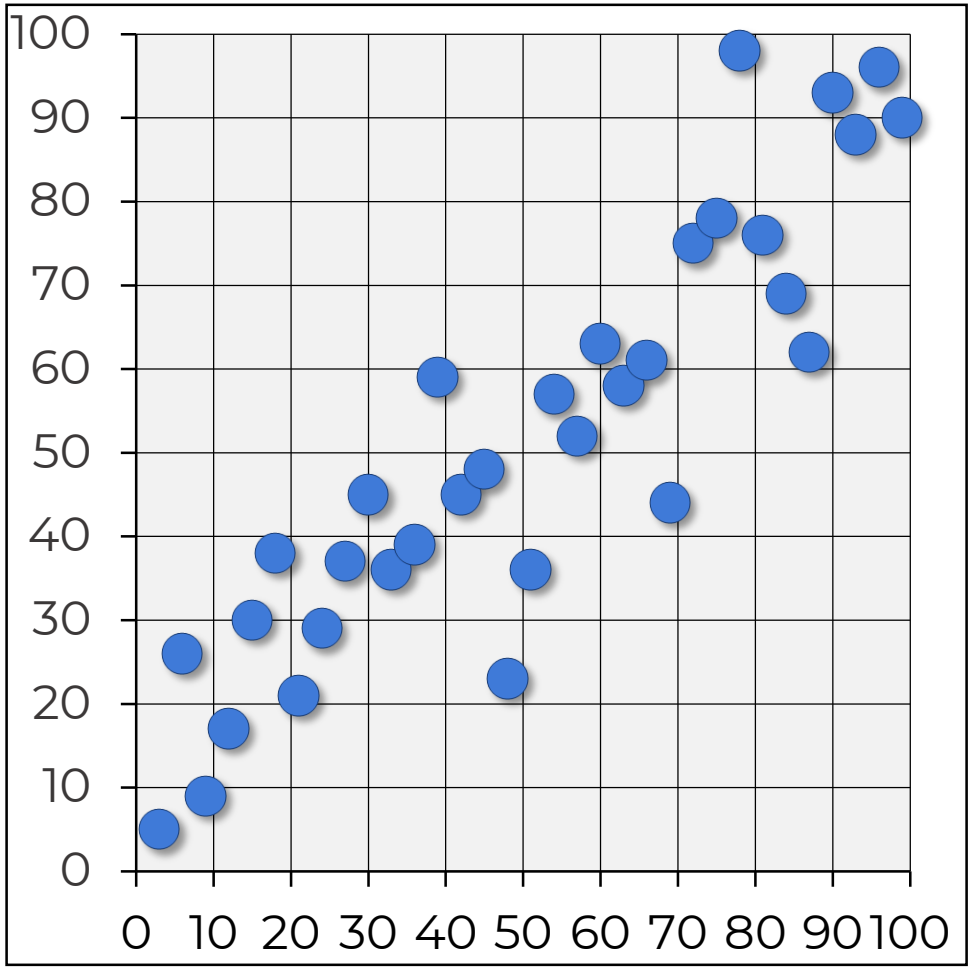
Analyze Your Audience
Choose the Right Chart
Select a Software Program
Declutter
Clarify with Color
Clarify with Text

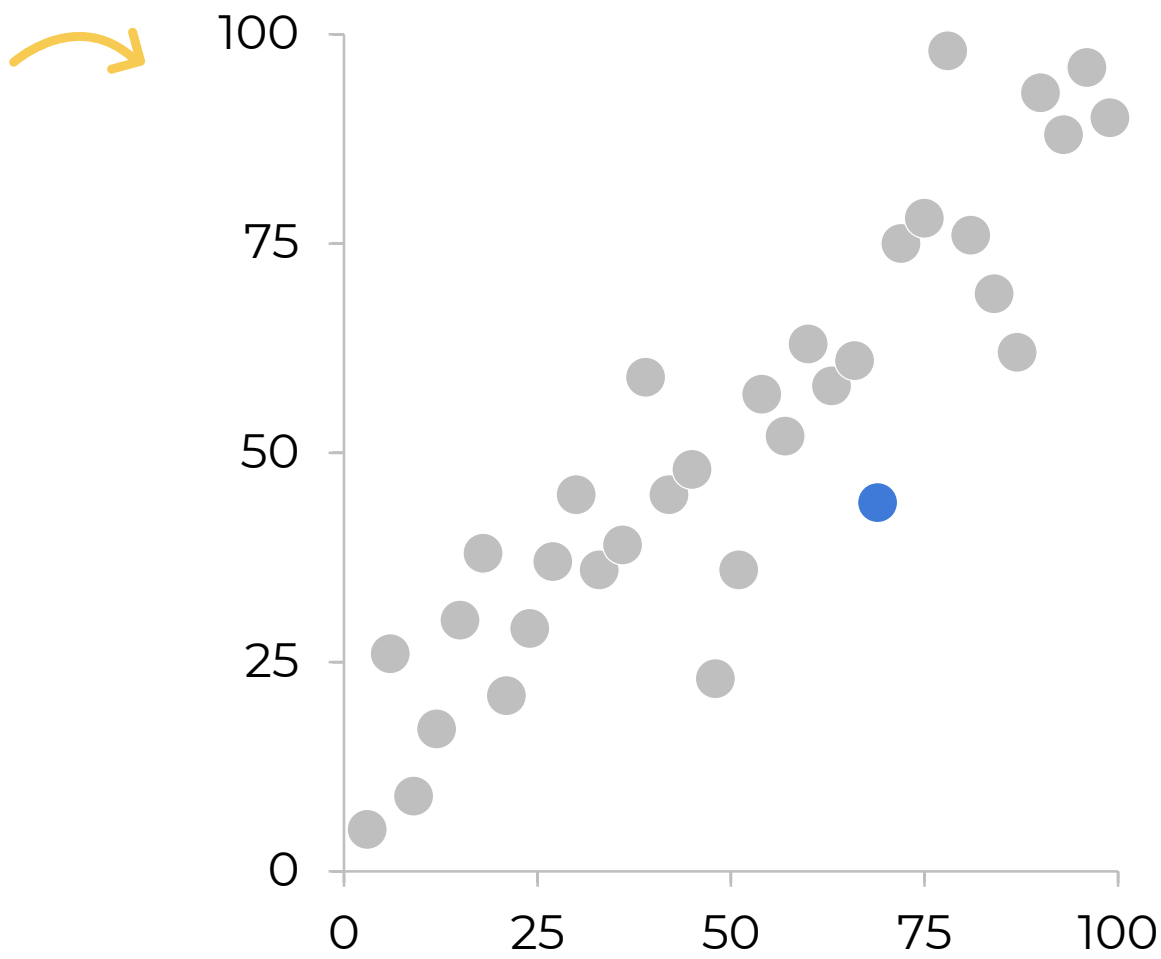
Remove Unnecessary Ink



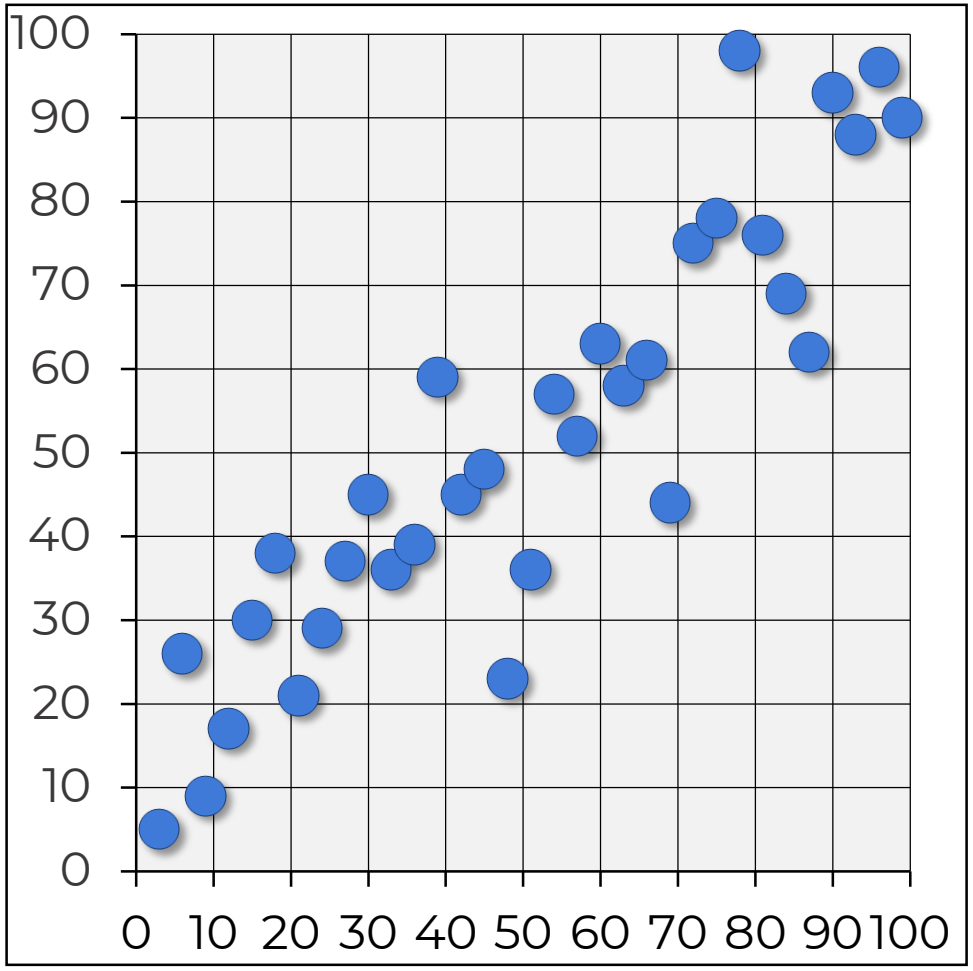


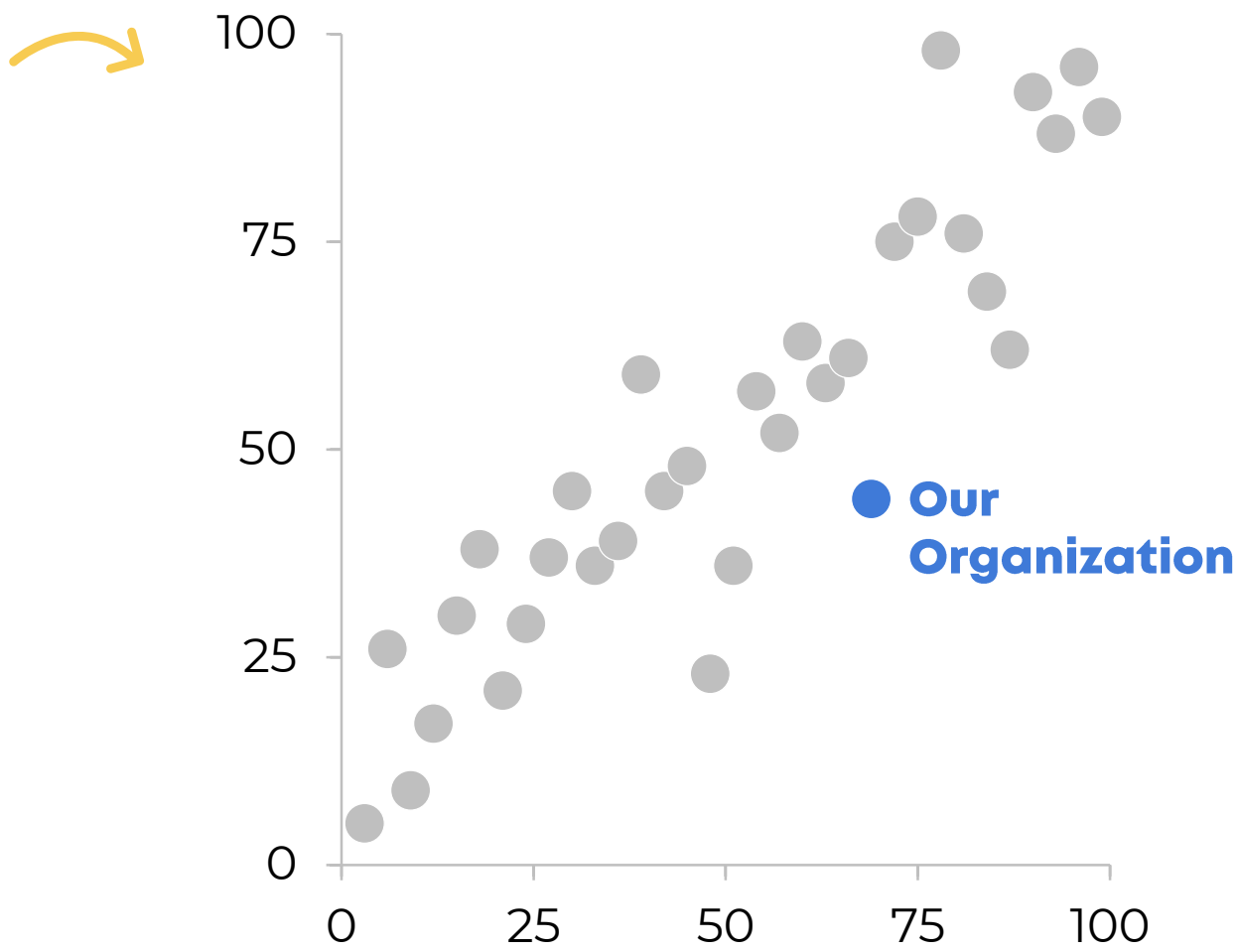
Remove Unnecessary Ink



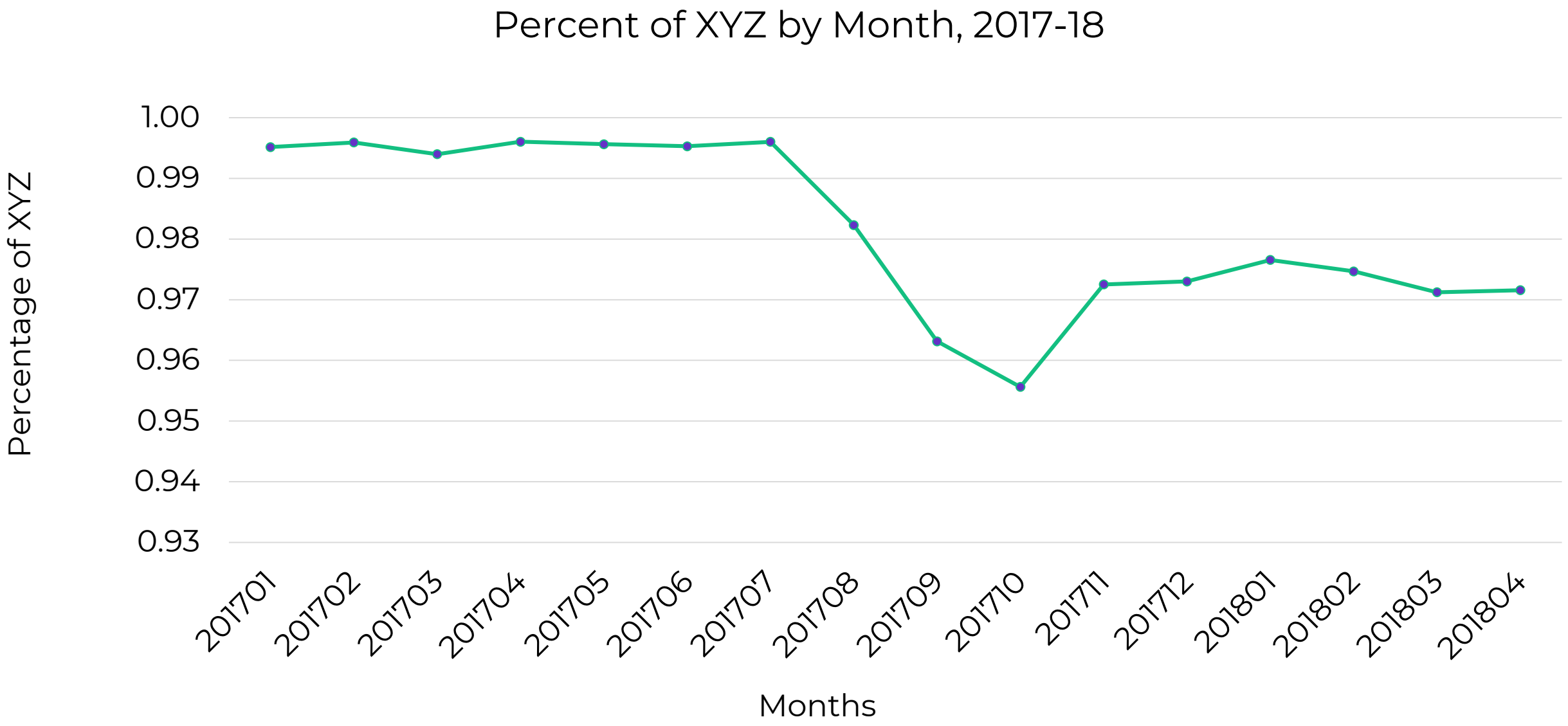


Remove Unnecessary Ink





Percentage of XYZ by Month, 2017-18



Percentage of XYZ by Month, 2017-18

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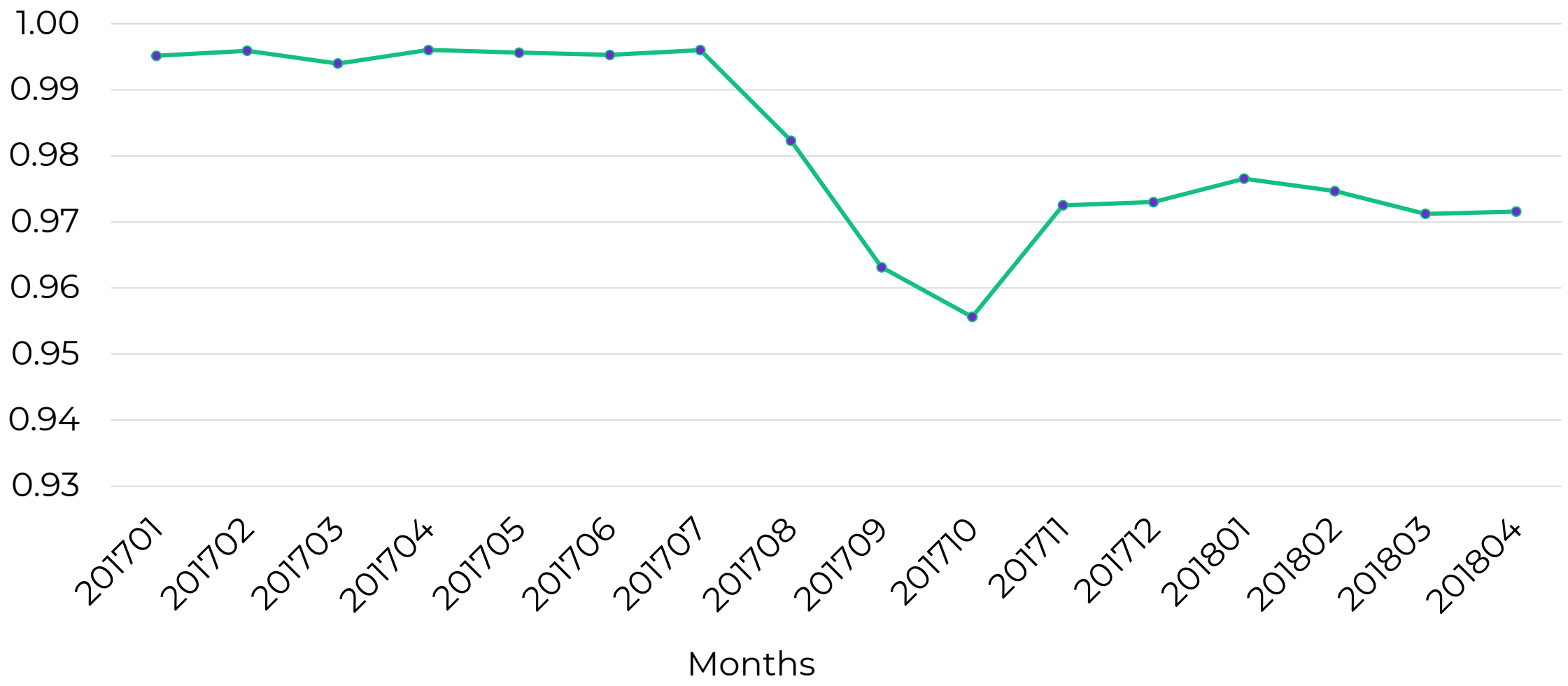

Percentage of XYZ by Month, 2017-18

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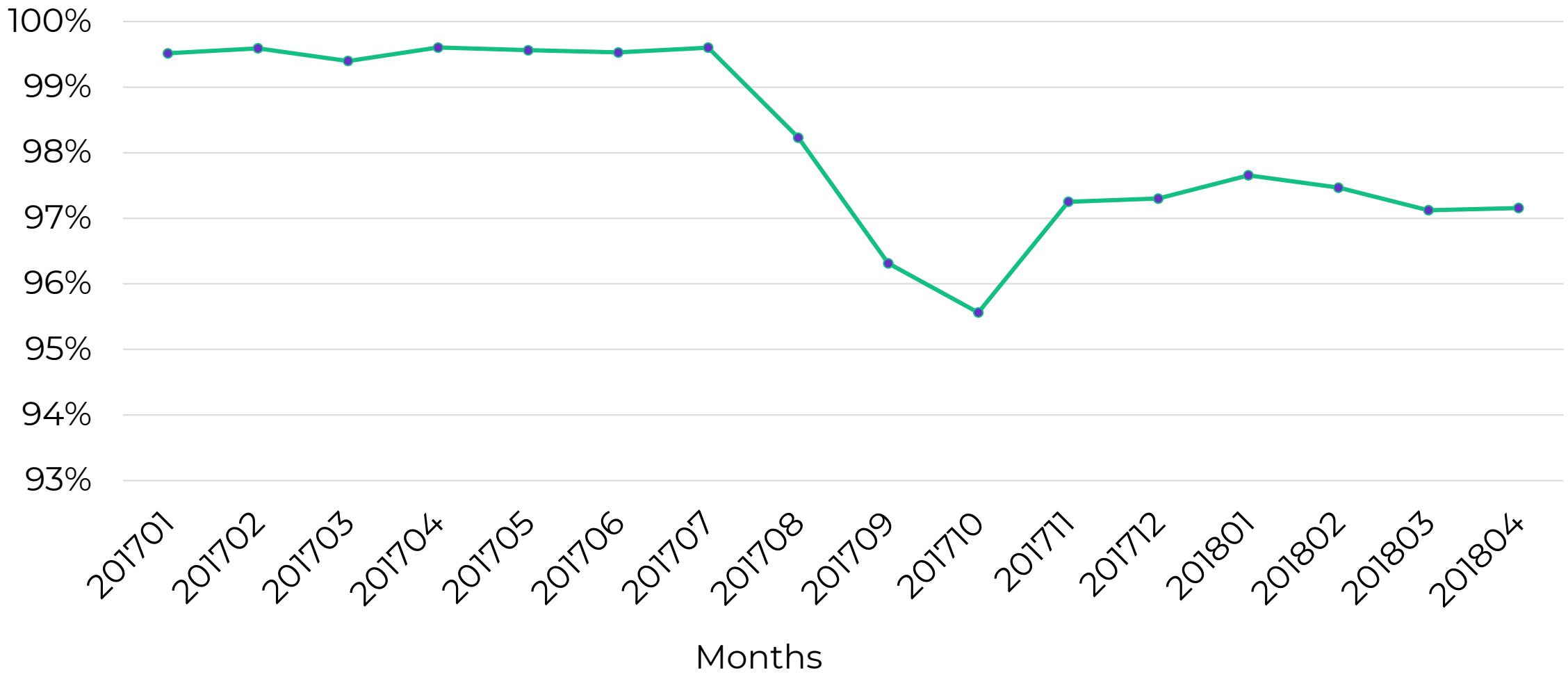

Percentage of XYZ by Month, 2017-18

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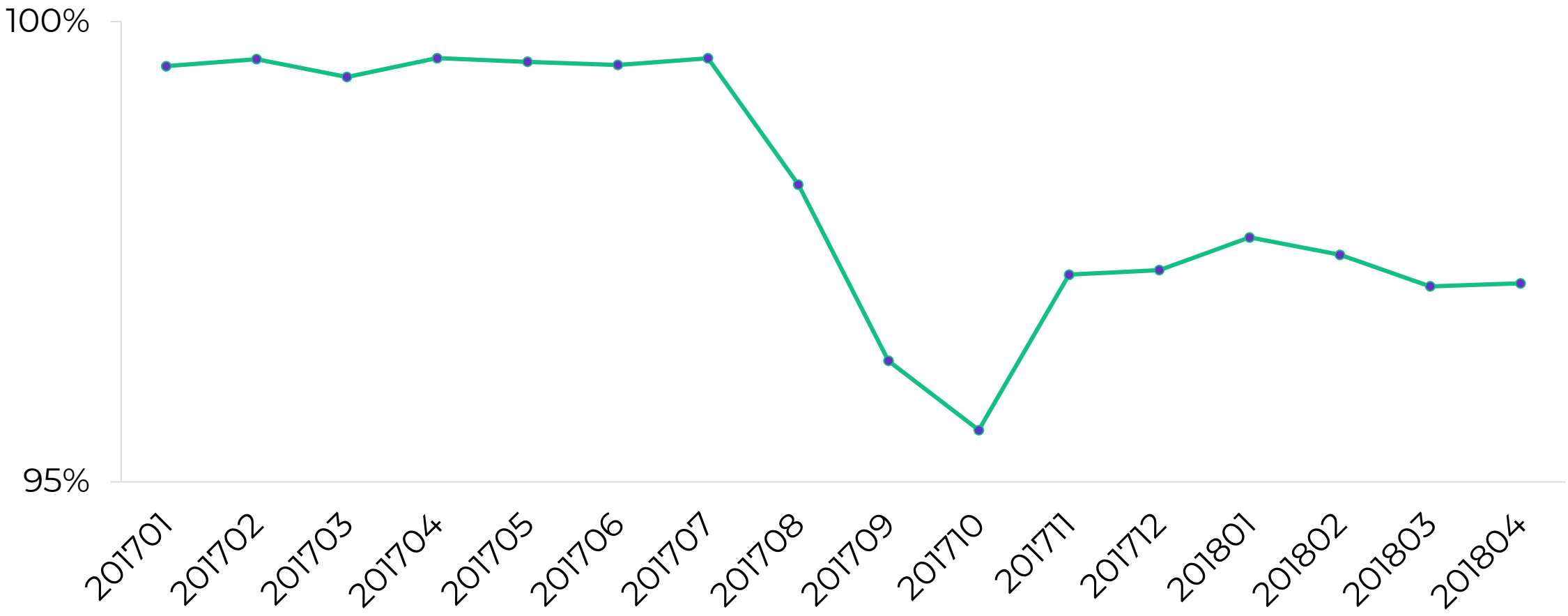
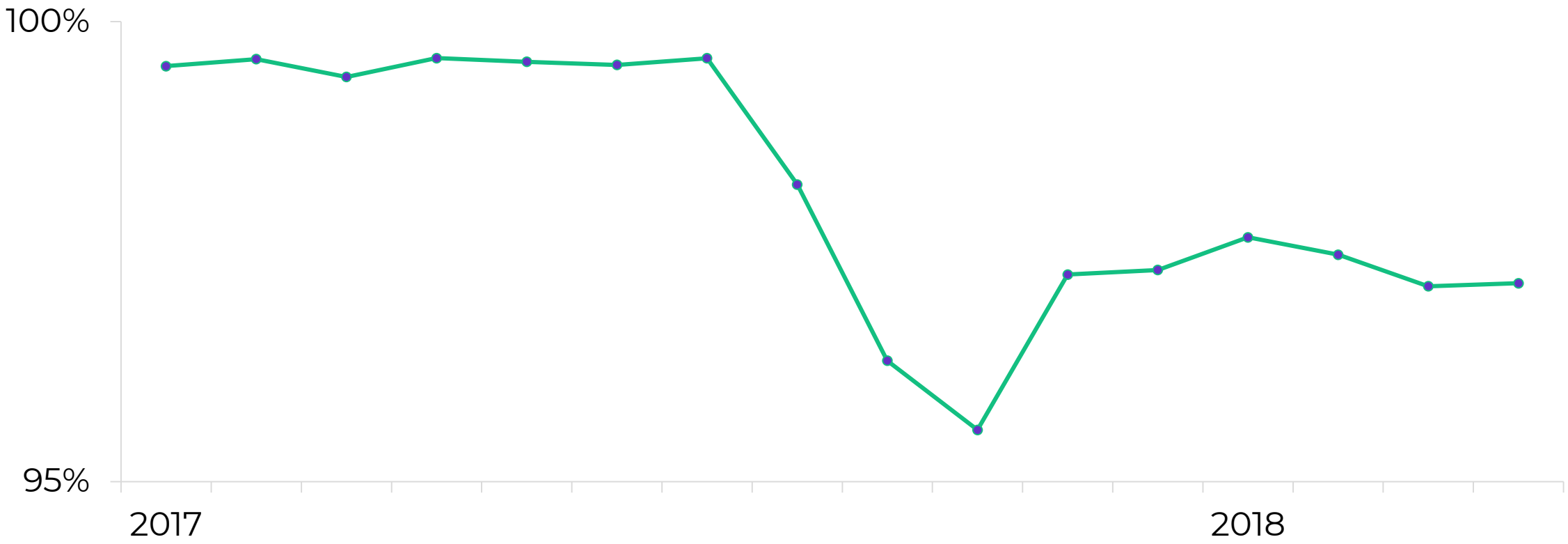
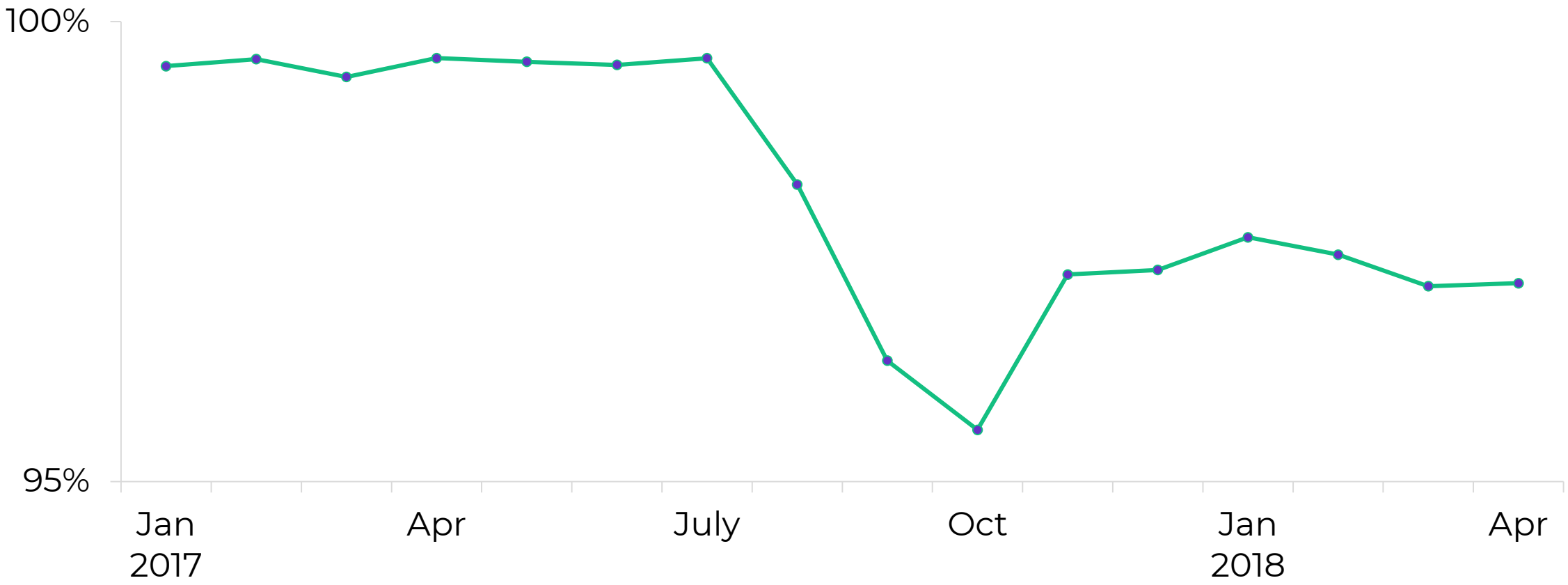


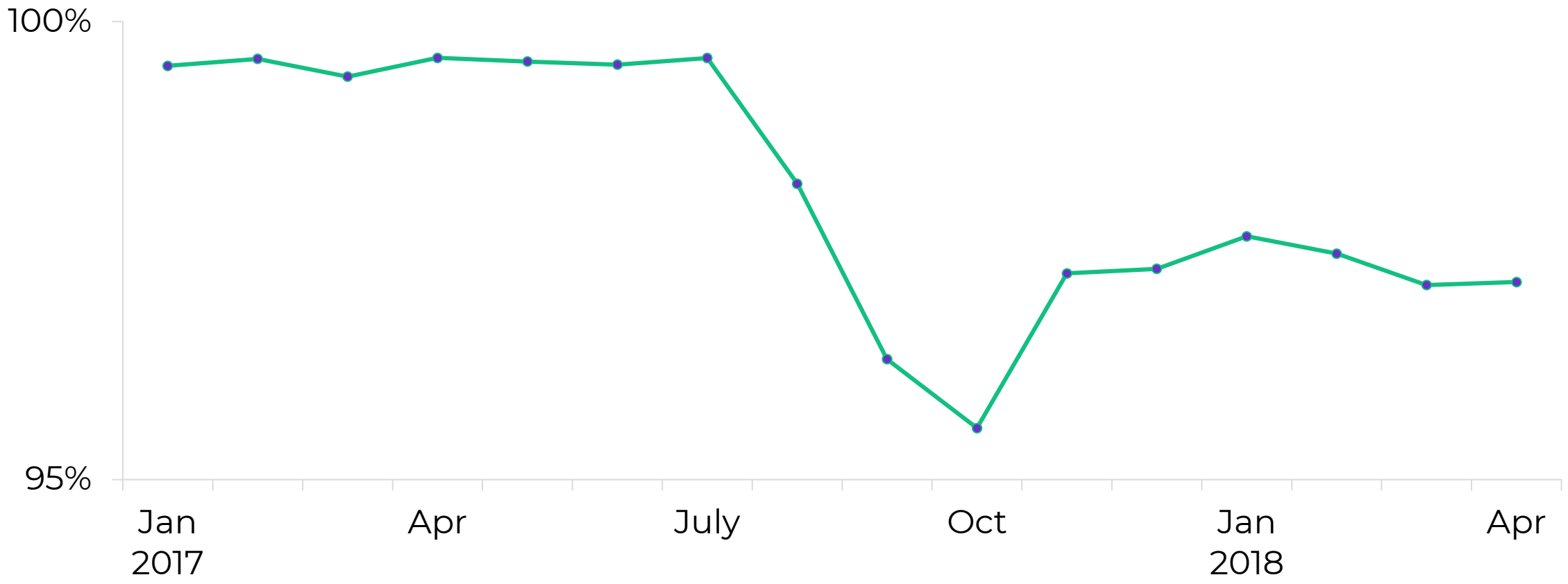
Percentage of XYZ by Month, 2017-18



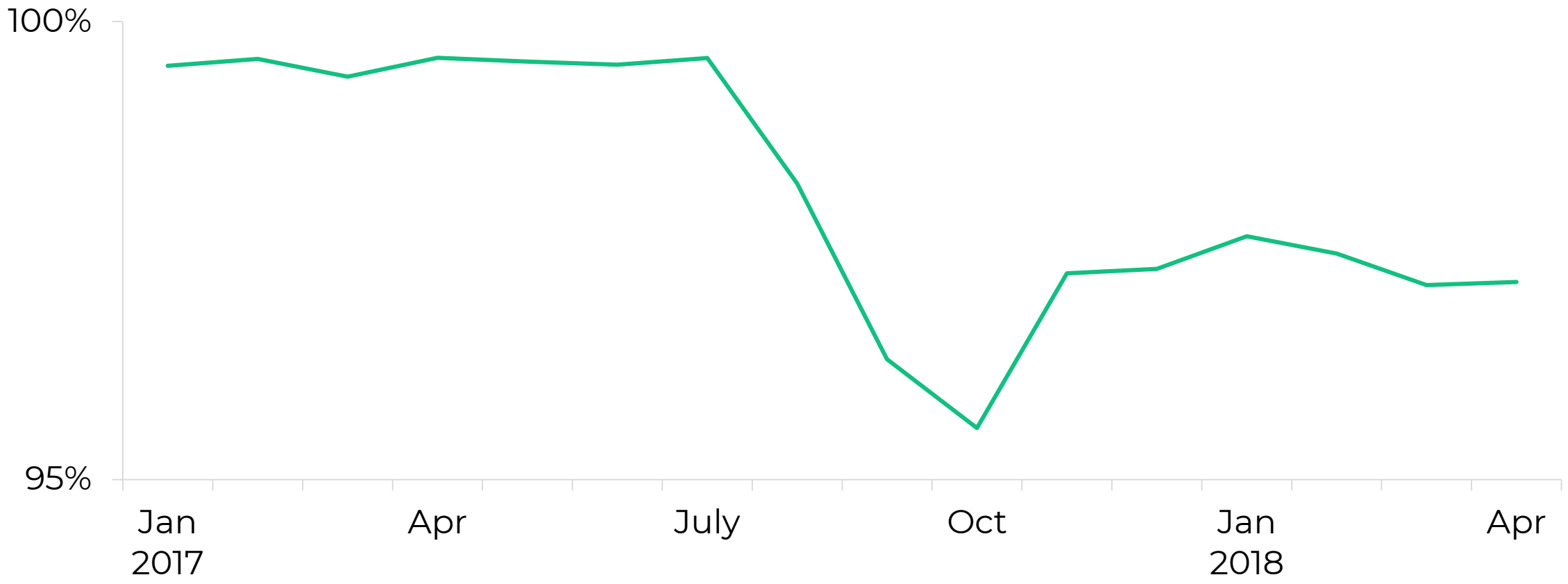
Percentage of XYZ by Month, 2017-18



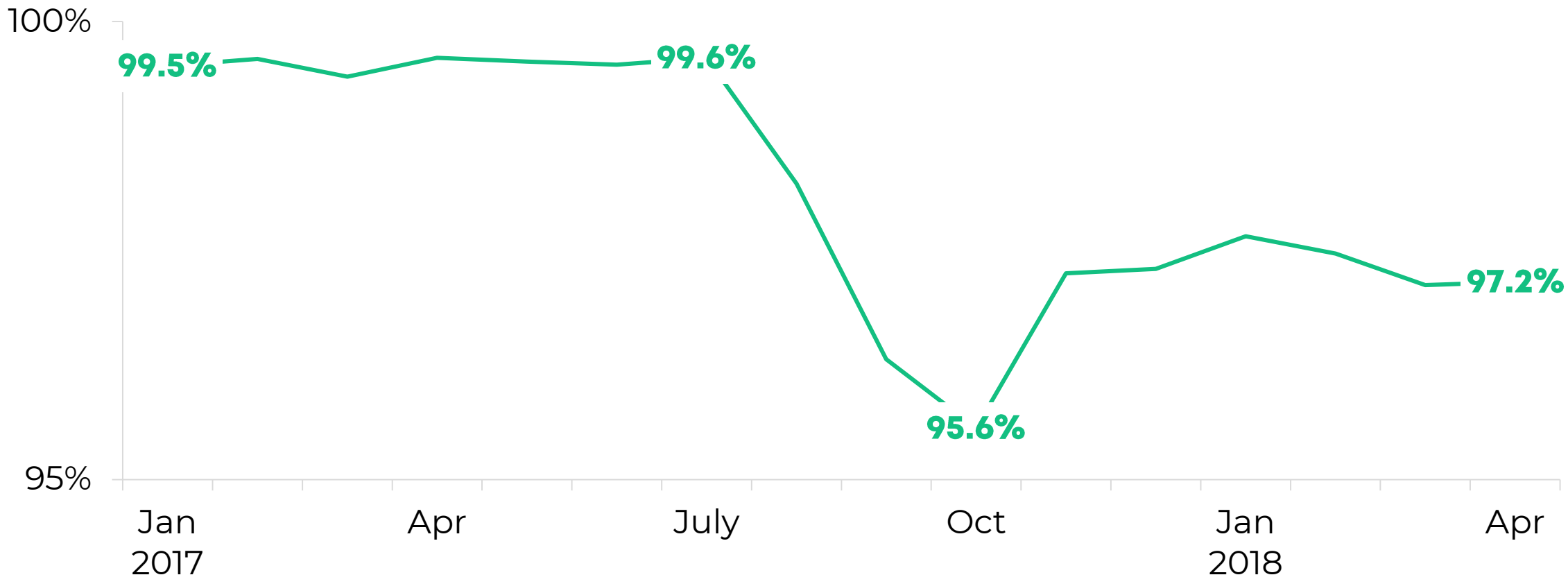
Percentage of XYZ



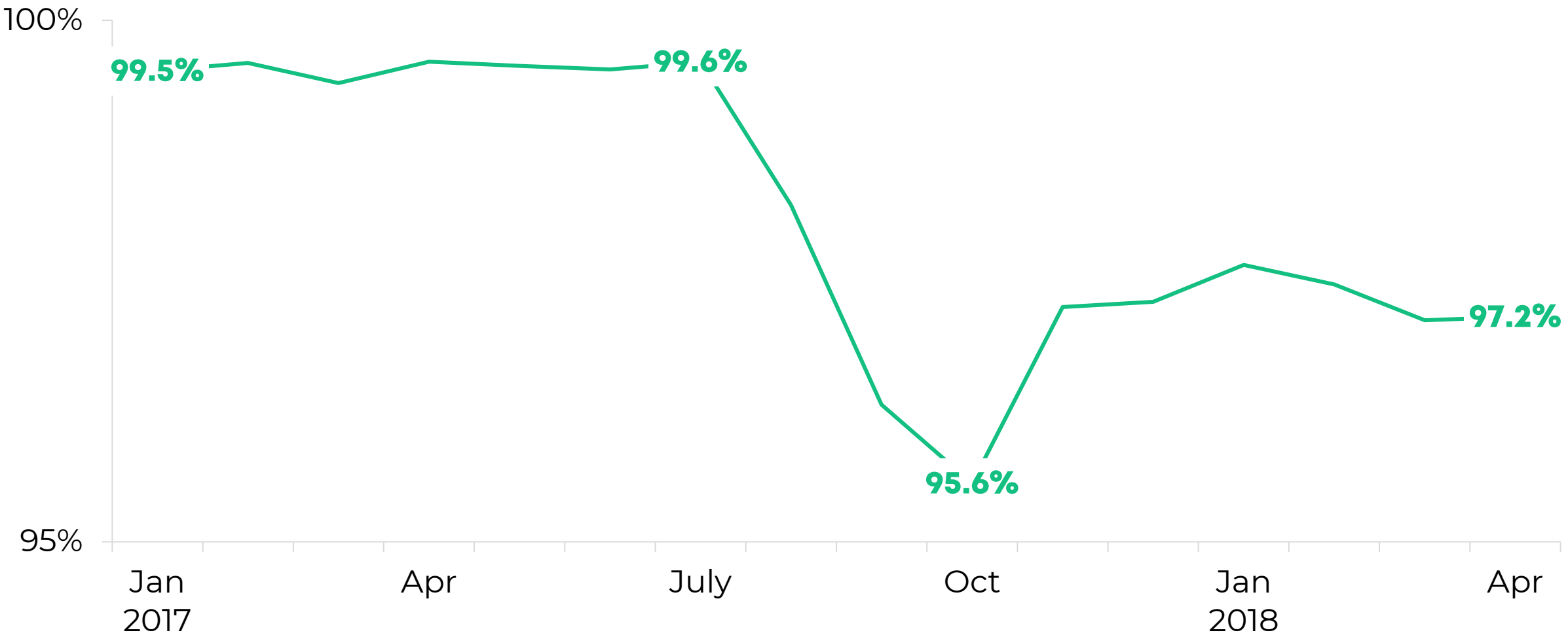
Percentage of XYZ



Percentage of XYZ

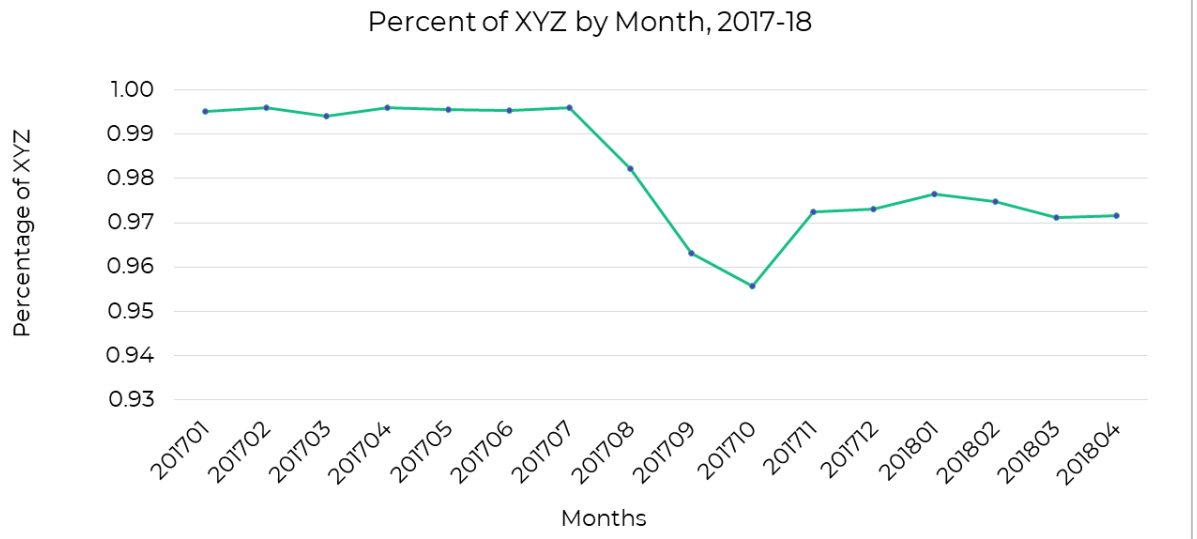


Percentage of XYZ



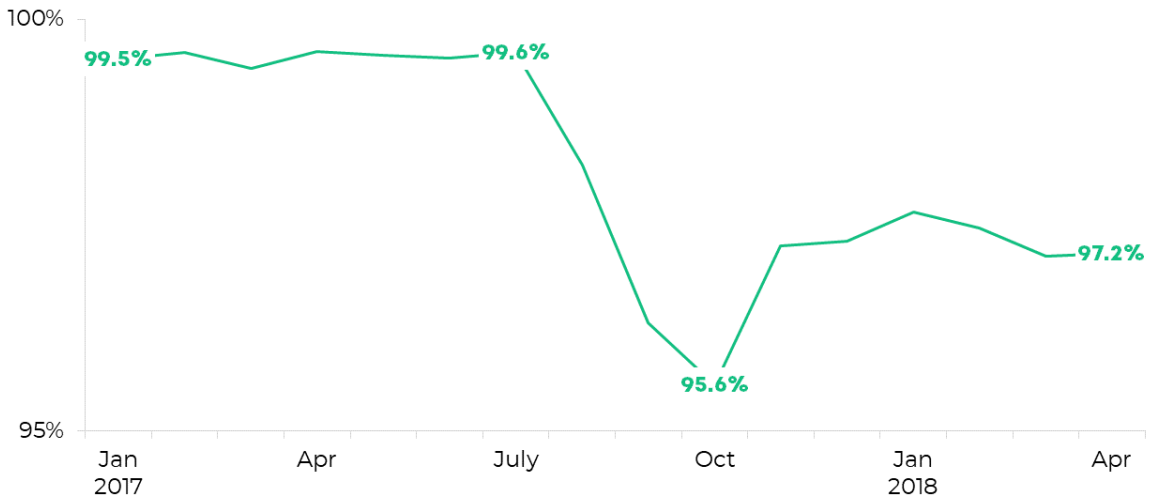
Remove Unnecessary Ink

Percentage of XYZ by Month, 2017-18



depict data studio

Percentage of XYZ



depict data studio

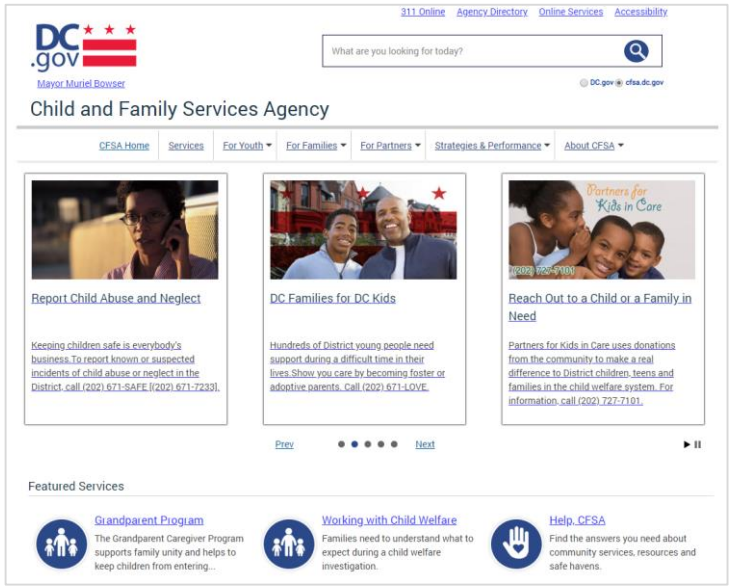
Analyze Your Audience
Choose the Right Chart
Select a Software Program
Declutter
Clarify with Color
Clarify with Text

Brand Visuals with Custom Colors

Check Out Your Style Guide, Logo, and/or Website

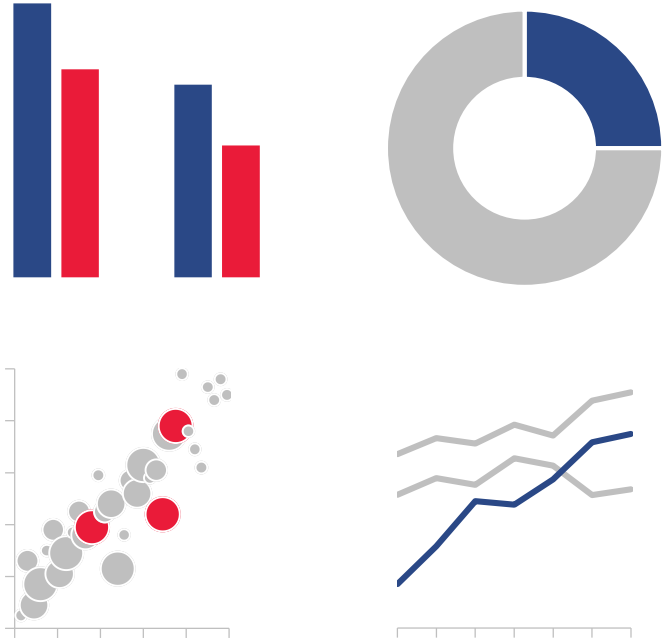
Figure Out Your Color Codes

Use Those Colors in Your Visuals



Blue
RGB 42, 72, 134
Hex 86482A

Red
RGB 234, 27, 57
Hex 391BEA



Find Color Codes in Style Guides

PMS **426 C**
RGB **38, 38, 38**
CMYK **71, 65, 64, 69**
HEX # **262626**

PMS **266 C**
RGB **100, 50, 198**
CMYK **74, 83, 0, 0**
HEX # **6432C6**

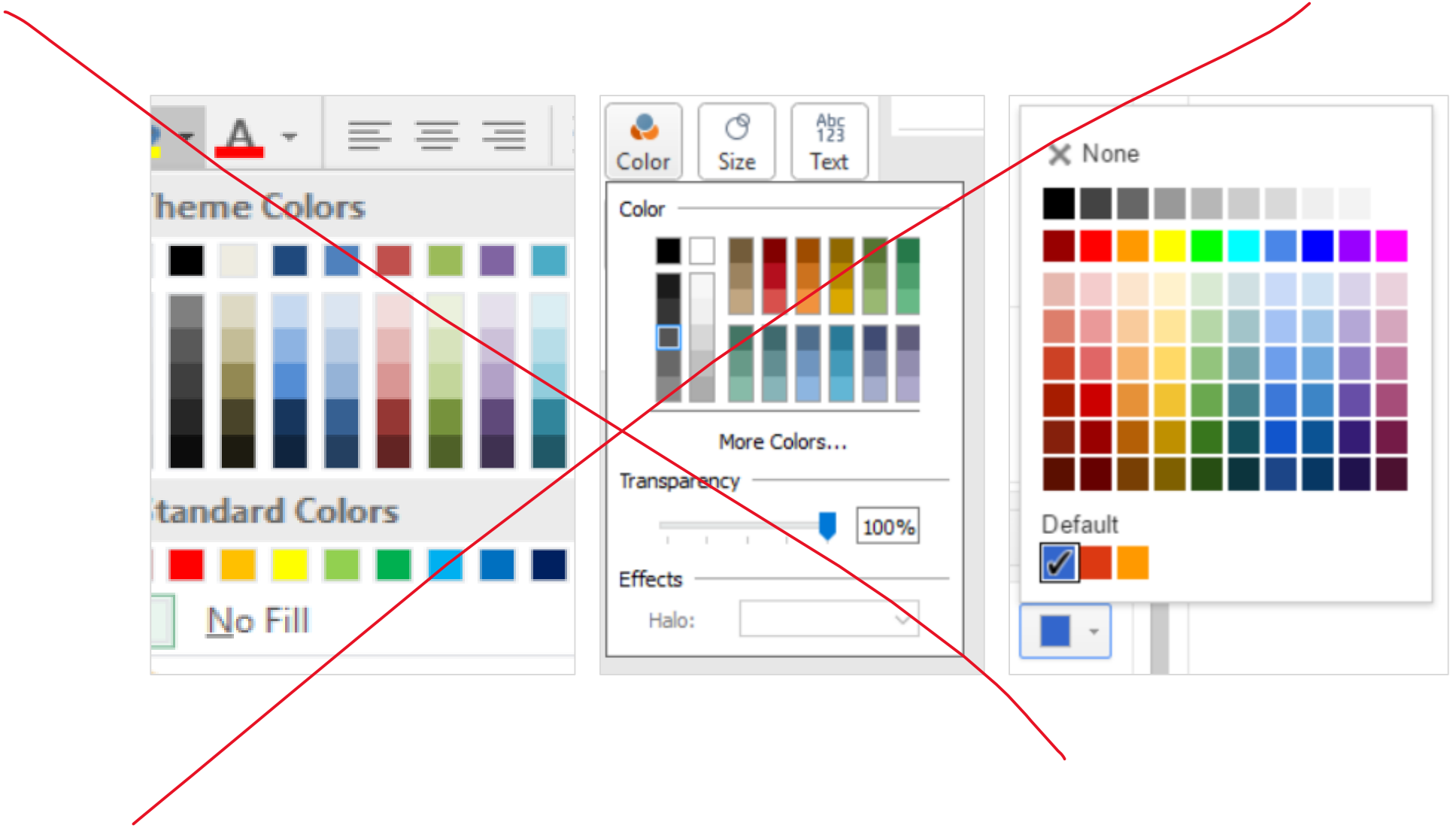
PMS **660 C**
RGB **63, 122, 216**
CMYK **75, 51, 0, 0**
HEX # **3F7AD8**

PMS **253 C**
RGB **183, 21, 183**
CMYK **40, 91, 0, 0**
HEX # **B715B7**

PMS **3395 C**
RGB **19, 191, 129**
CMYK **73, 0, 68, 0**
HEX # **13BF81**

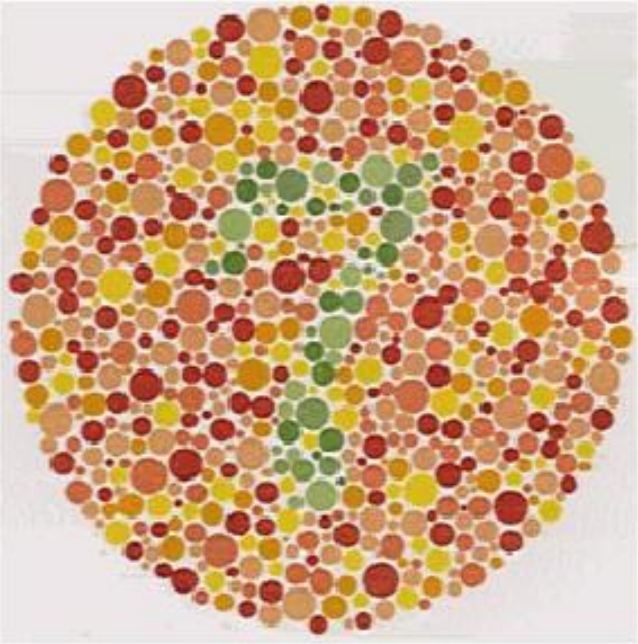
PMS **141 C**
RGB **247, 203, 82**
CMYK **3, 19, 79, 0**
HEX # **F7CB52**

Brand Visuals with Custom Colors

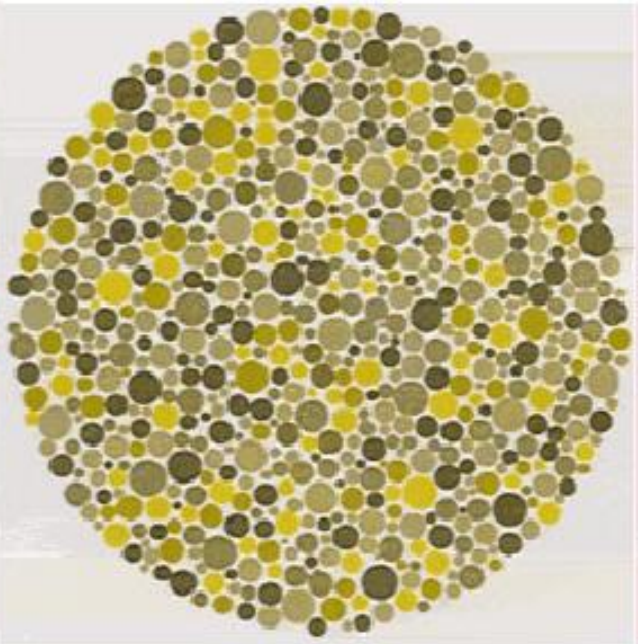


Ensure Legibility for Color Vision Deficiencies

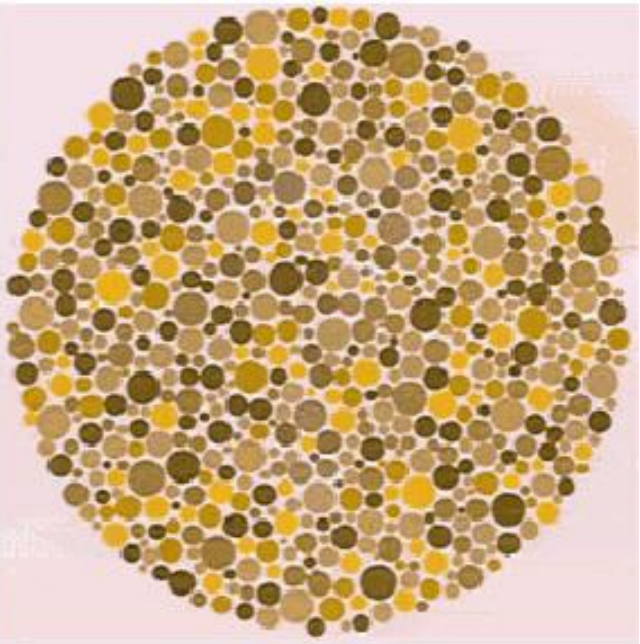
Normal



Protanope

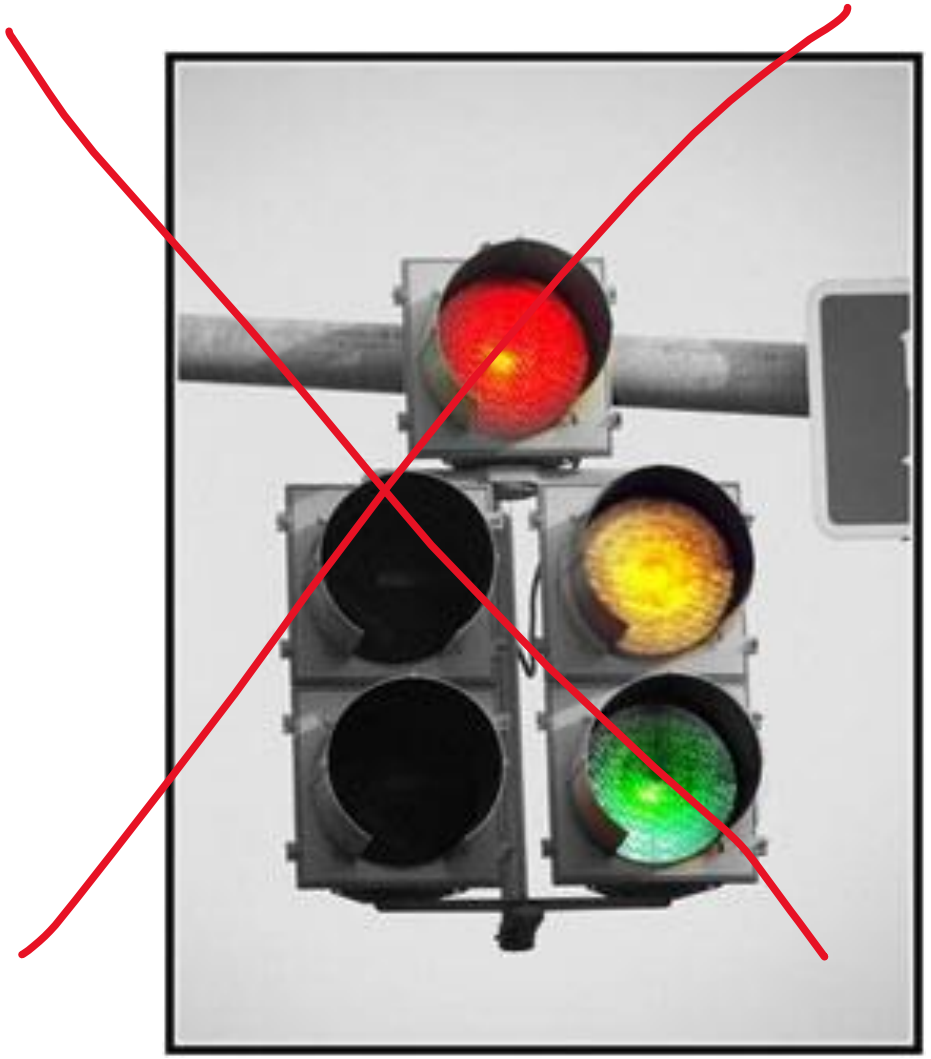


Deuteranope



Color Vision Testing, http://colorvisiontesting.com/what%20colorblind%20people%20see.htm

Ensure Legibility for Color Vision Deficiencies



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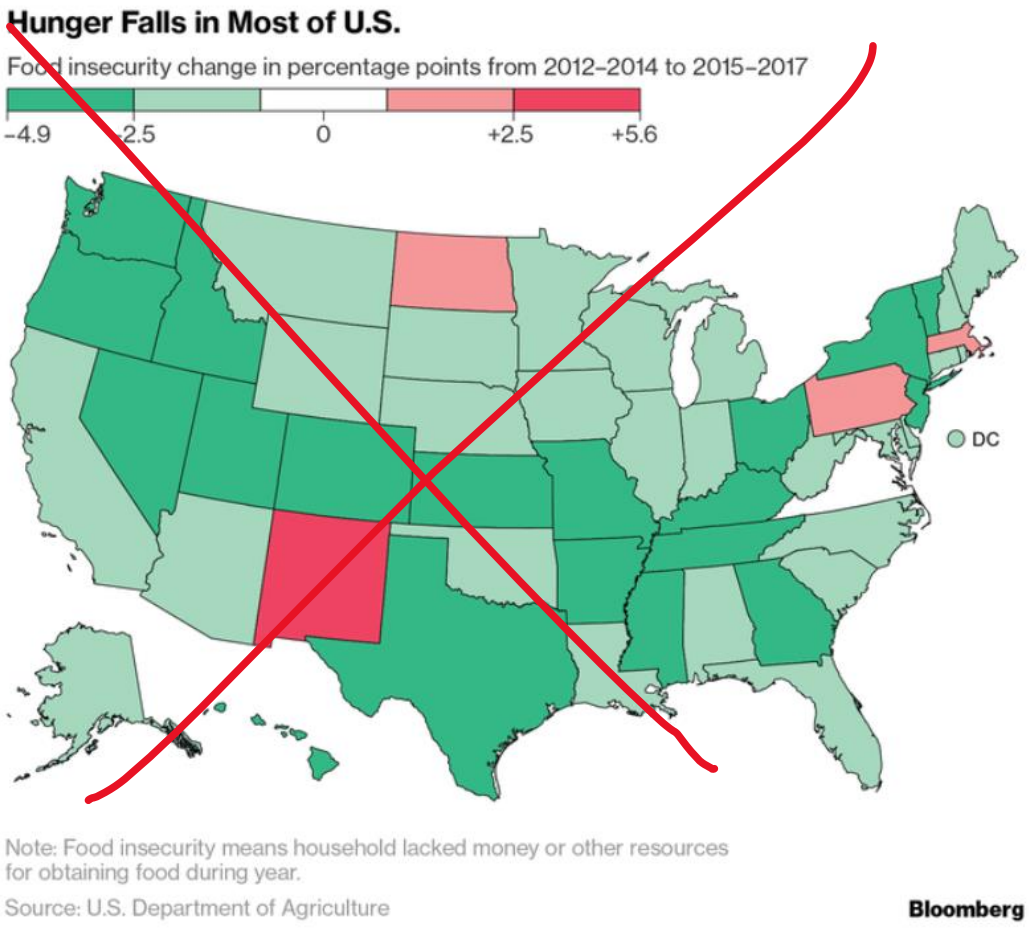
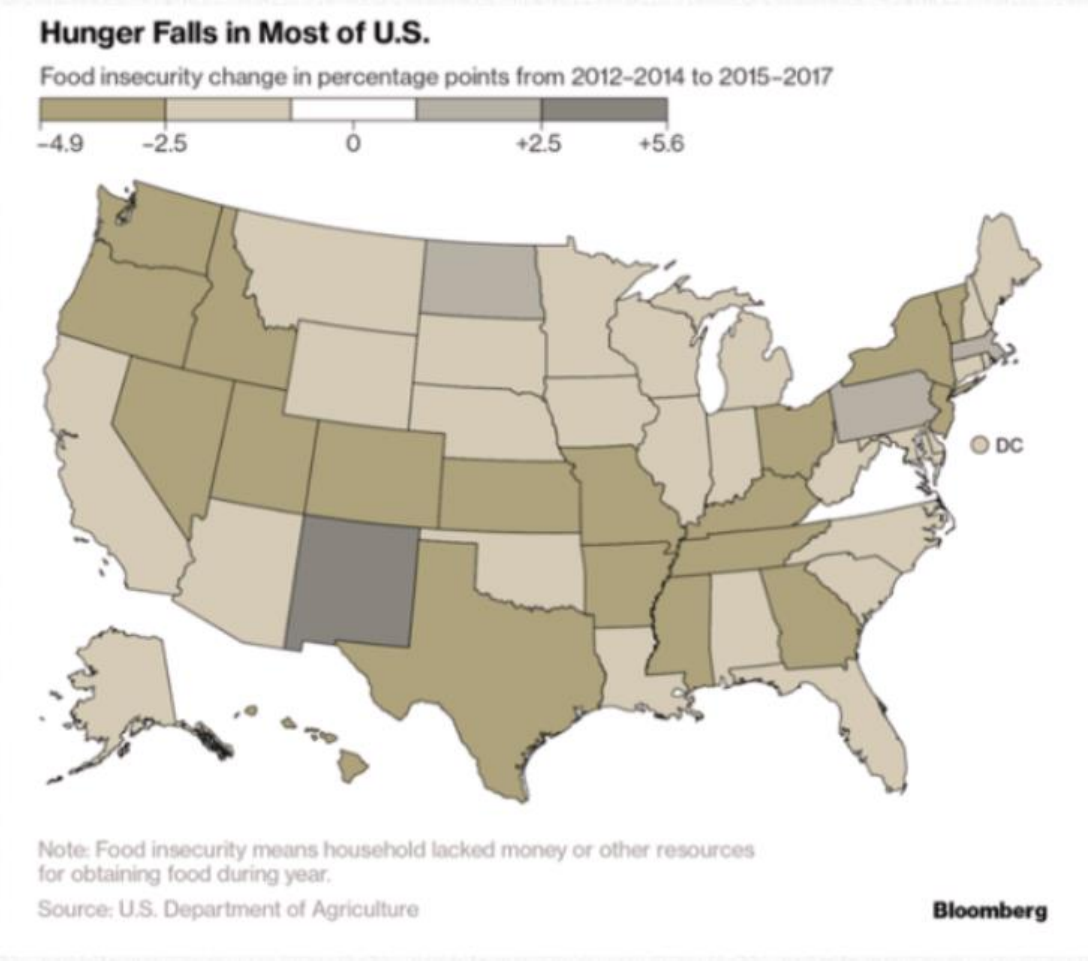
Ensure Legibility for Color Vision Deficiencies

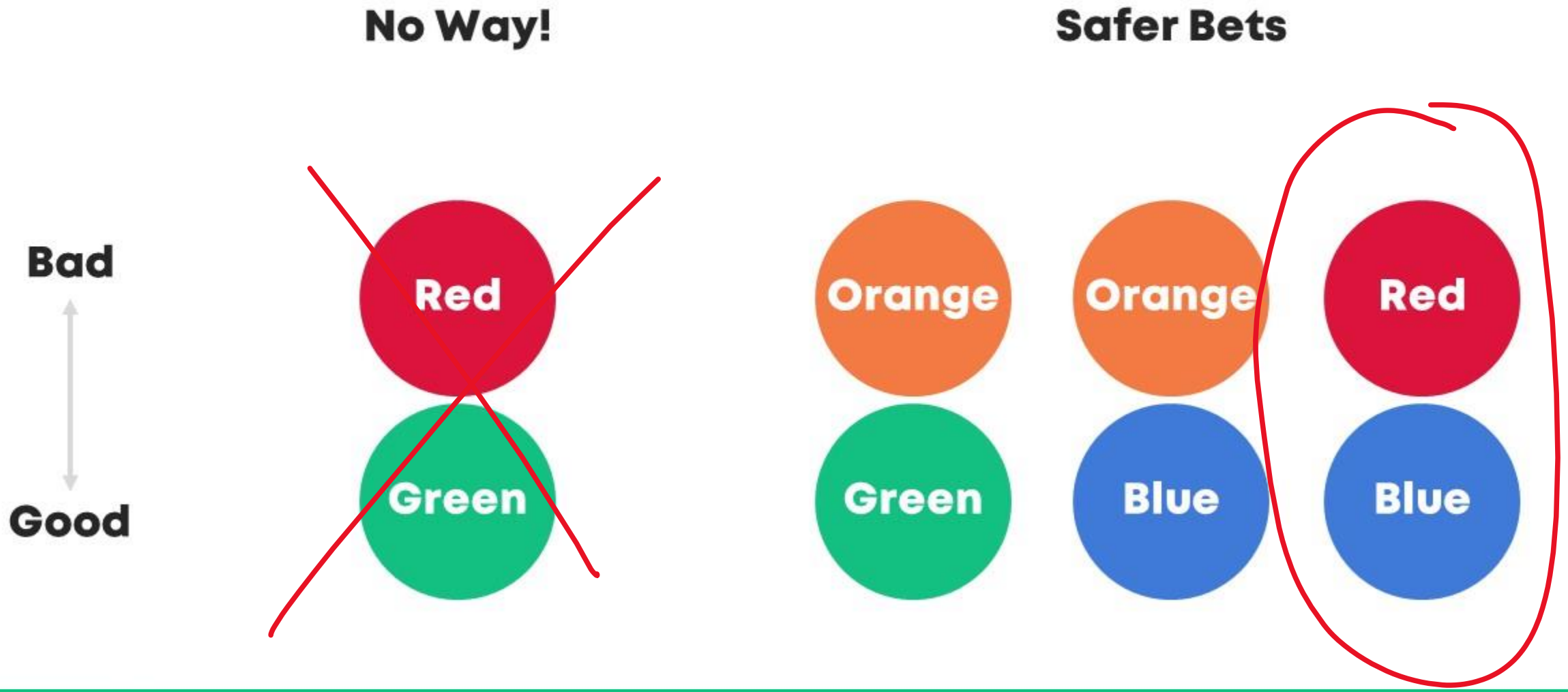




https://www.bloomberg.com/news/articles/2018-09-05/u-s-hunger-falls-to-lowest-in-decade-as-unemployment-declines

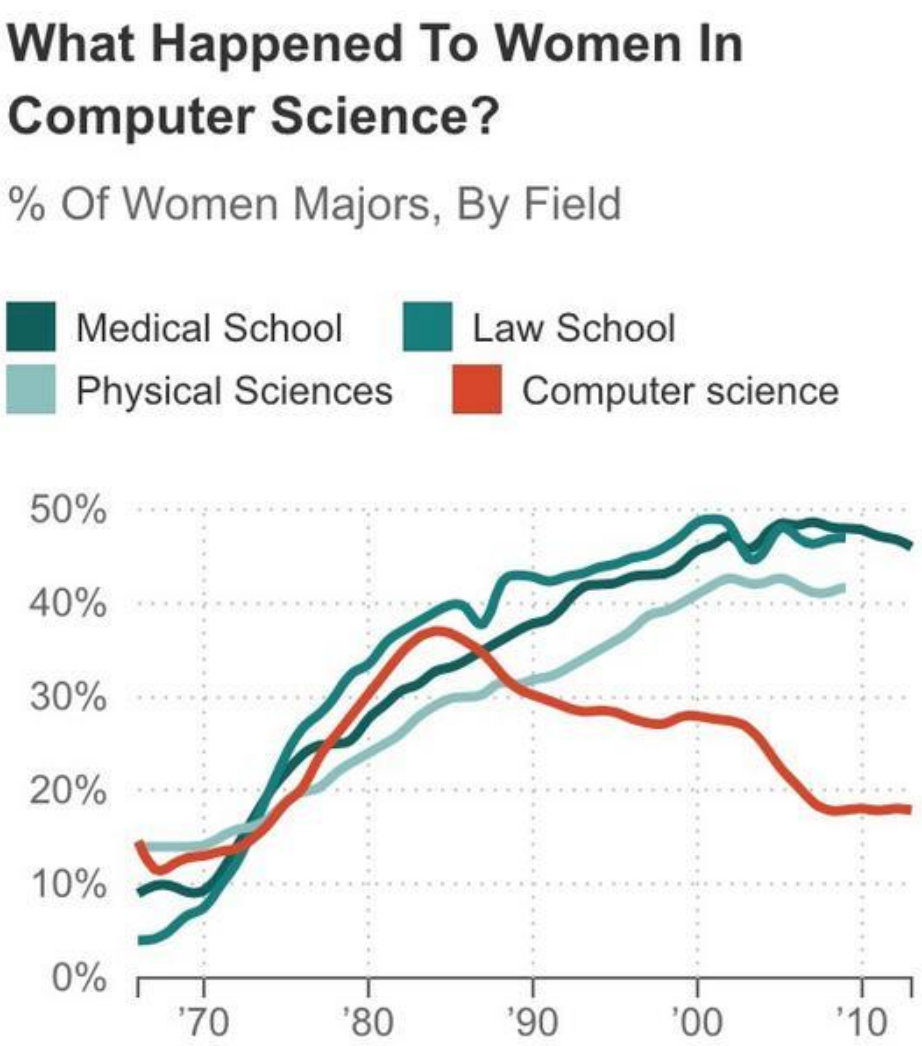
https://www.color-blindness.com/coblis-color-blindness-simulator/

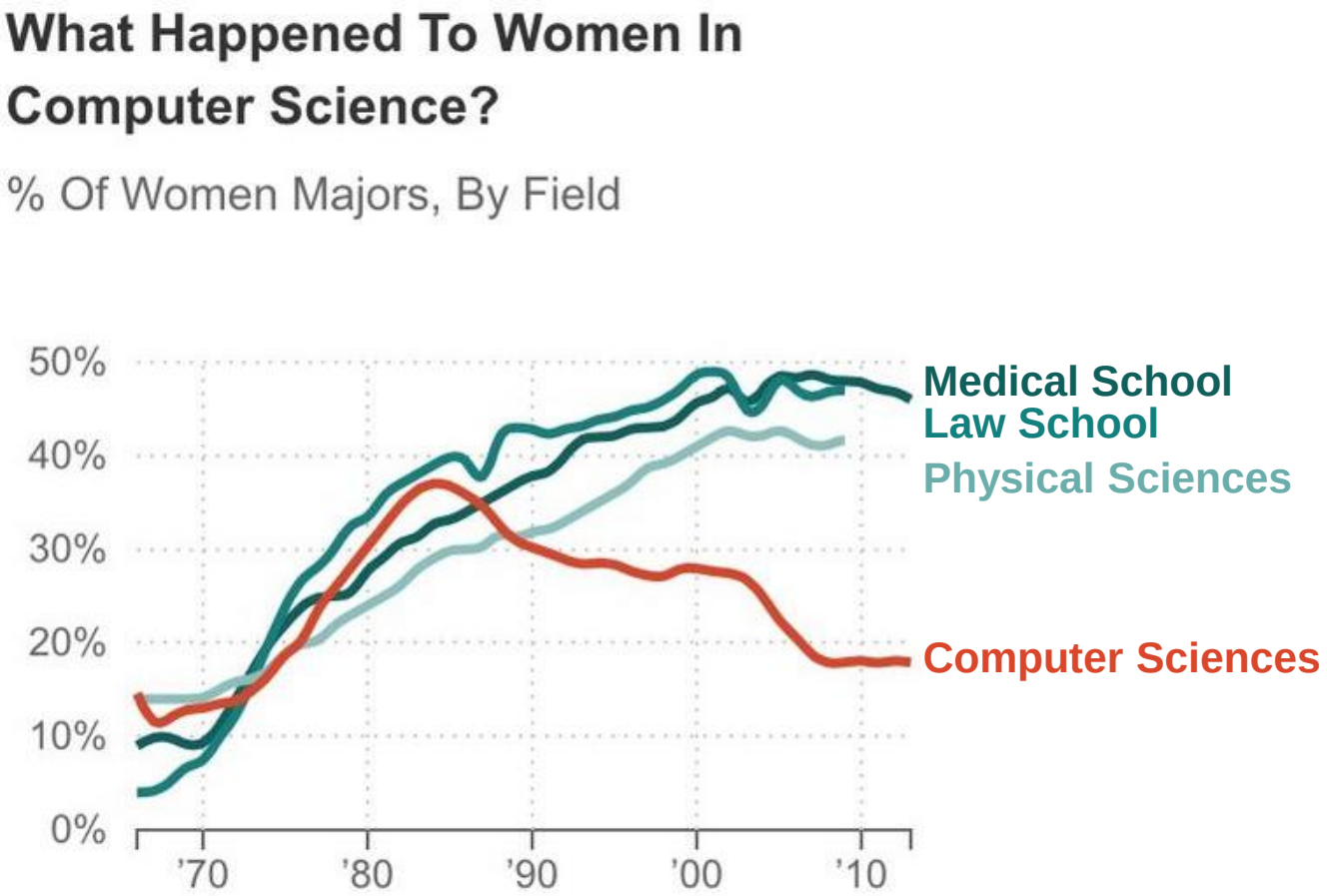
Ensure Legibility for Color Vision Deficiencies



Ensure Legibility for Color Vision Deficiencies

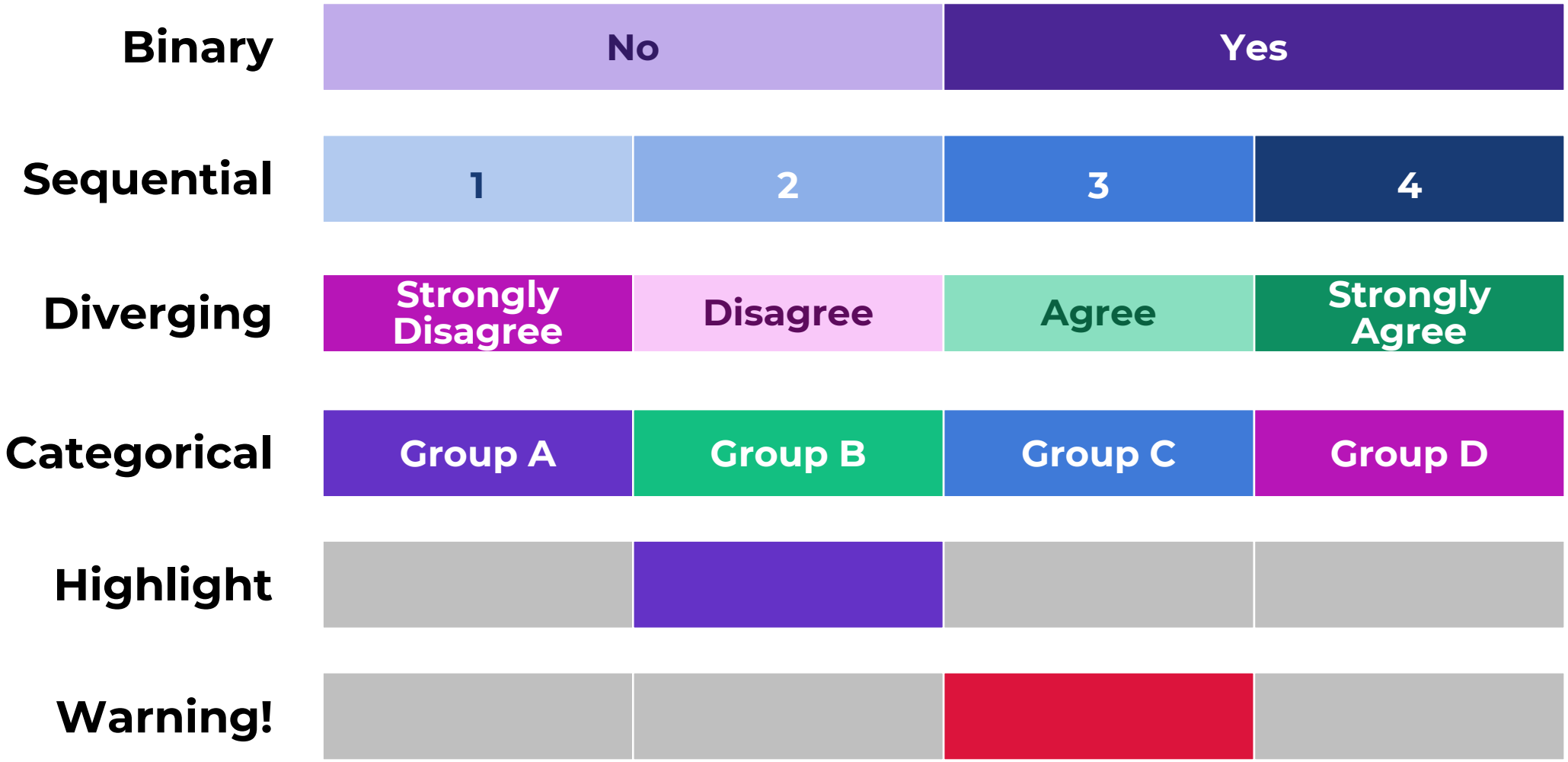
Remove Legends and Label Directly



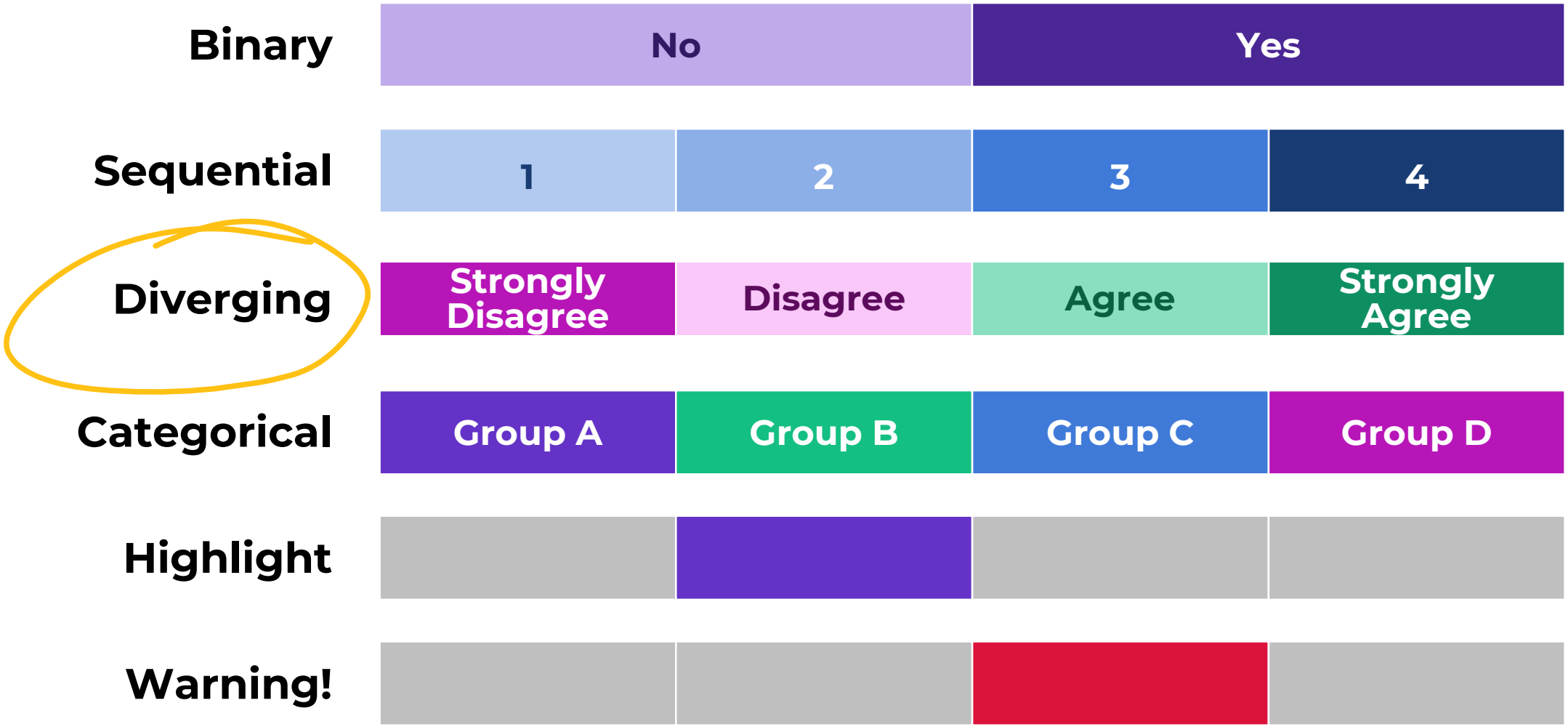


NPR, http://www.npr.org/blogs/money/2014/10/21/357629765/when-women-stopped-coding

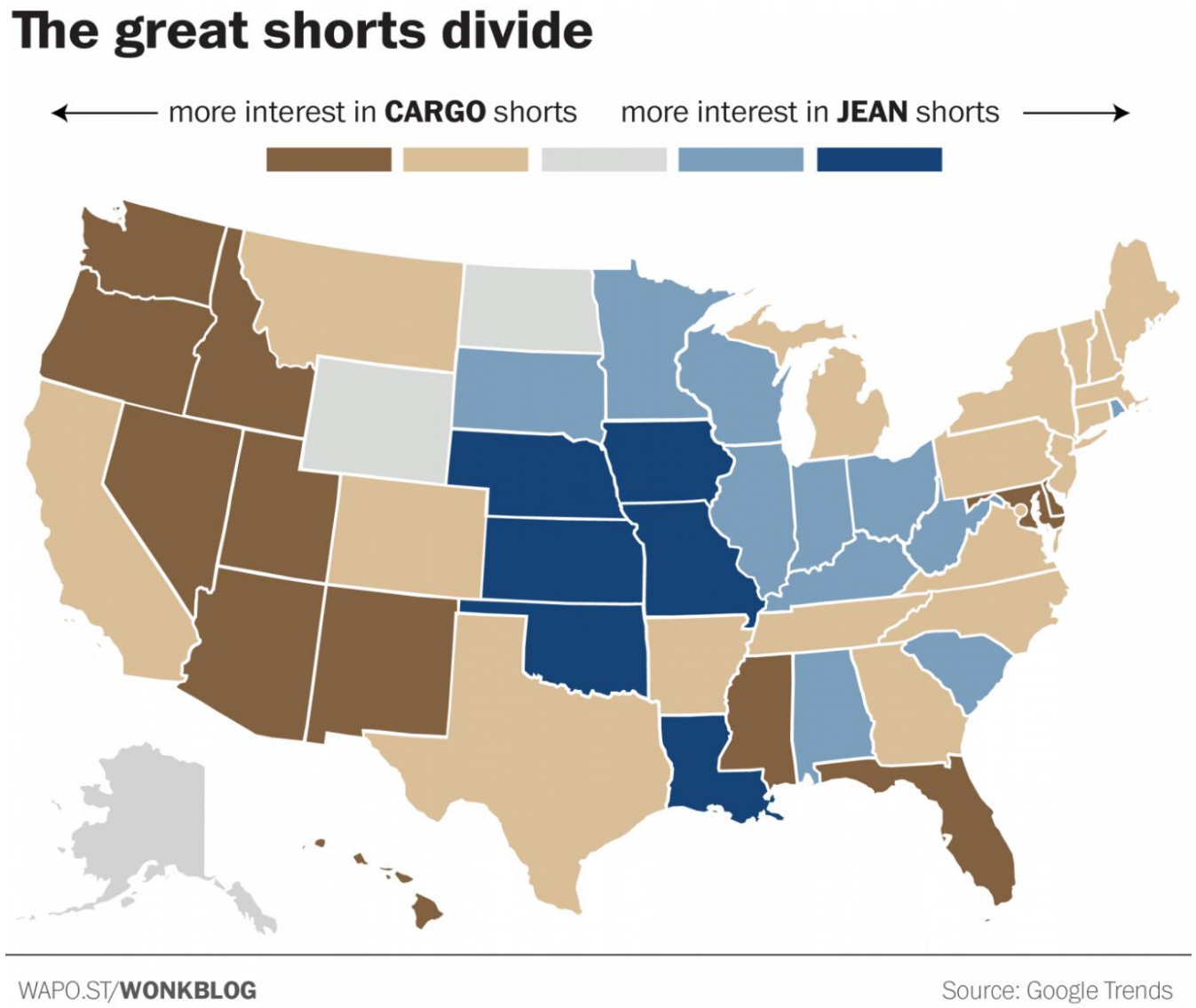
Use Your Branding Colors in Your Visuals



Use Your Branding Colors in Your Visuals

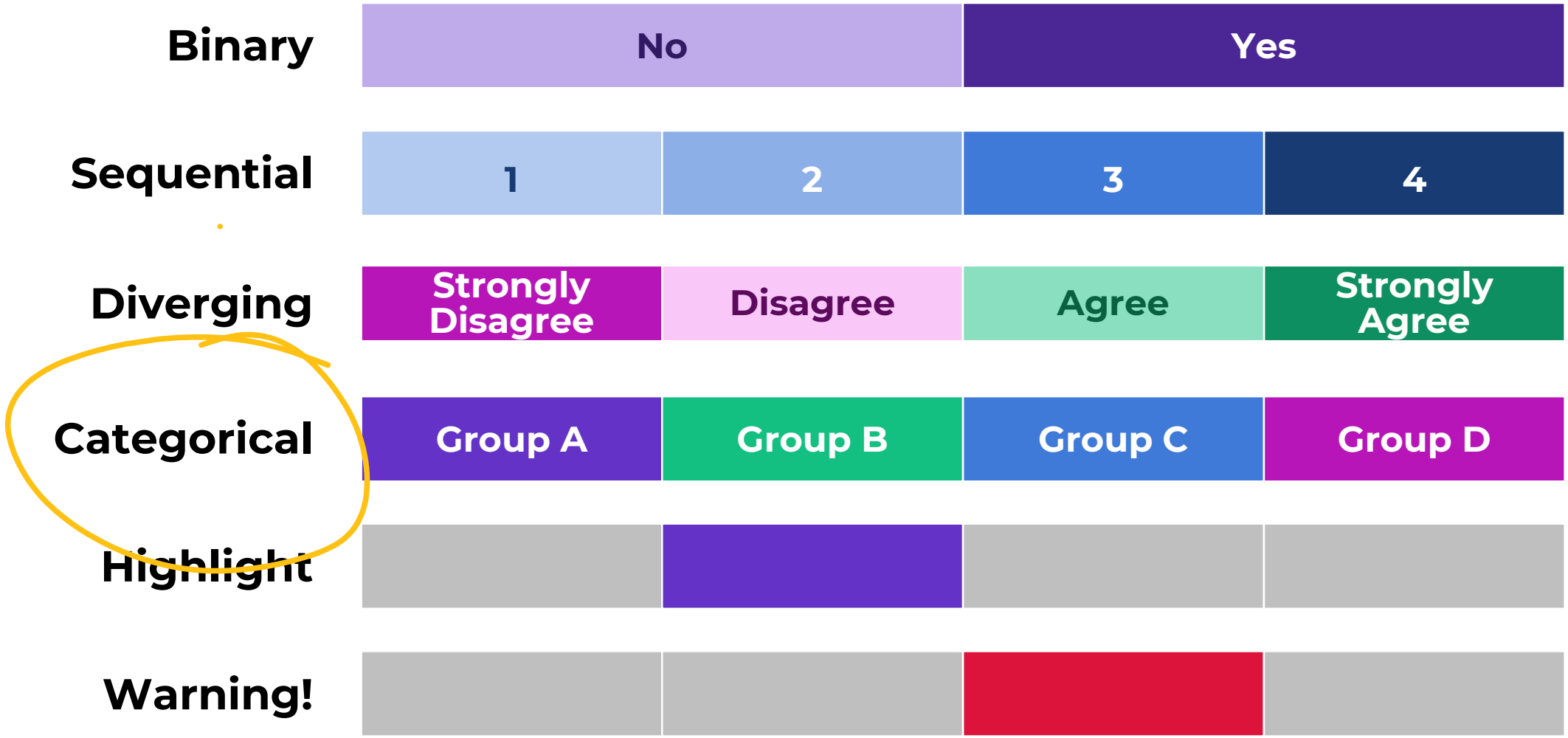


Diverging

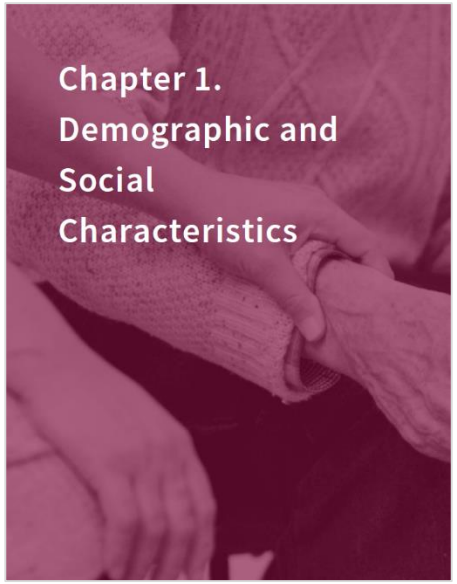


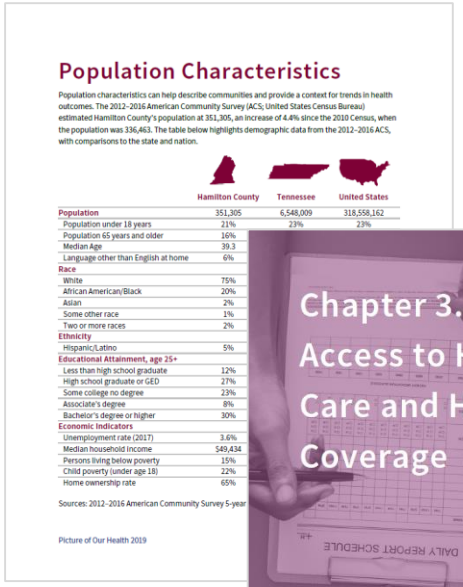
Washington Post, https://www.washingtonpost.com/news/wonk/wp/2016/08/05/map-real-americans-wear-jorts/

Use Your Branding Colors in Your Visuals



Categorical by Chapter





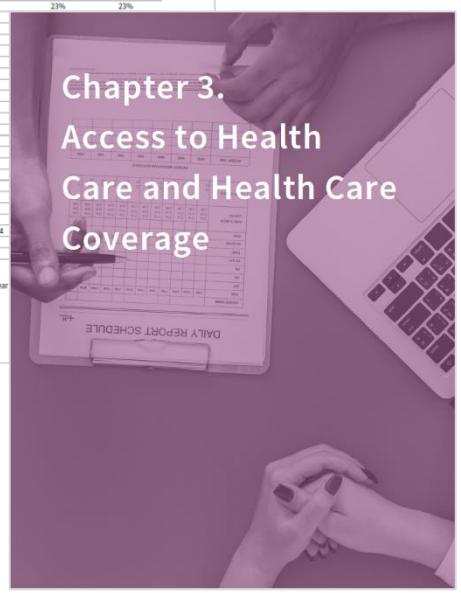
Population Characteristics

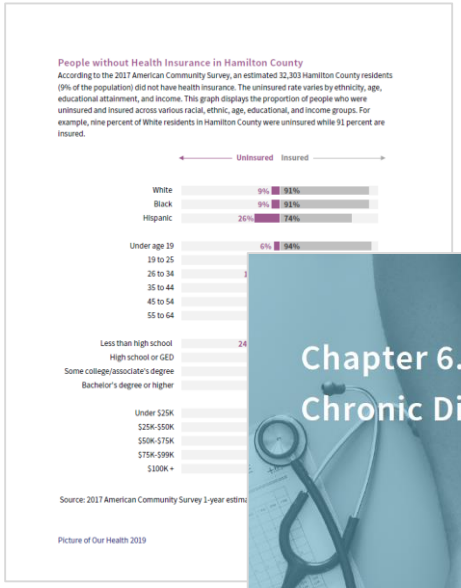
Population characteristics can help describe communities and provide a context for trends in health outcomes. The 2012–2016 American Community Survey (ACS; United States Census Bureau) estimated Hamilton County's population at 351,305, an increase of 4.4% since the 2010 Census, when the population was 336,463. The table below highlights demographic data from the 2012–2016 ACS, with comparisons to the state and nation.

	Hamilton County	Tennessee	United States
Population	351,305	6,548,009	318,558,162
Population under 18 years	21%	23%	23%
Population 65 years and older	16%		
Median Age	39.3		
Language other than English at home	6%		
Race			
White	75%		
African American/Black	20%		
Asian	2%		
Some other race	1%		
Two or more races	2%		
Ethnicity			
Hispanic/Latino	5%		
Educational Attainment, age 25+			
Less than high school graduate	12%		
High school graduate or GED	27%		
Some college no degree	23%		
Associate's degree	8%		
Bachelor's degree or higher	30%		
Economic Indicators			
Unemployment rate (2017)	3.6%		
Median household income	$49,434		
Persons living below poverty	15%		
Child poverty (under age 18)	22%		
Home ownership rate	65%		

Sources: 2012–2016 American Community Survey 5-year

Picture of Our Health 2019



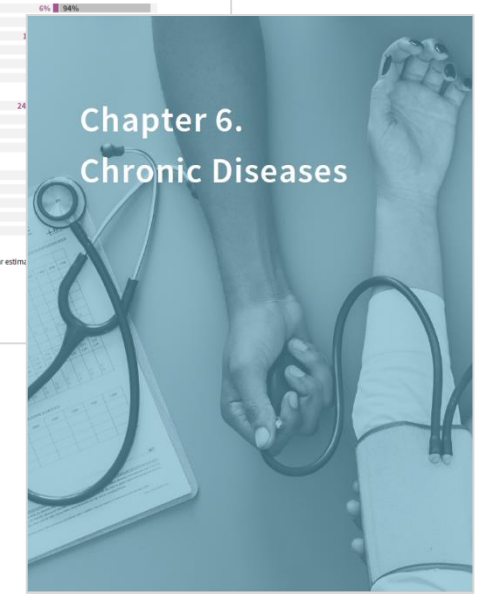


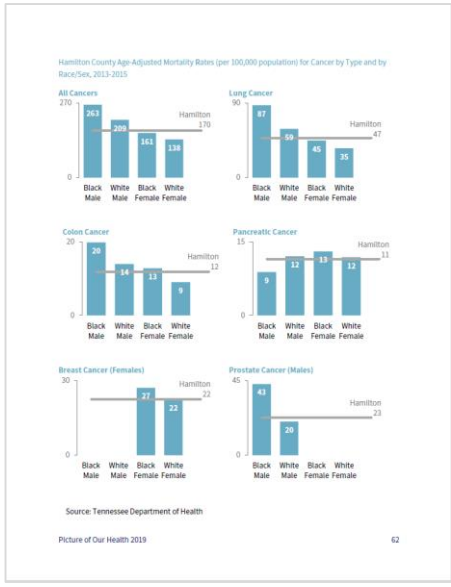
People without Health Insurance in Hamilton County

According to the 2017 American Community Survey, an estimated 32,303 Hamilton County residents (9% of the population) did not have health insurance. The uninsured rate varies by ethnicity, age, educational attainment, and income. This graph displays the proportion of people who were uninsured and insured across various racial, ethnic, age, educational, and income groups. For example, nine percent of White residents in Hamilton County were uninsured while 91 percent are insured.

Source: 2017 American Community Survey 1-year estima

Picture of Our Health 2019



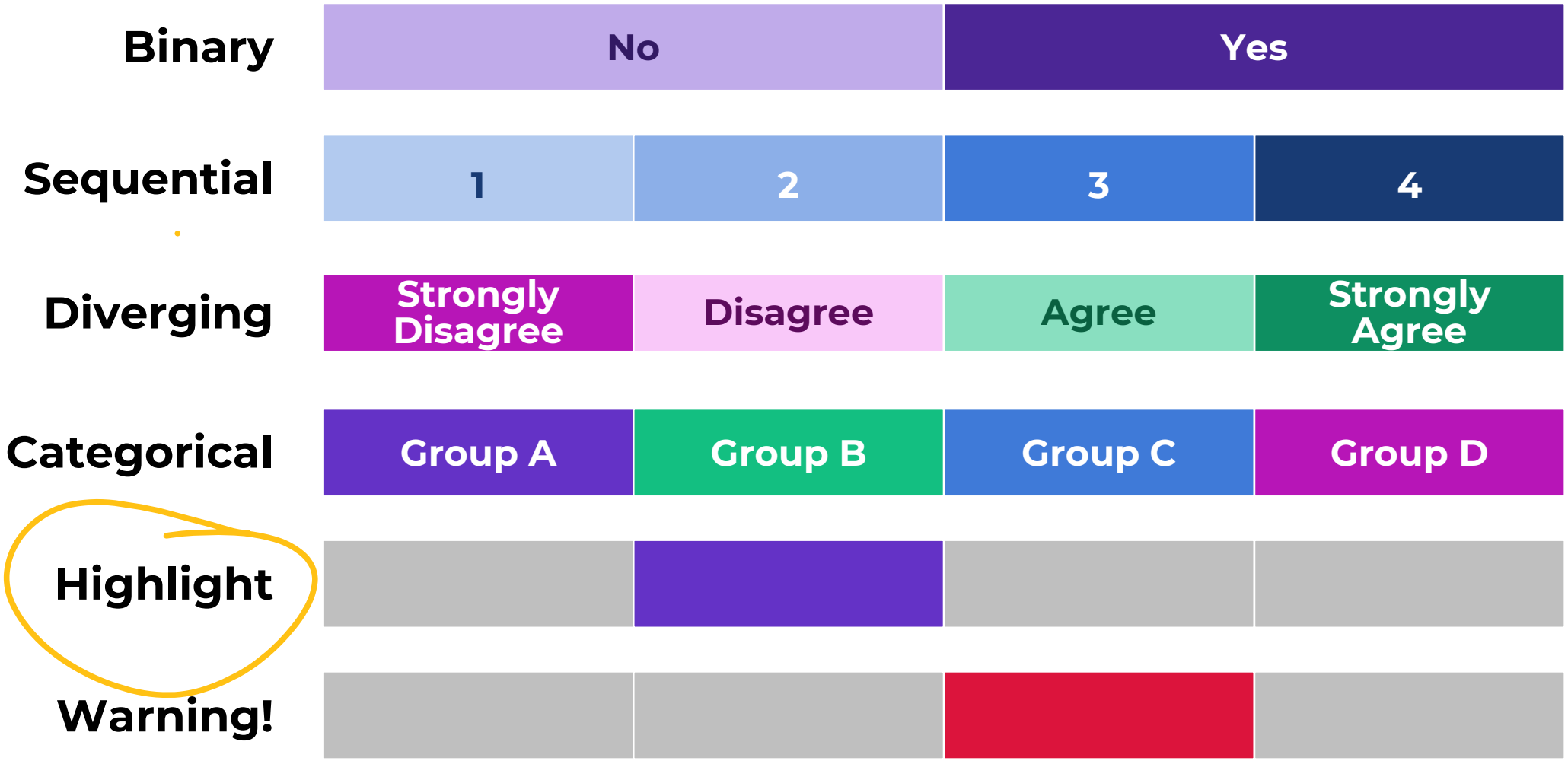


Hamilton County Age-Adjusted Mortality Rates (per 100,000 population) for Cancer by Type and by Race/Sex, 2013-2015

Source: Tennessee Department of Health

Picture of Our Health 2019 62

Use Your Branding Colors in Your Visuals

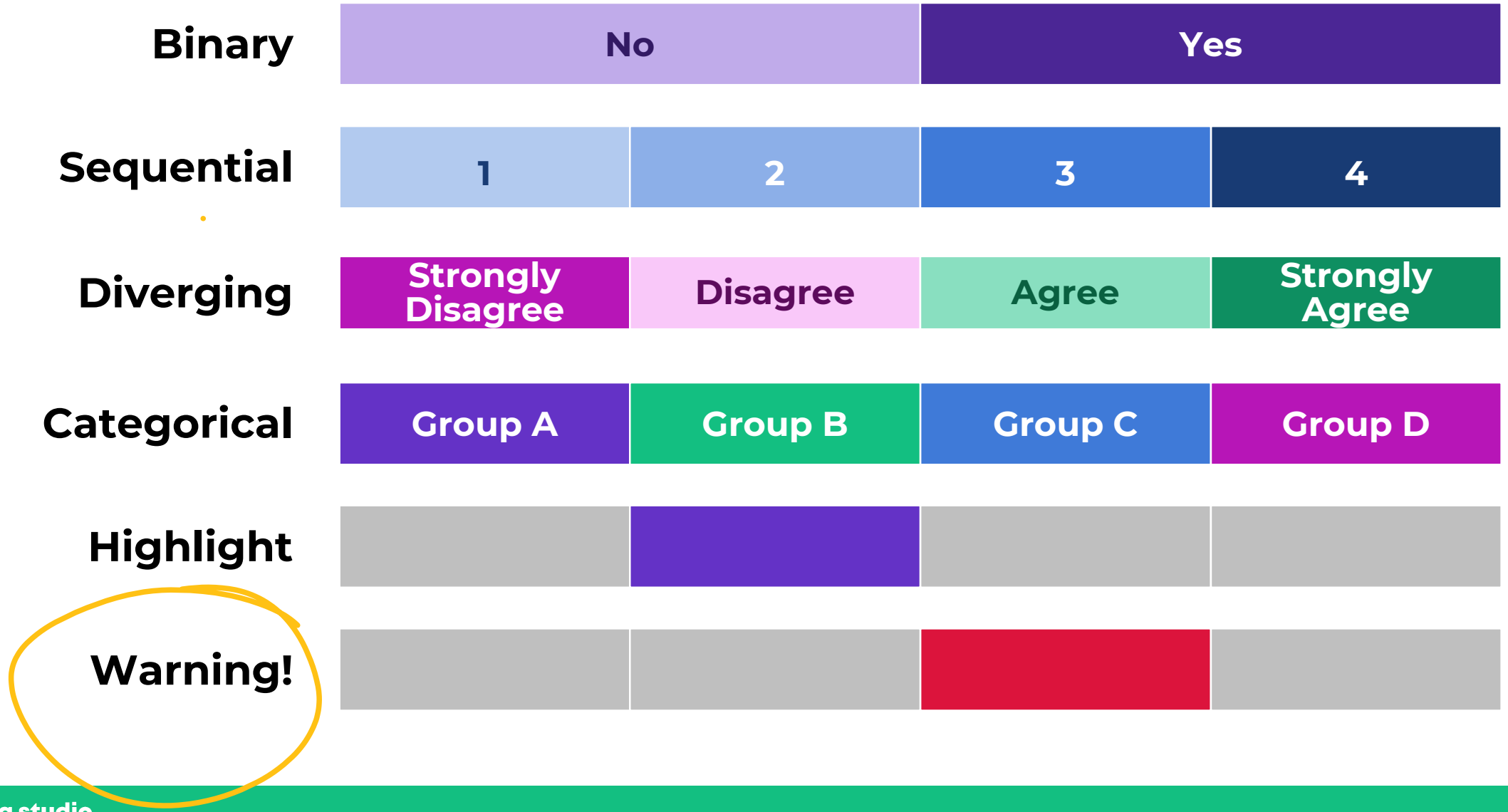


Highlight to Draw Attention

Views in:	Most Hardworking	Most Trustworthy	Least Hardworking	Least Trustworthy
Britain	Germany	Germany	**Greece**	France
France	Germany	Germany	Italy	**Greece**
Germany	Germany	Germany	**Greece**	**Greece**/Italy
Italy	Germany	Germany	Romania	Italy
Spain	Germany	Germany	**Greece**	Italy
Greece	**Greece**	**Greece**	Italy	Germany
Poland	Germany	Germany	**Greece**	Germany
Czech Rep.	Germany	Germany	**Greece**	**Greece**

Pew Research Center, https://twitter.com/pewglobal/status/615519689901477888

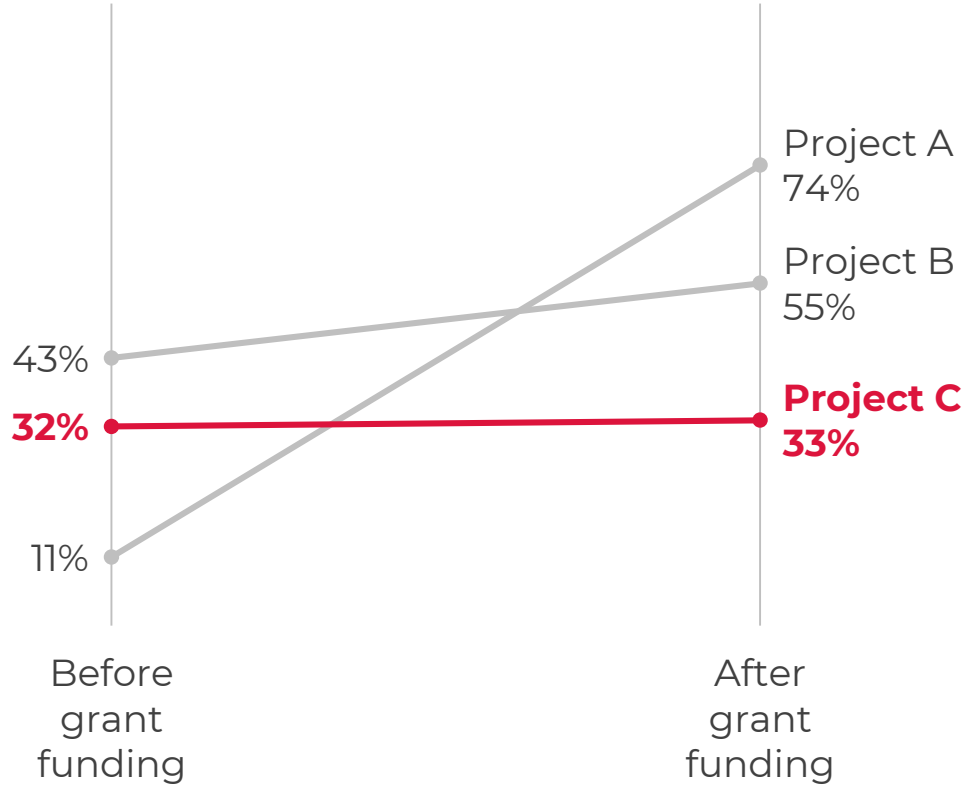
Use Your Branding Colors in Your Visuals



Warning!

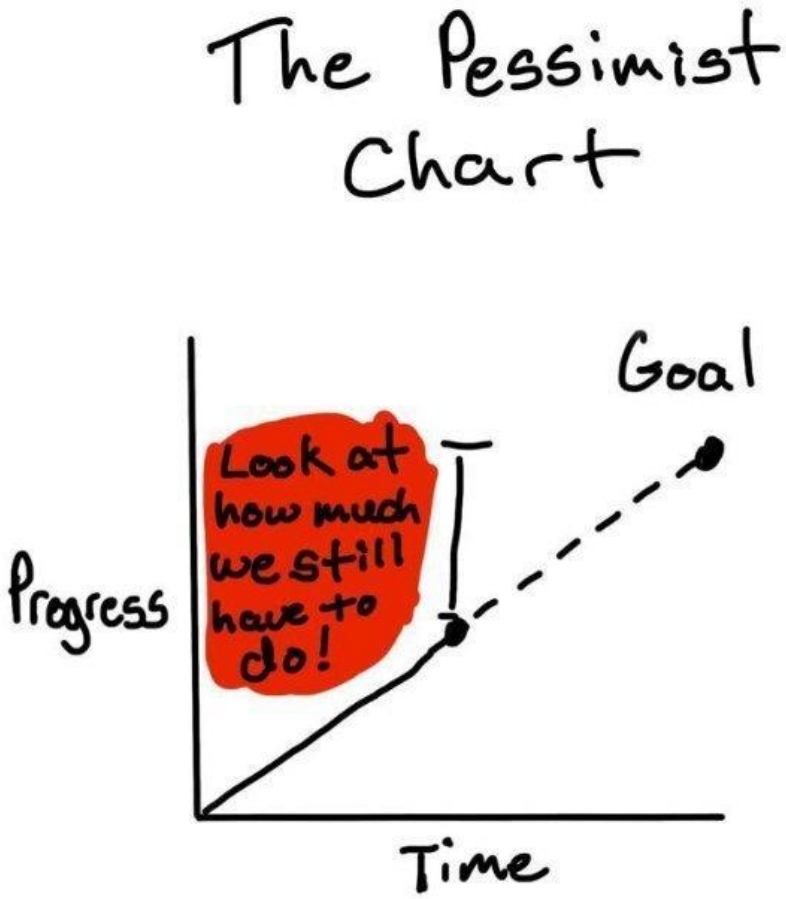
Project C Remained the Same

After the Four-Year Grant Funding



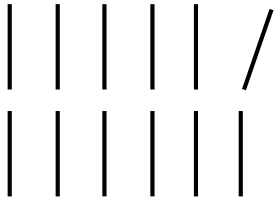
Which Tone?

The Optimist Chart
Goal
Progress
Look at how far we've come!
Time
freshspectrum

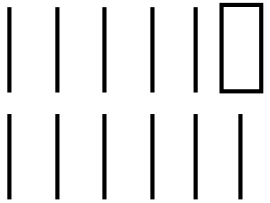

The Pessimist Chart
Goal
Progress
Look at how much we still have to do!
Time

Preattentive Attributes

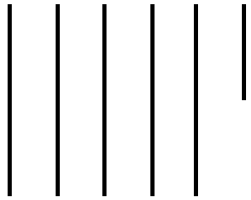
Orientation



Shape



Length



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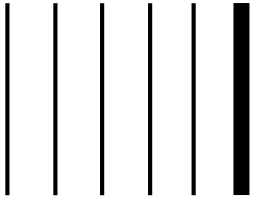
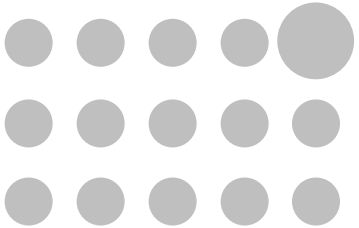
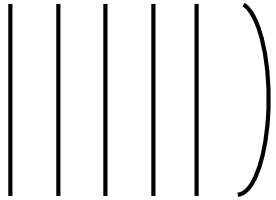


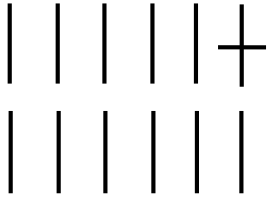
Size



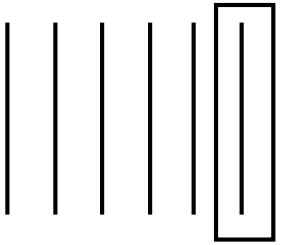
Curvature



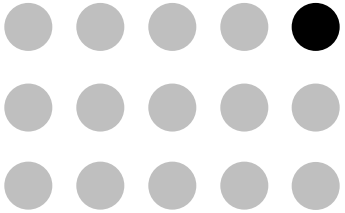
Added marks



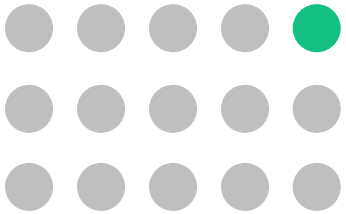
Enclosure



Intensity

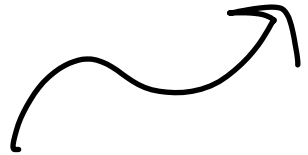


Hue



Spatial position

Motion



Stephen Few, https://www.perceptualedge.com/articles/ie/visual_perception.pdf

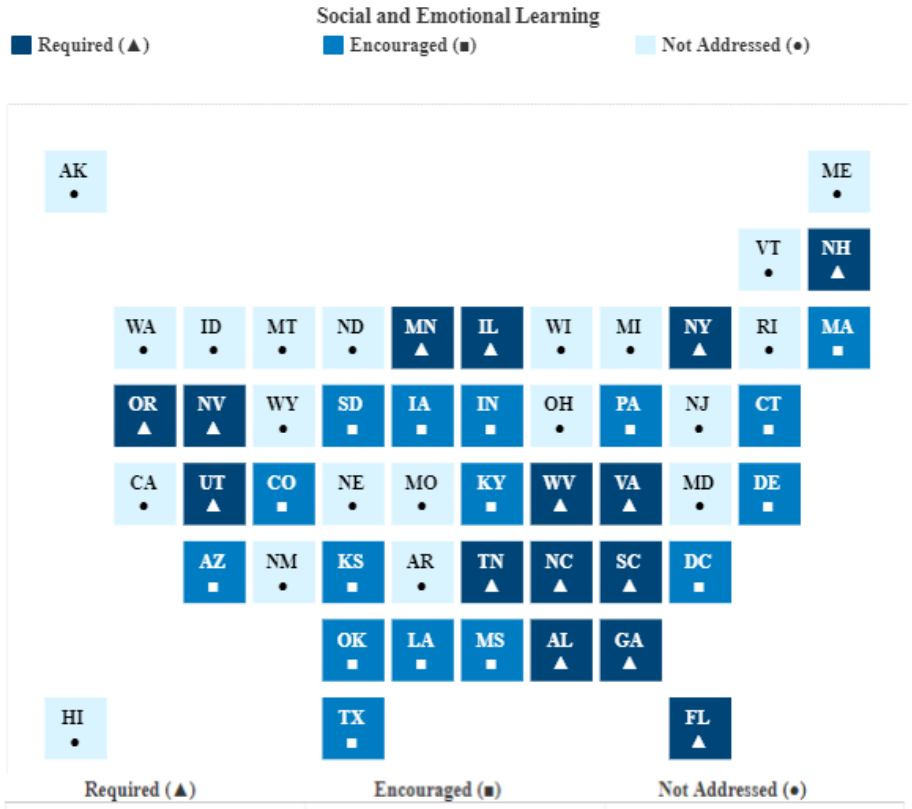
Preattentive Attributes

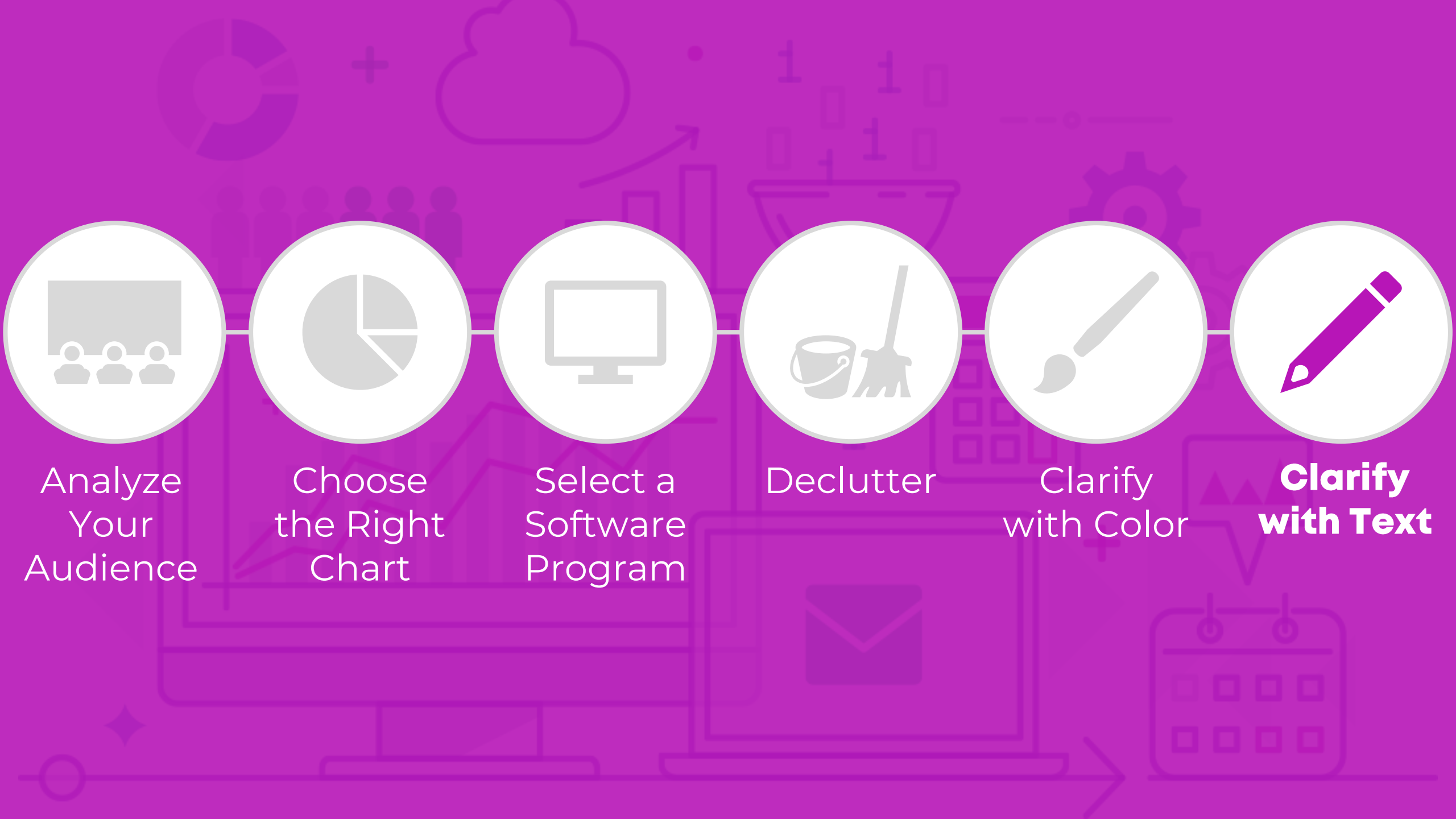
State laws promoting social, emotional, and academic development leave room for improvement

National landscape of social emotional learning and school health policies

This map shows the extent to which states have used policy to promote social-emotional learning in their health education standards. Use the tabs below to navigate between topics related to social-emotional learning. Hover over states to see the status of the selected topic in that state's relevant statutes and regulations.

Social Emotional Learning | SEL in Health Education | Cultural Competency | Trauma-informed Practices | Mental/ Emotional Health Curriculum

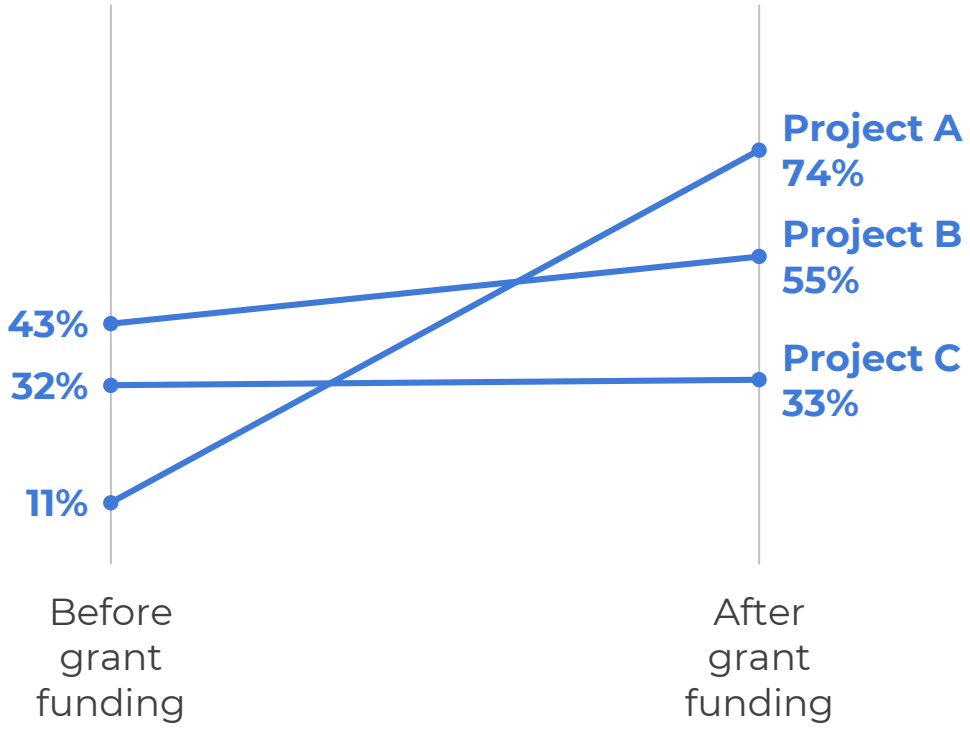



Analyze Your Audience
Choose the Right Chart
Select a Software Program
Declutter
Clarify with Color
Clarify with Text

Write the Takeaway Finding in the Title

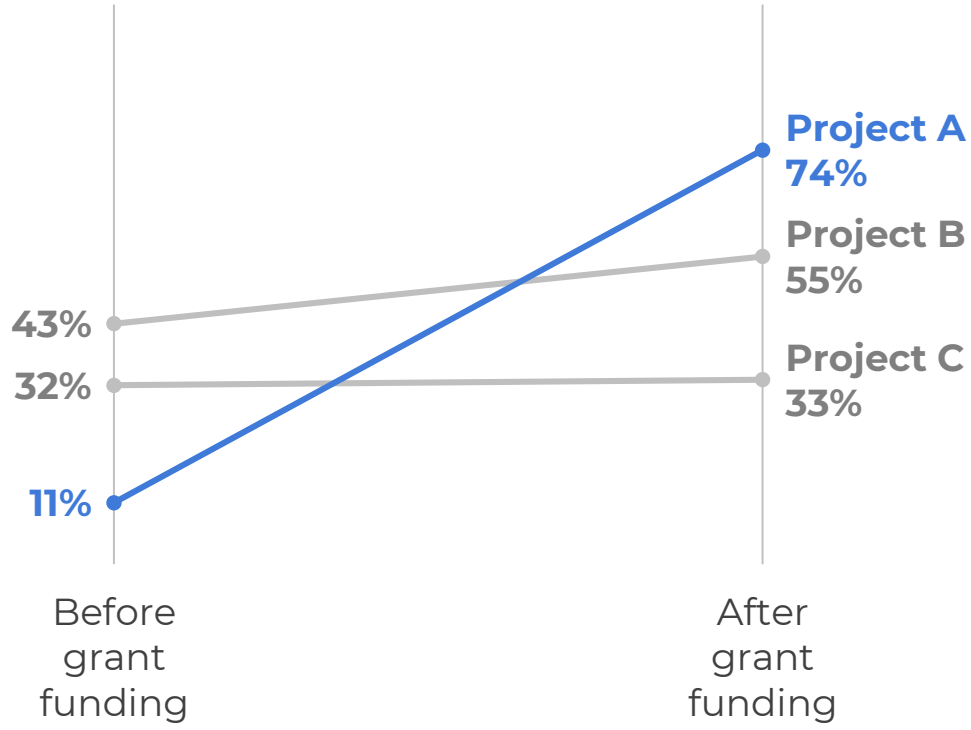
Traditional

Figure 2. Project Results Before and After the Four-Year Grant Funding



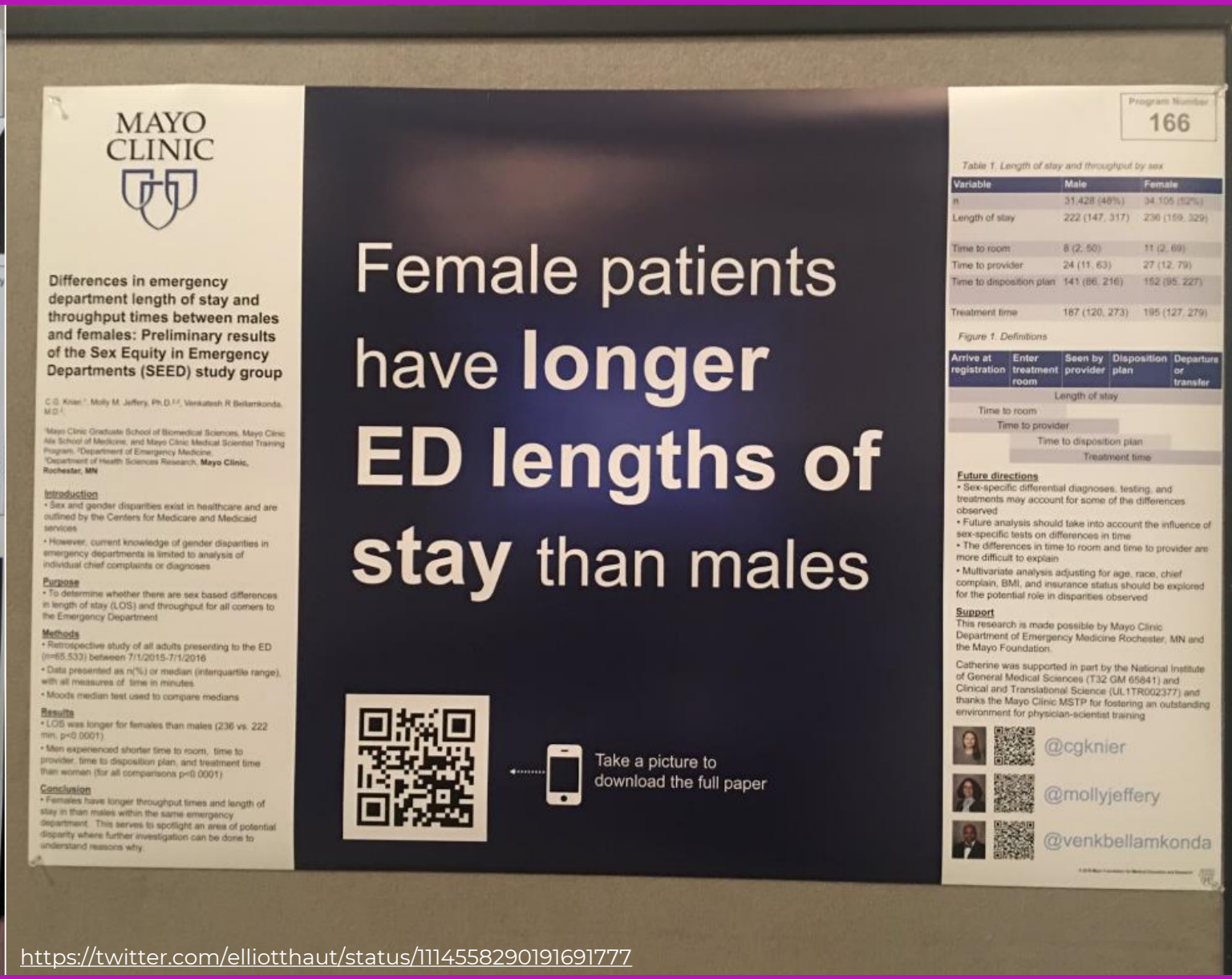
Storytelling

Project A Improved the Most
After the Four-Year Grant Funding



Write the Takeaway Finding in the Title

https://twitter.com/paulchstmd/status/1123629386551447552



https://twitter.com/elliotthaut/status/1114558290191691777

Make Sure Text is Horizontal

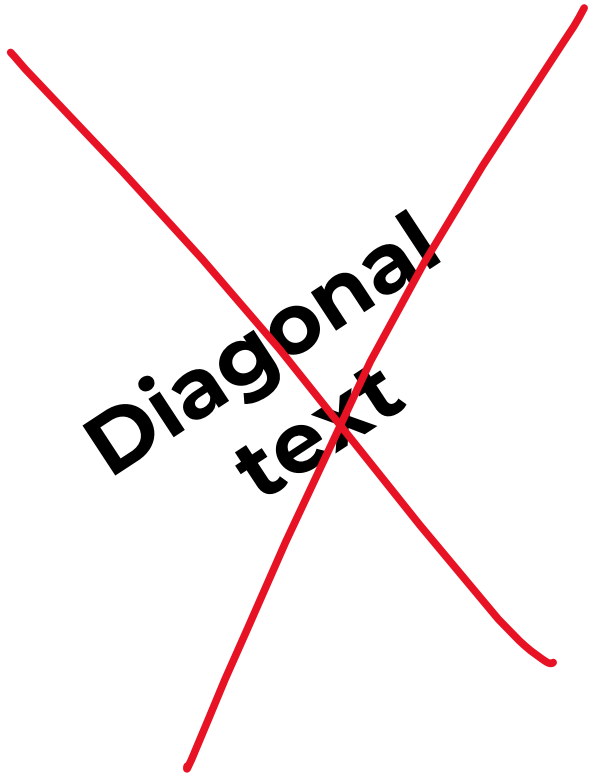
Horizontal text

Diagonal text

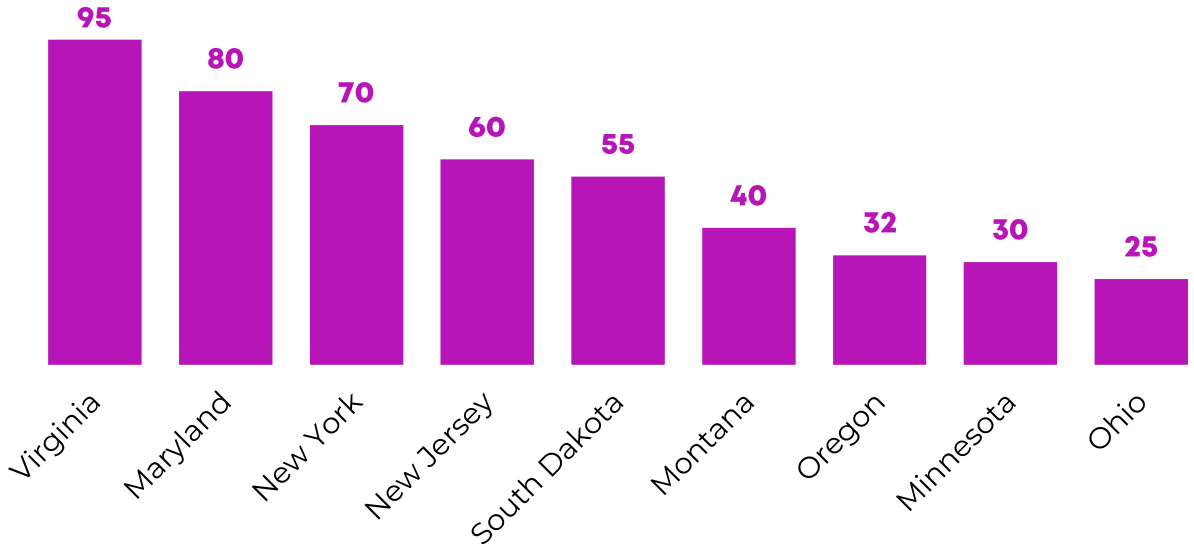
Vertical text

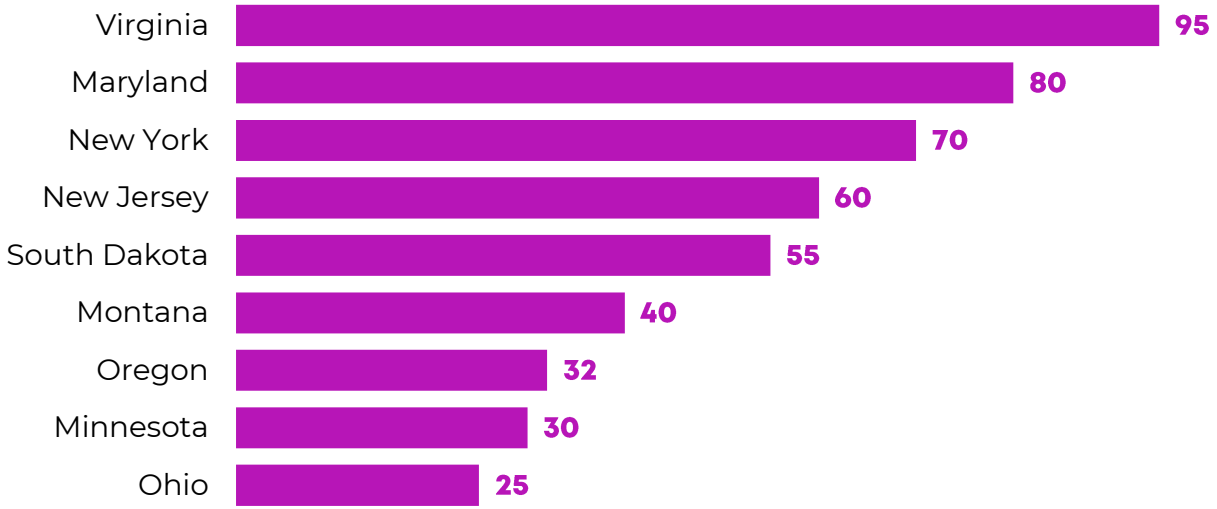
Make Sure Text is Horizontal

Horizontal text

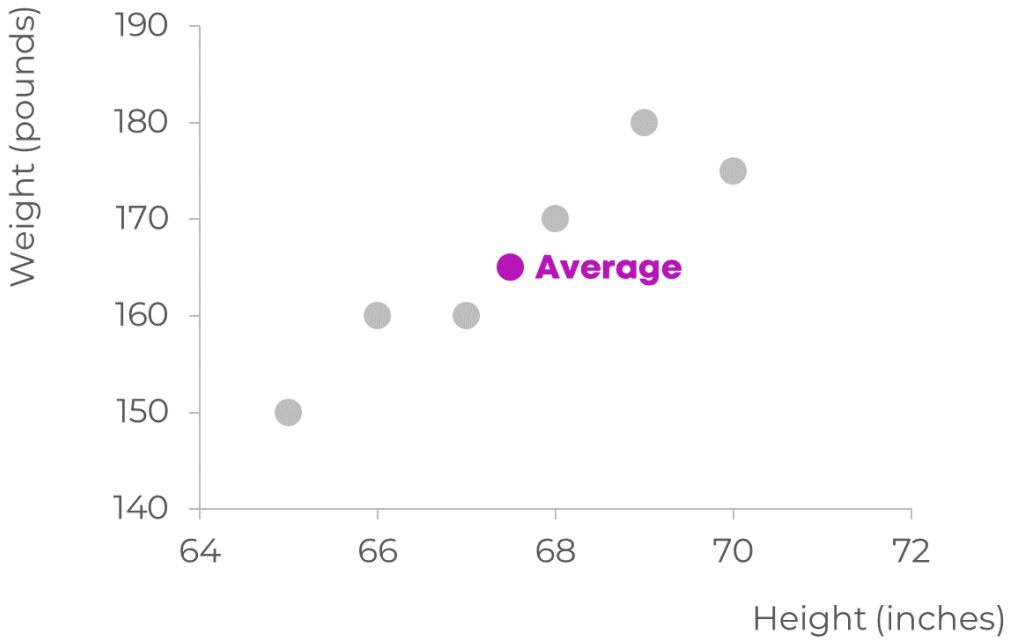


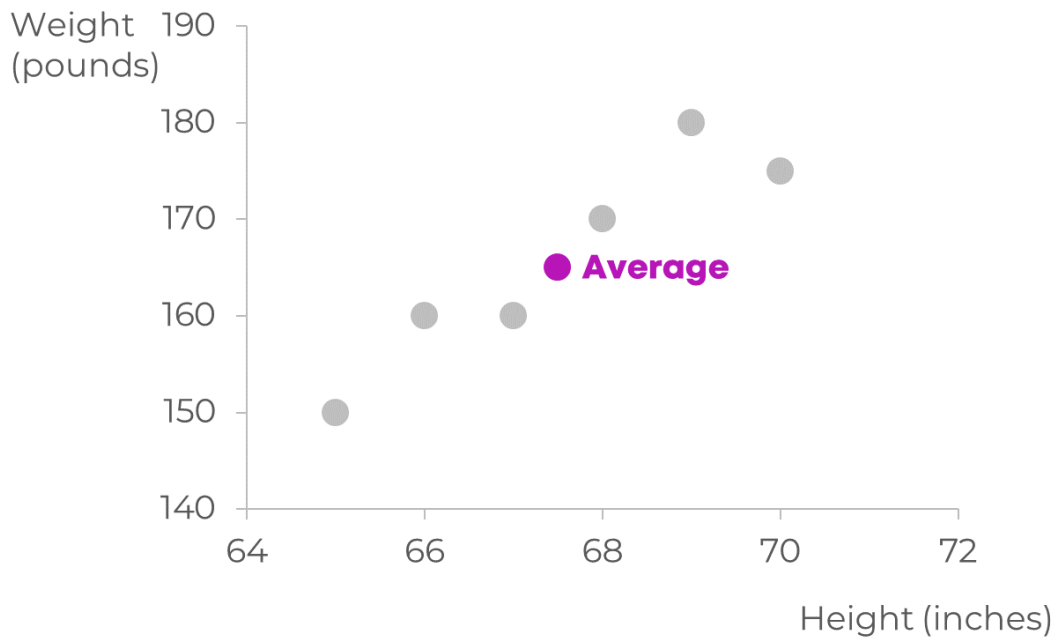
Make Sure Text is Horizontal





Make Sure Text is Horizontal





Use ALL CAPS Sparingly

Title Case	Sentence case	ALL CAPS

Use ALL CAPS Sparingly

Title Case

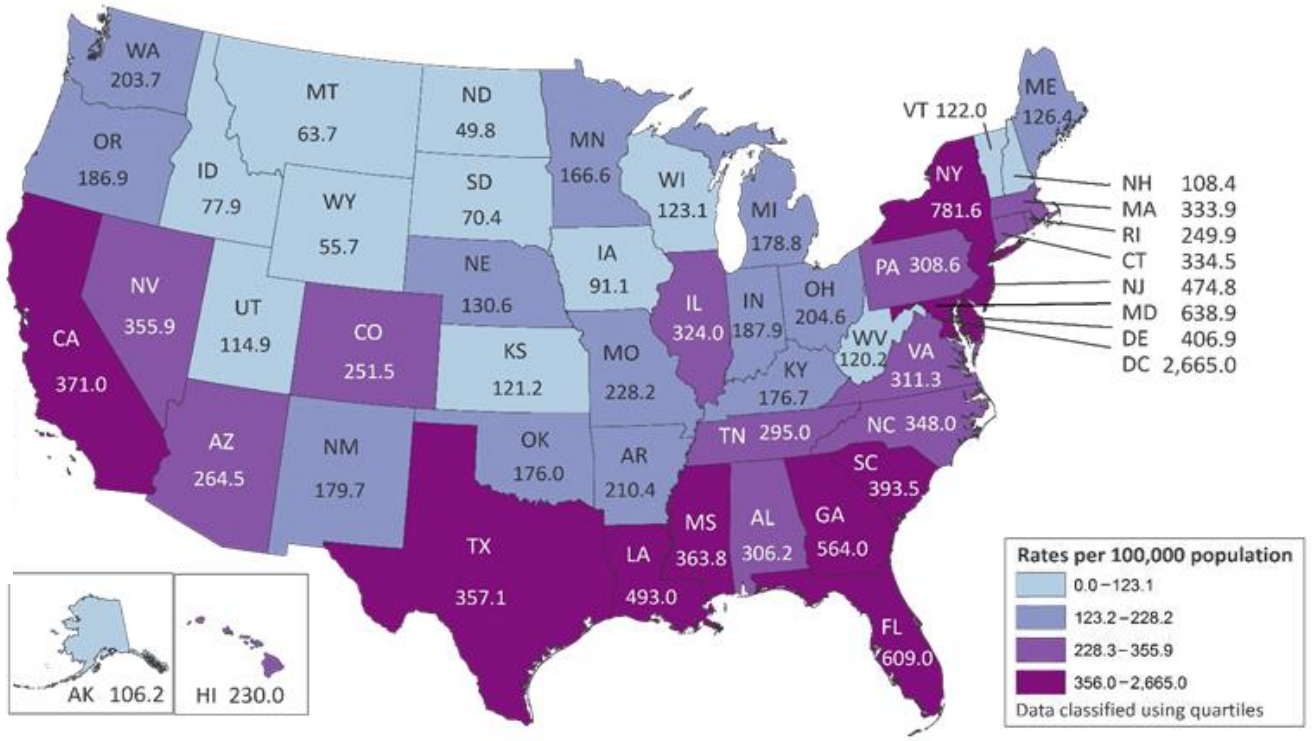
Sentence case

Your Turn

Rates of Adults and Adolescents Living with Diagnosed HIV Infection

Year-end 2014

N = 970,319 Total Rate = 360.0

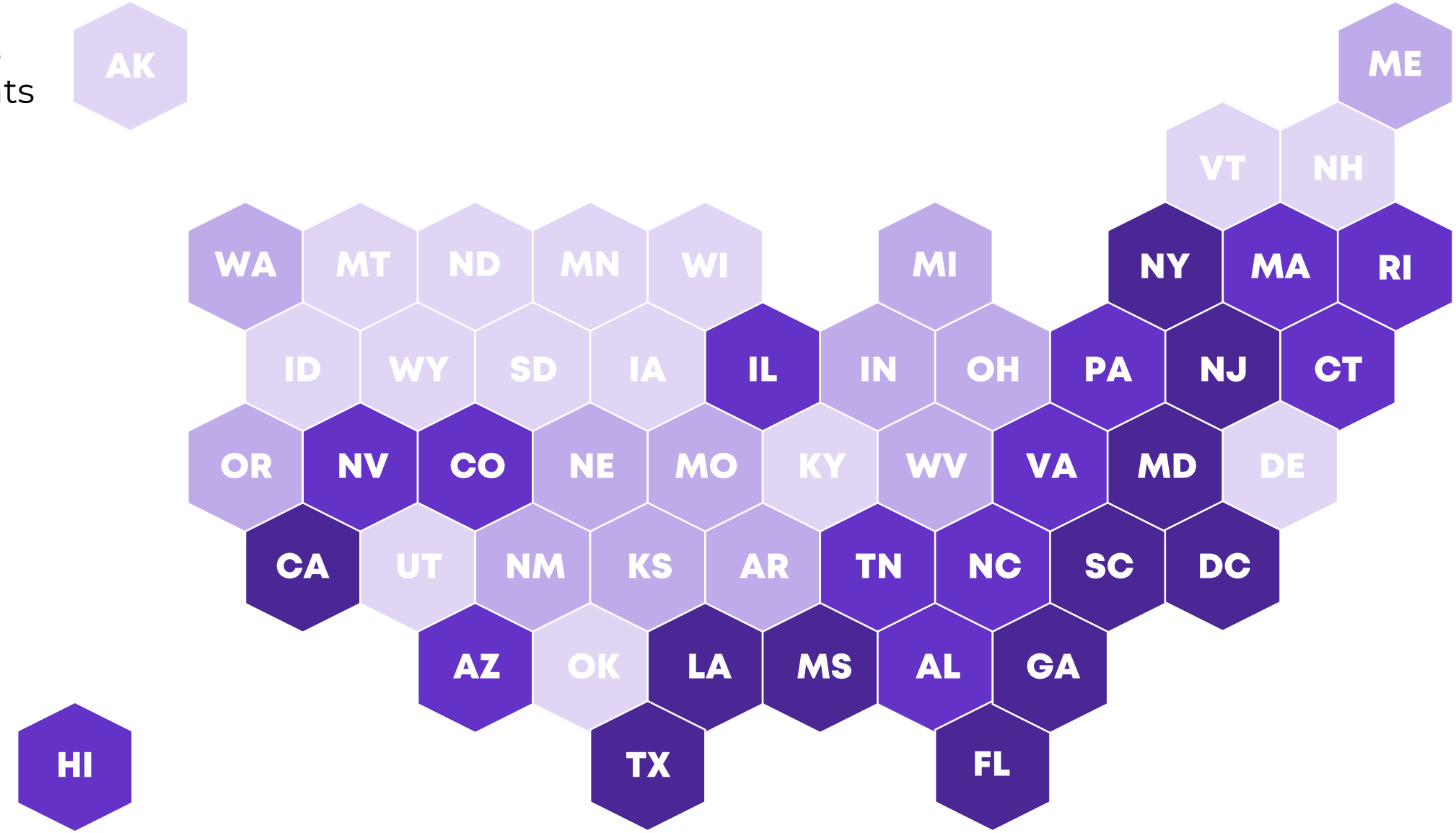


Note. Data include persons with a diagnosis of HIV infection regardless of stage of disease at diagnosis. Data are based on address of residence as of December 31, 2014 (i.e., most recent known address).

Living with HIV

HIV rates per 100,000 adults and adolescents

- 365 to 2,665
- 228 to 355
- 123 to 228
- 0 to 123



Living with HIV

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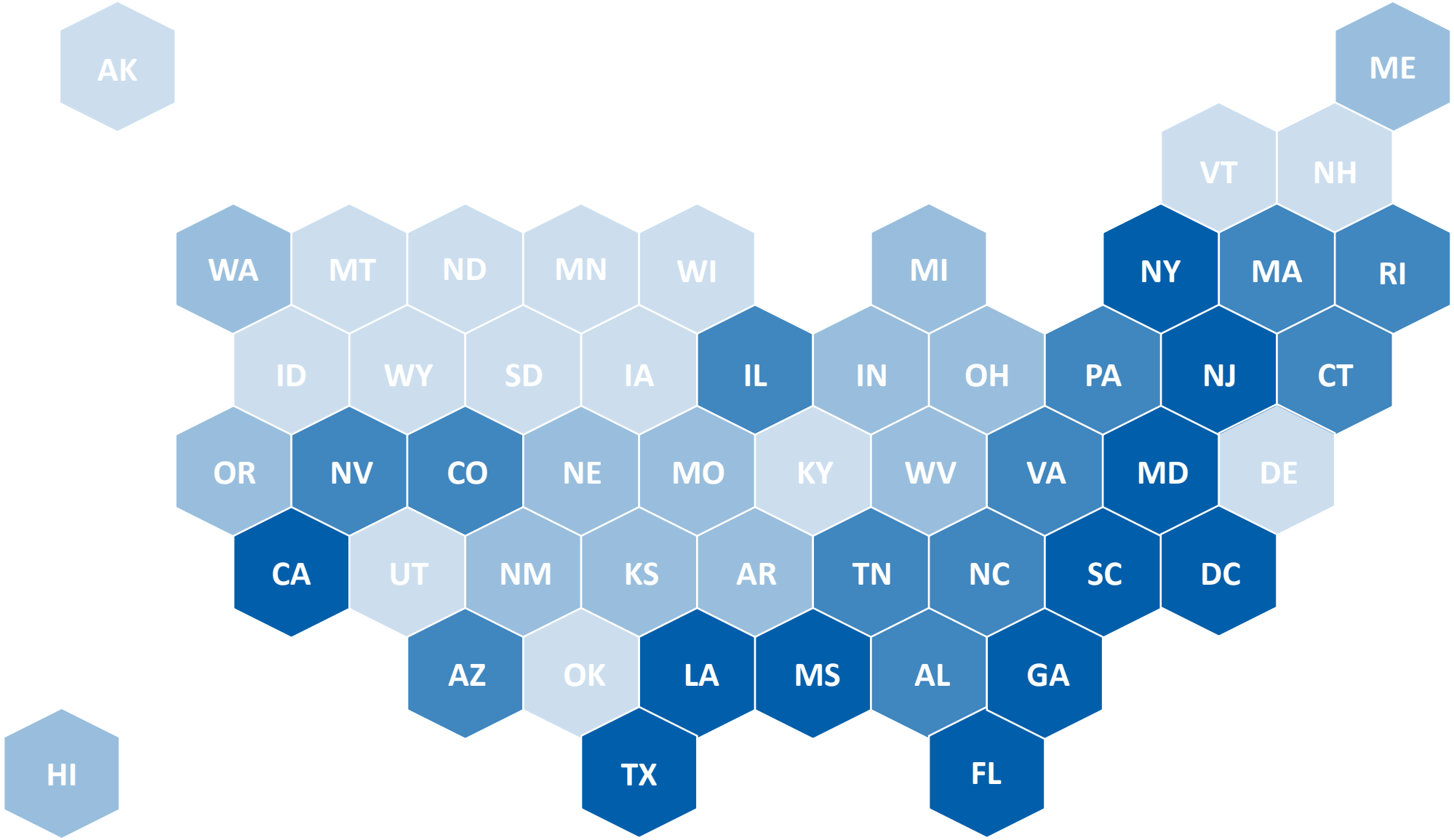


Living with HIV

States where HIV is **most prevalent**

D.C. N.Y. Md.

Fla. Ga. La.

States where HIV is **least prevalent**

N.D. Mont. S.D.

Idaho Iowa Alaska

Living with HIV

HIV is **most prevalent** in **Washington, D.C.**

2,665 per 100,000 people

HIV is **least prevalent** in **North Dakota**

50 per 100,000 people

Living with HIV

HIV is **most prevalent** in **Washington, D.C.**

2,665 per 100,000 people

The StateFace Font

StateFace

https://propublica.github.io/stateface/

StateFace Keyboard Map

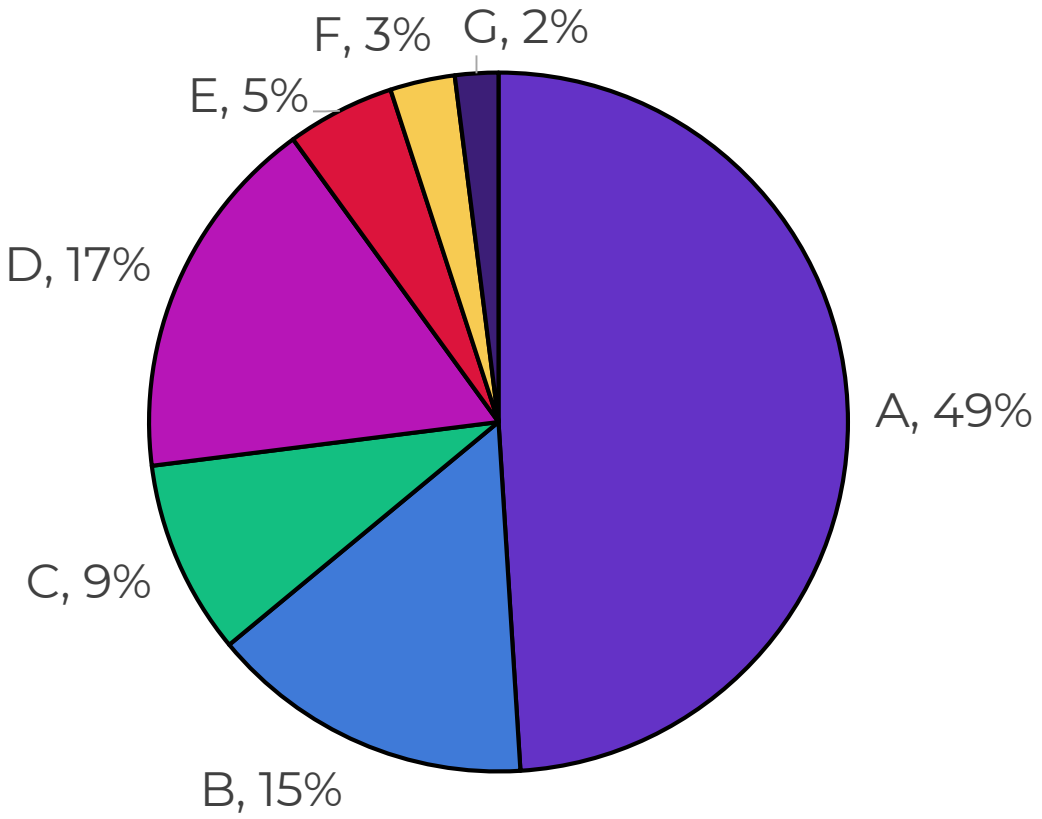
	Ala.	B		La.	R		Okla.	j
	Alaska	A		Maine	U		Ore.	k
	Ariz.	D		Md.	T		Pa.	l
	Ark.	C		Mass.	S		R.I.	m
	Calif.	E		Mich.	V		S.C.	n
	Colo.	F		Minn.	W		S.D.	o
	Conn.	G		Miss.	Y		Tenn.	p
	Del.	H		Mo.	X		Texas	q
	D.C.	y		Mont.	Z		U.S.	z
	Fla.	I		Neb.	c		Utah	r
	Ga.	J		Nev.	g		Vt.	t
	Hawaii	K		N.H.	d		Va.	s
	Idaho	M		N.J.	e		Wash.	u
	Ill.	N		N.M.	f		W.Va.	w
	Ind.	O		N.Y.	h		Wis.	v
	Iowa	L		N.C.	a		Wyo.	x
	Kan.	P		N.D.	b			
	Ky.	Q		Ohio	i			

Projection Info

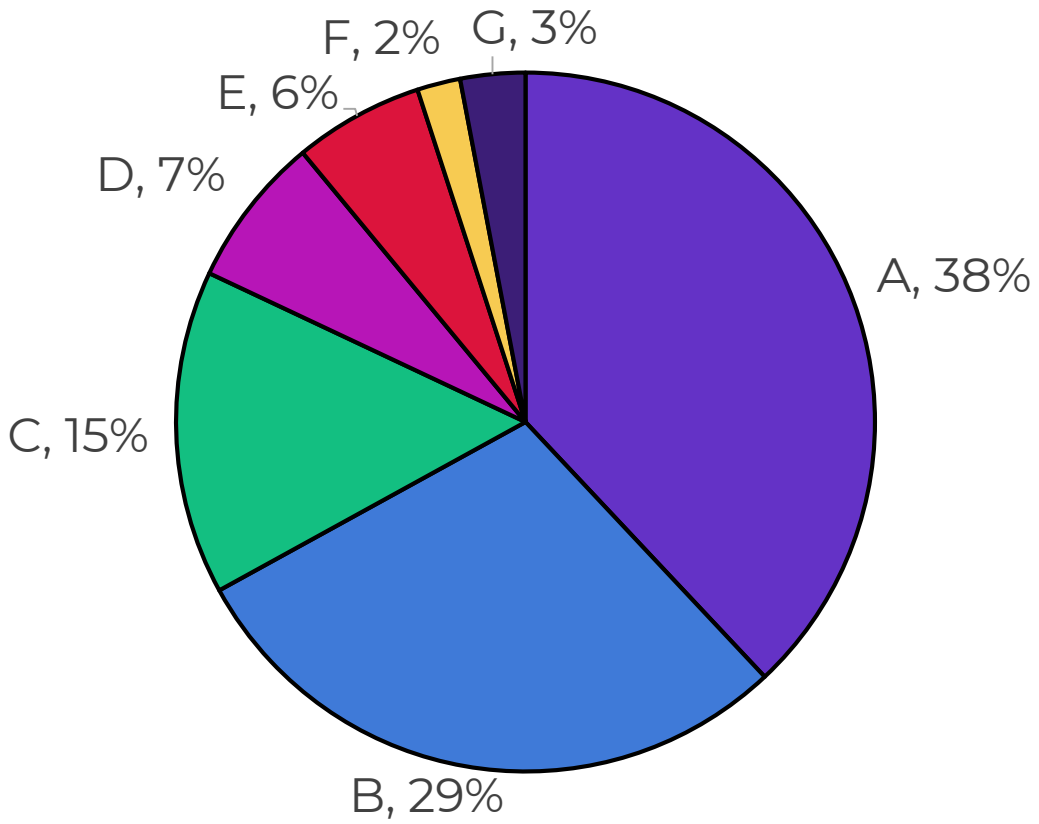
https://propublica.github.io/stateface/

ABC-Funded Research

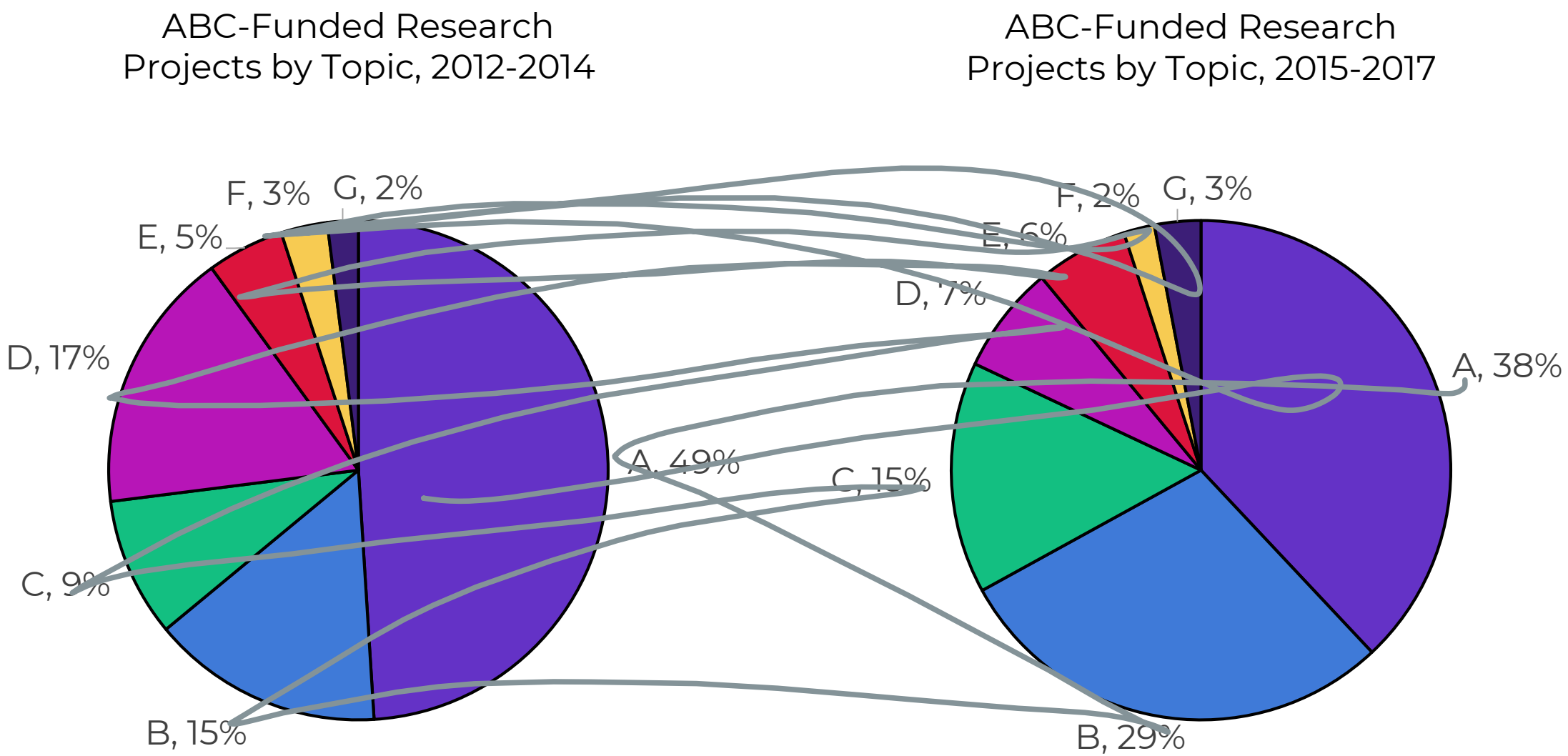
ABC-Funded Research
Projects by Topic, 2012-2014



ABC-Funded Research
Projects by Topic, 2015-2017

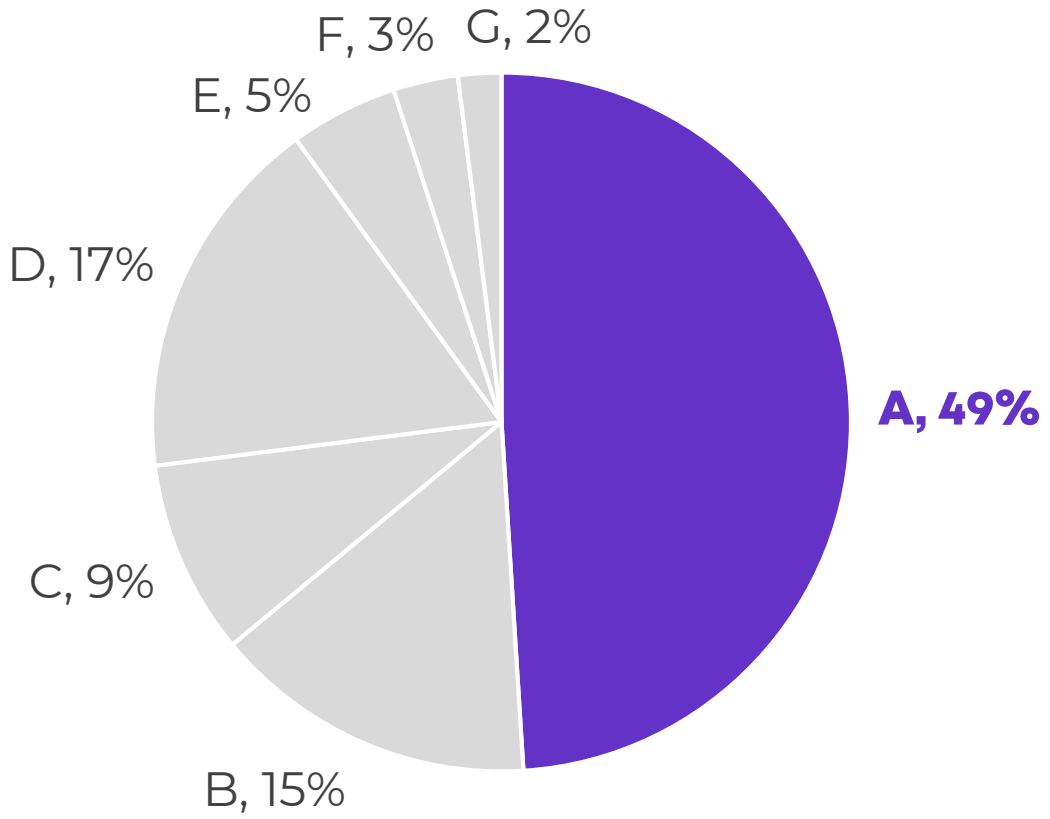


ABC-Funded Research

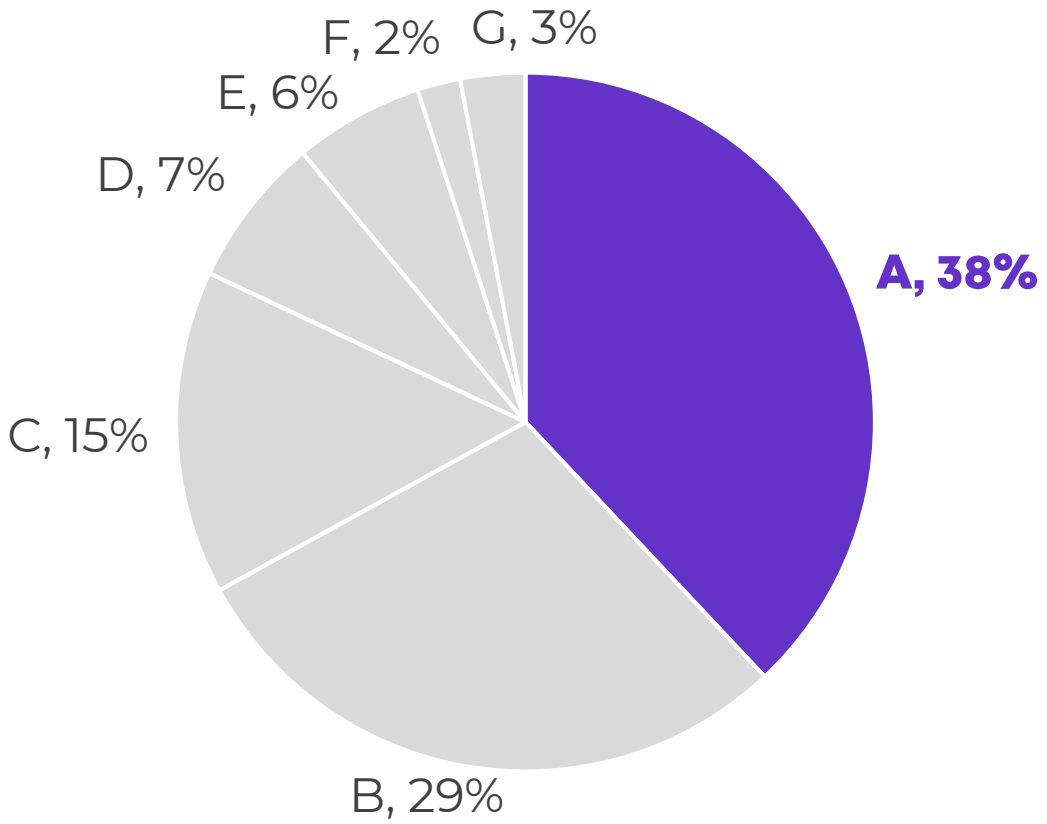


ABC-Funded Research

2012-2014



2015-2017



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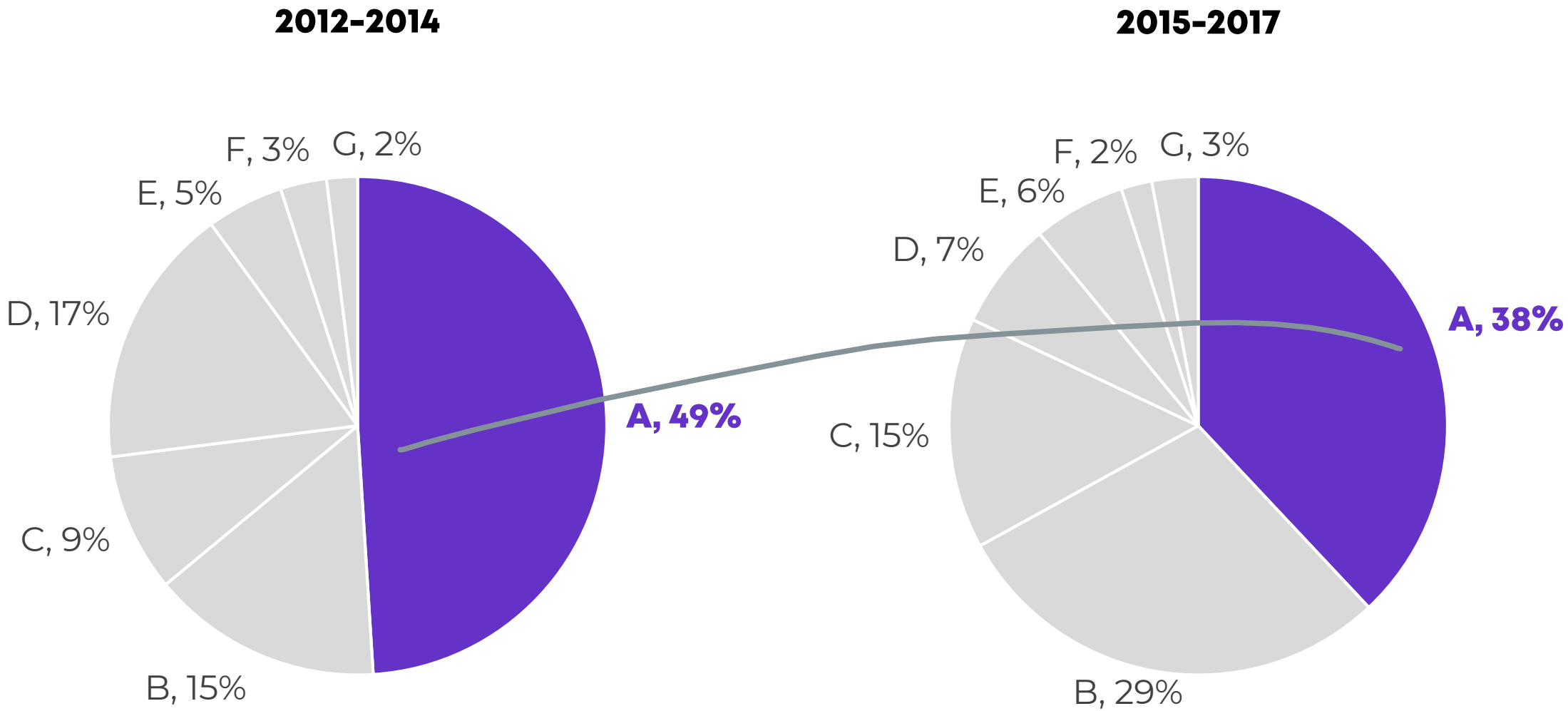
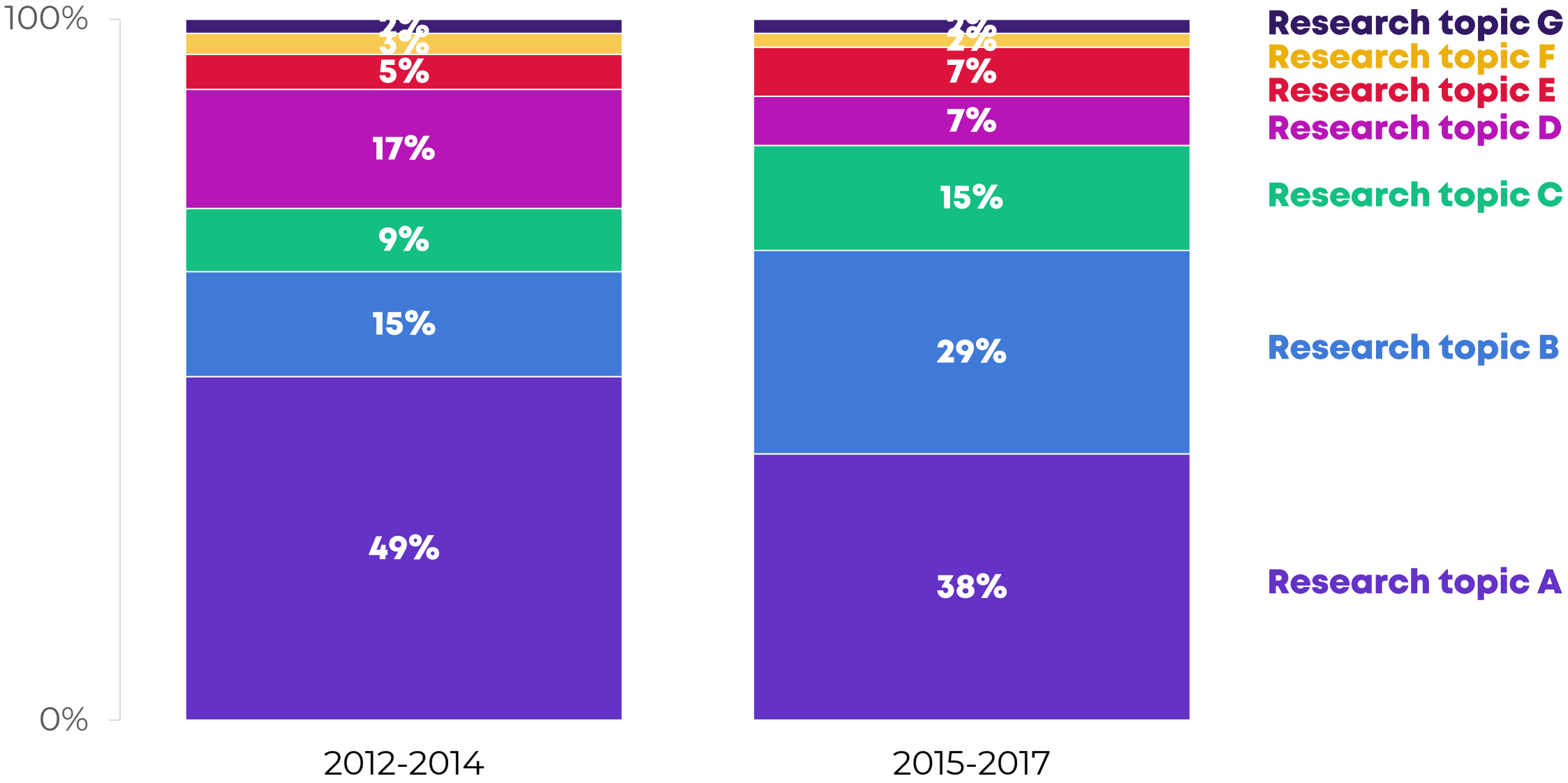
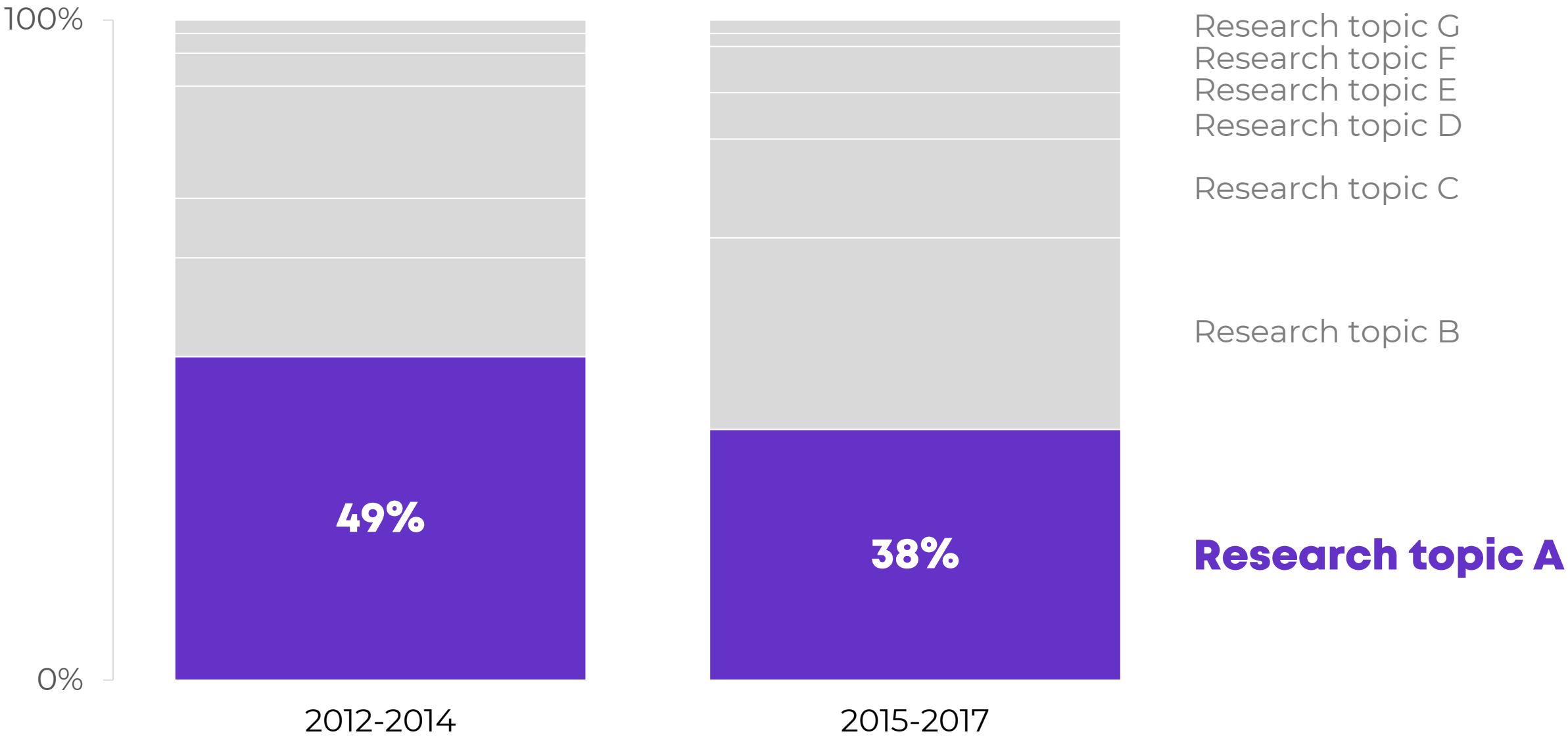


ABC-Funded Research



ABC-Funded Research



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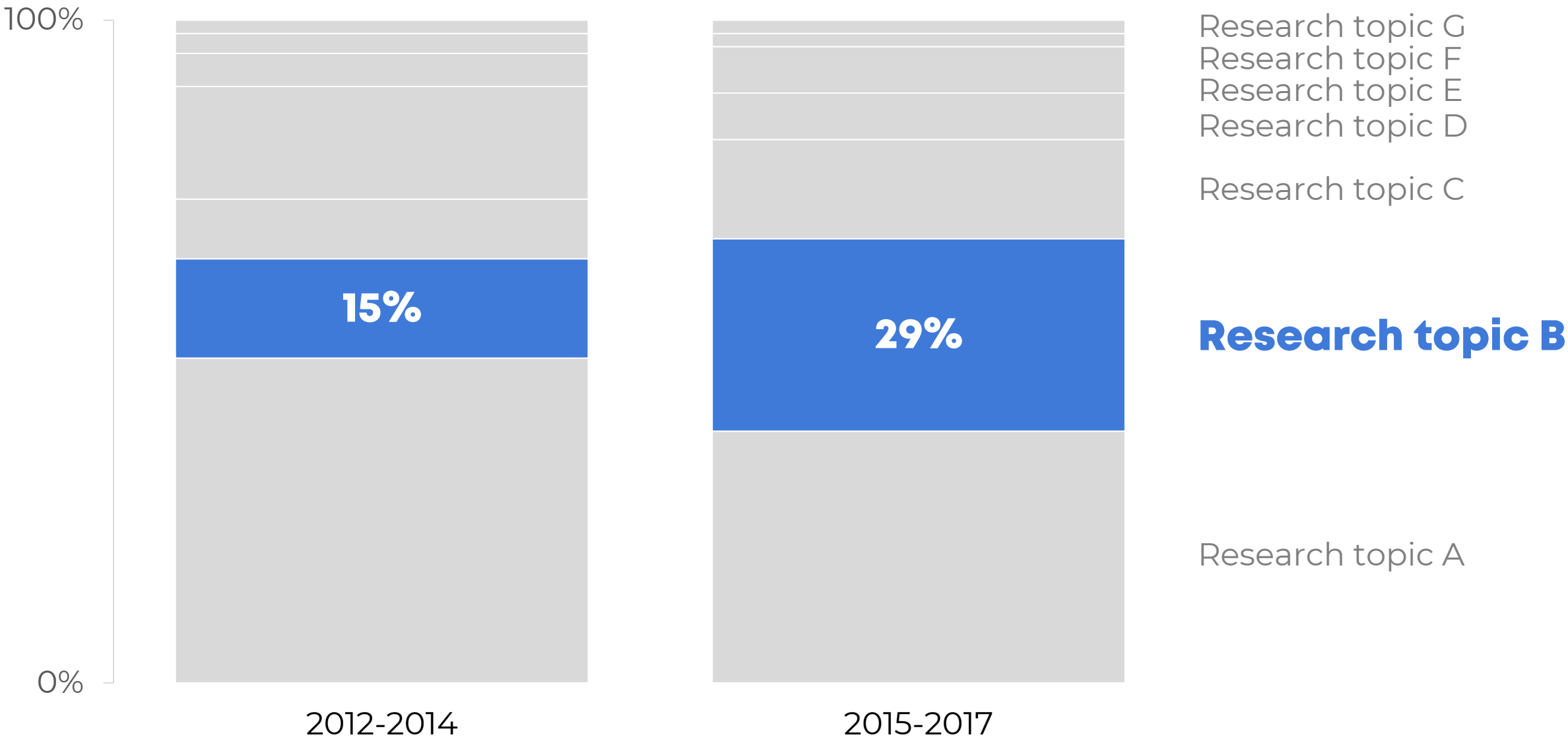

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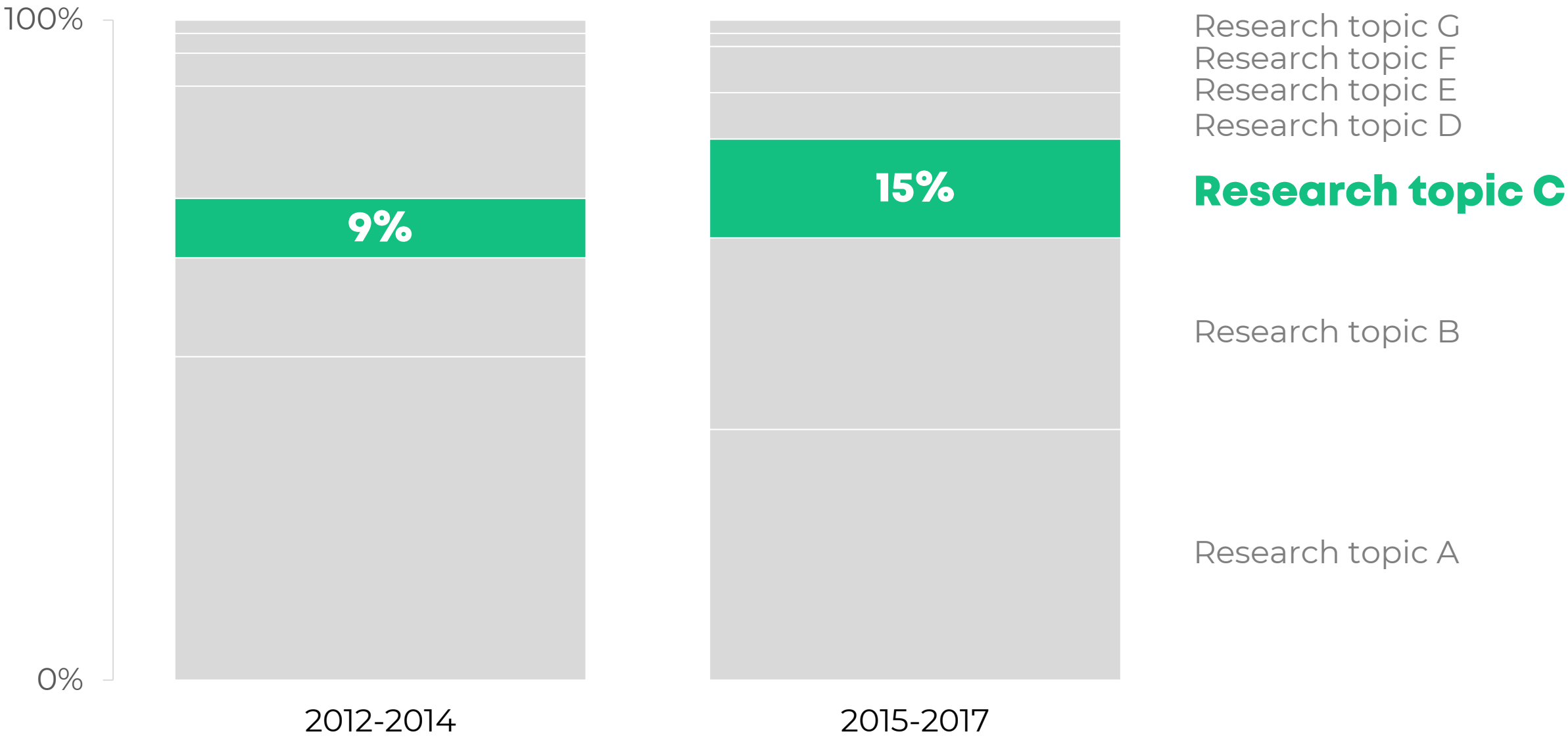

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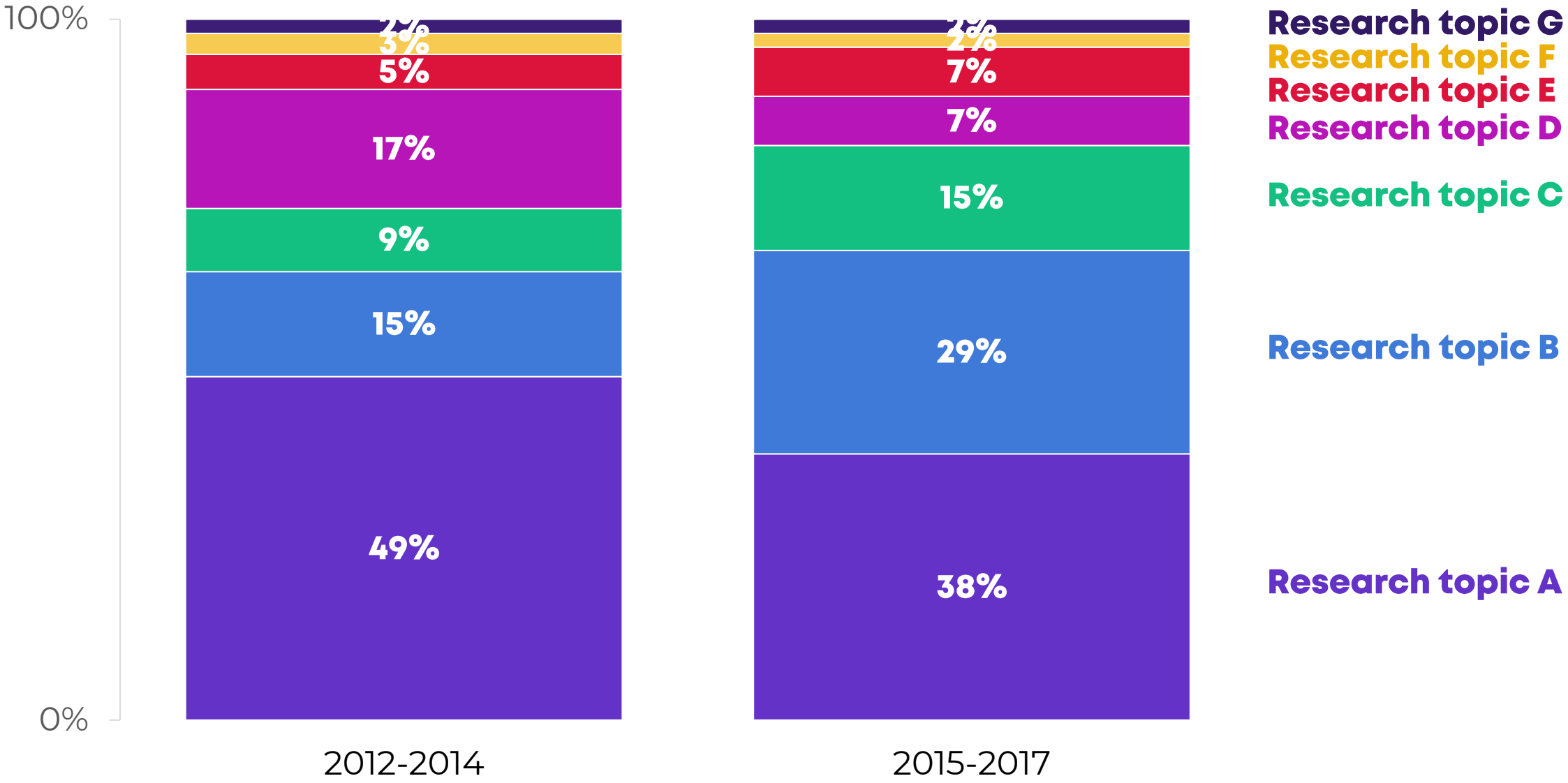
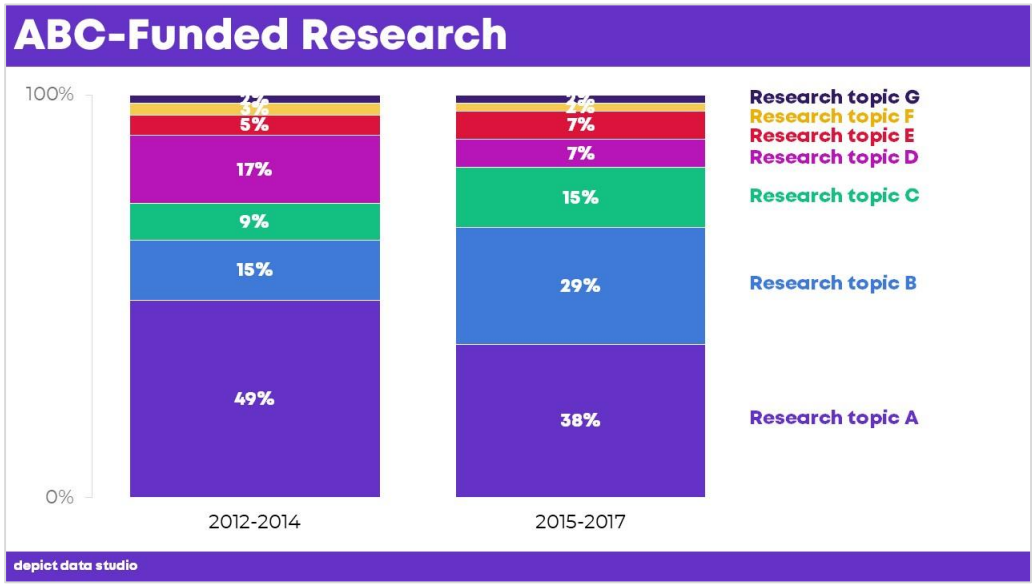
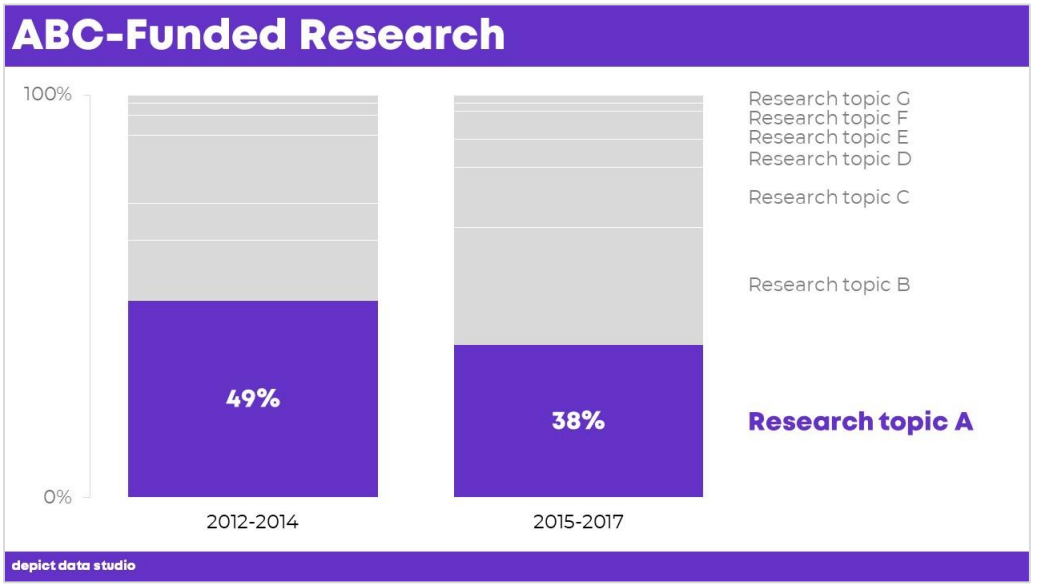
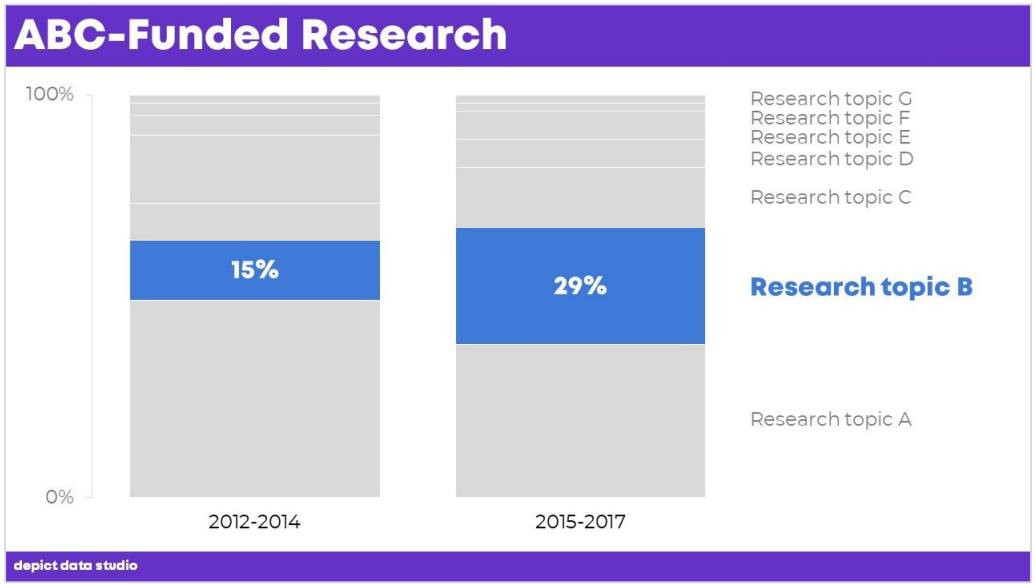
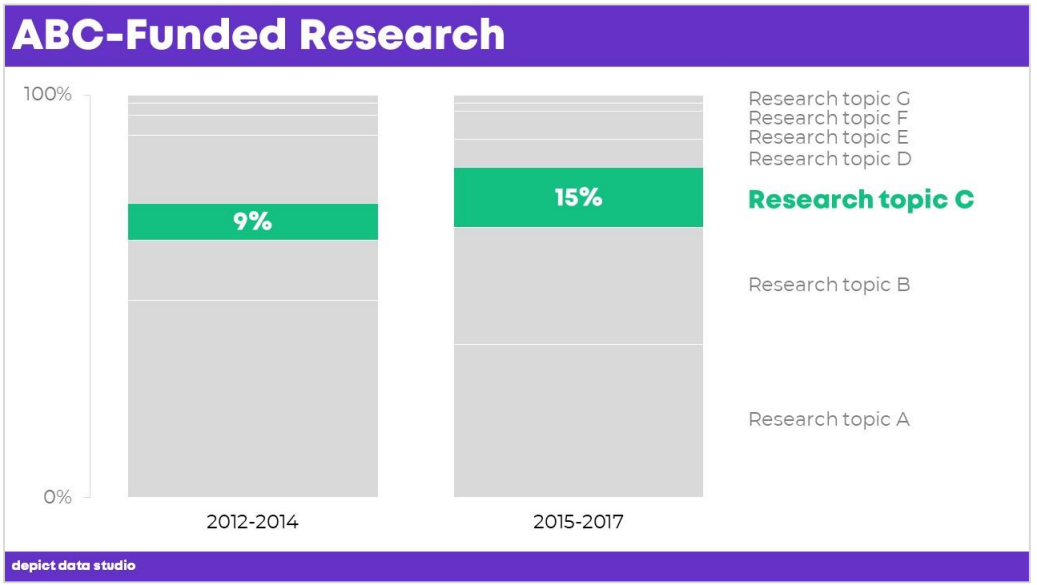


Storyboarding









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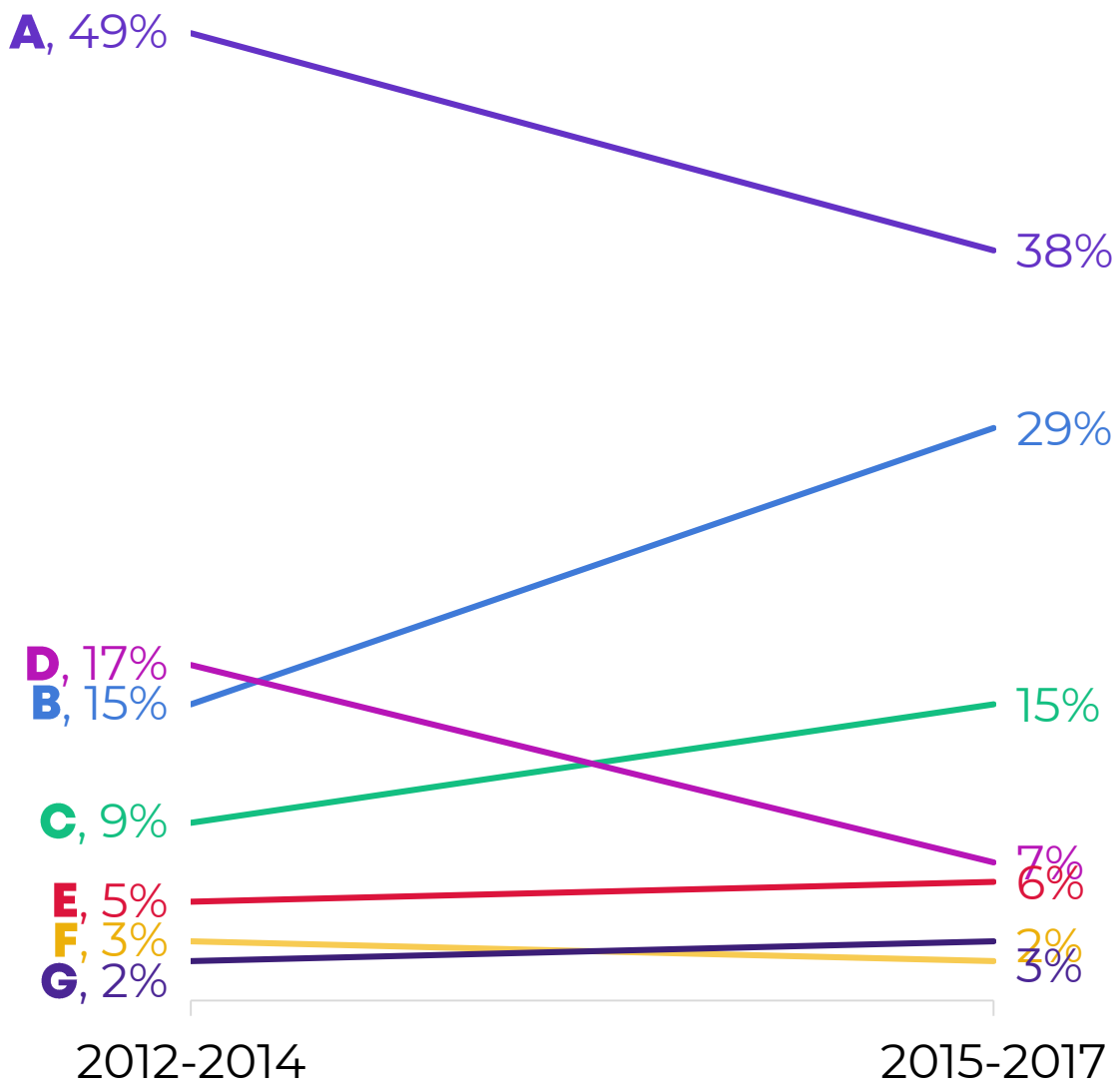

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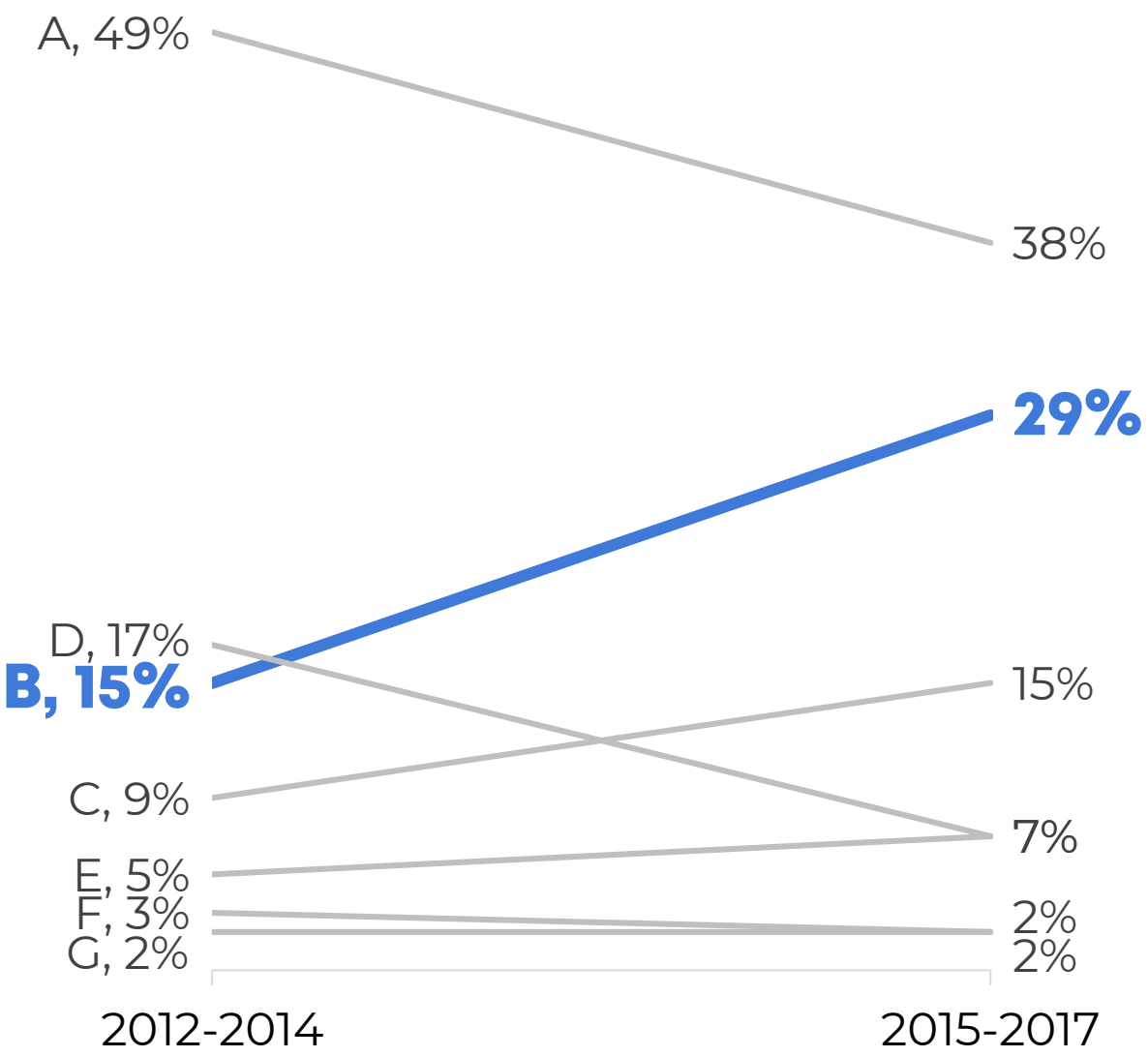

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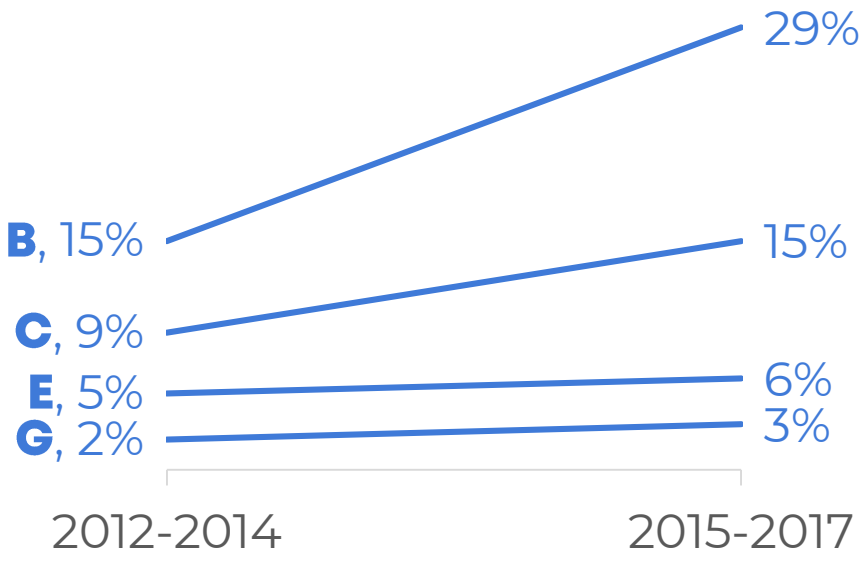
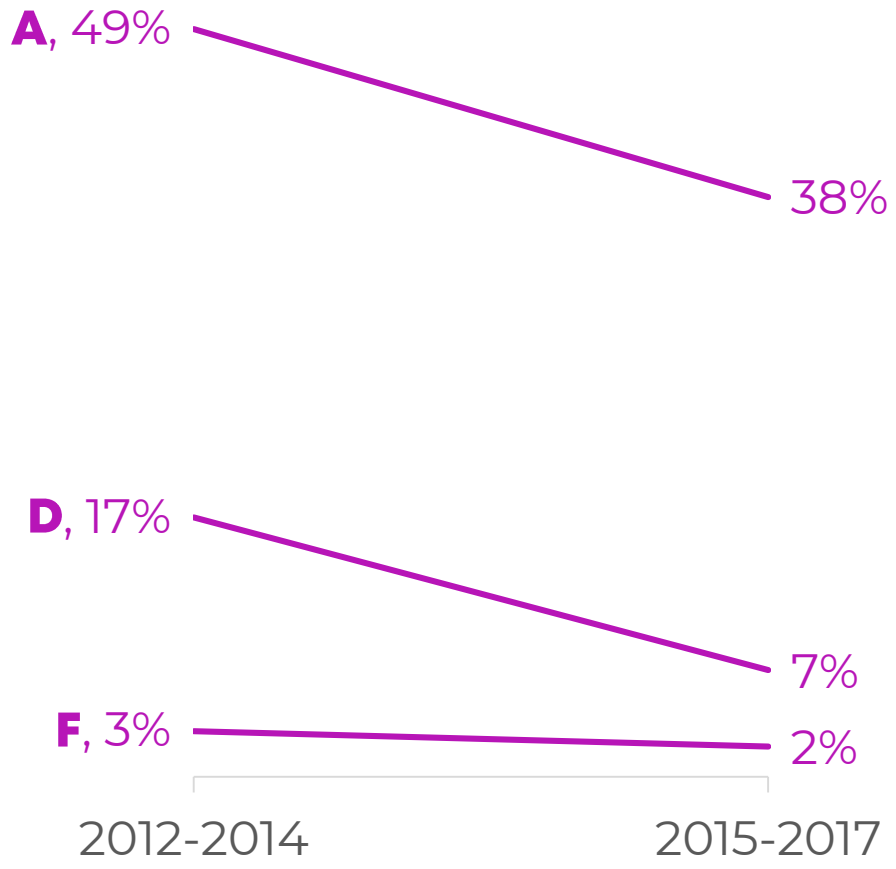
Increased Funding



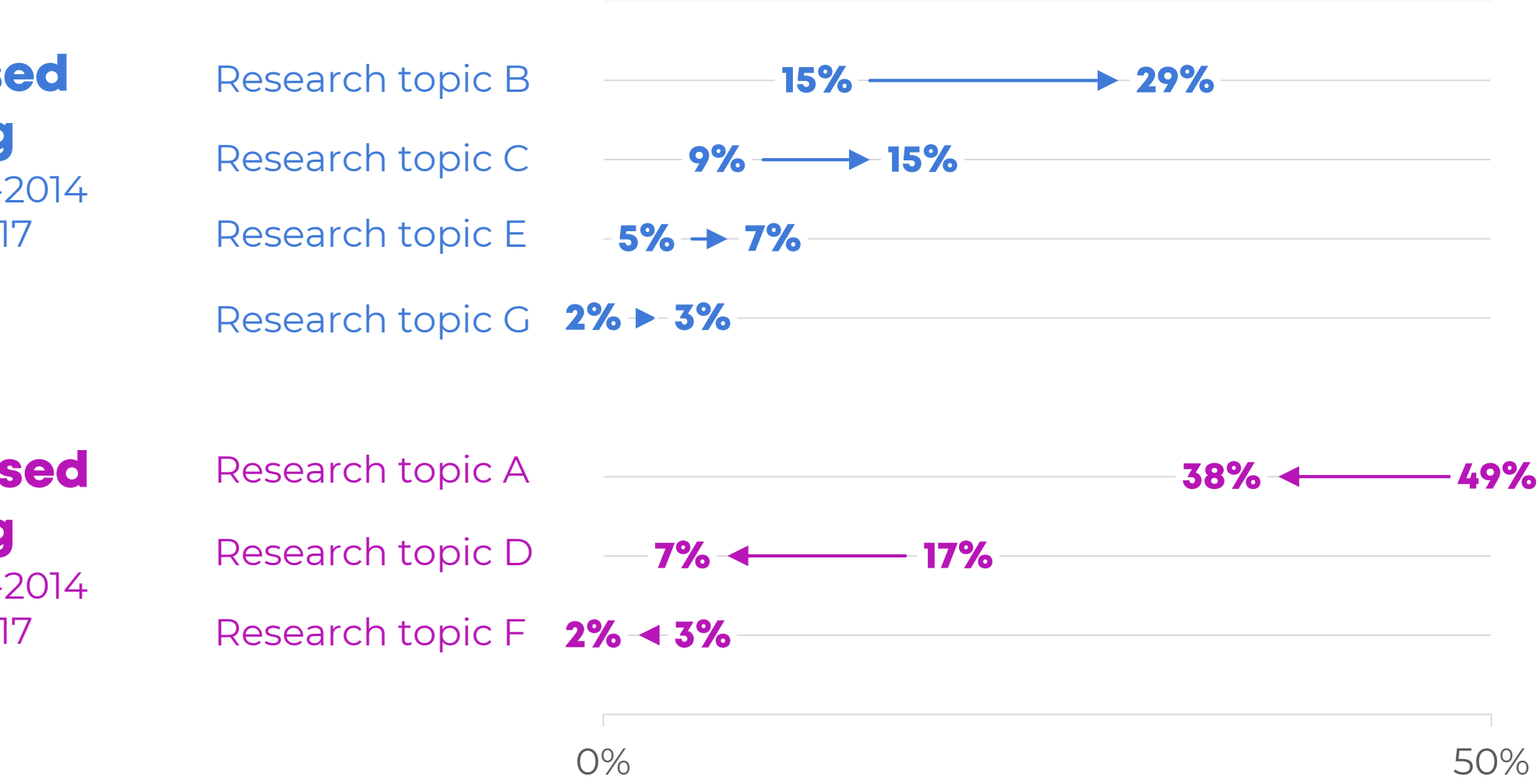
Decreased Funding



ABC-Funded Research

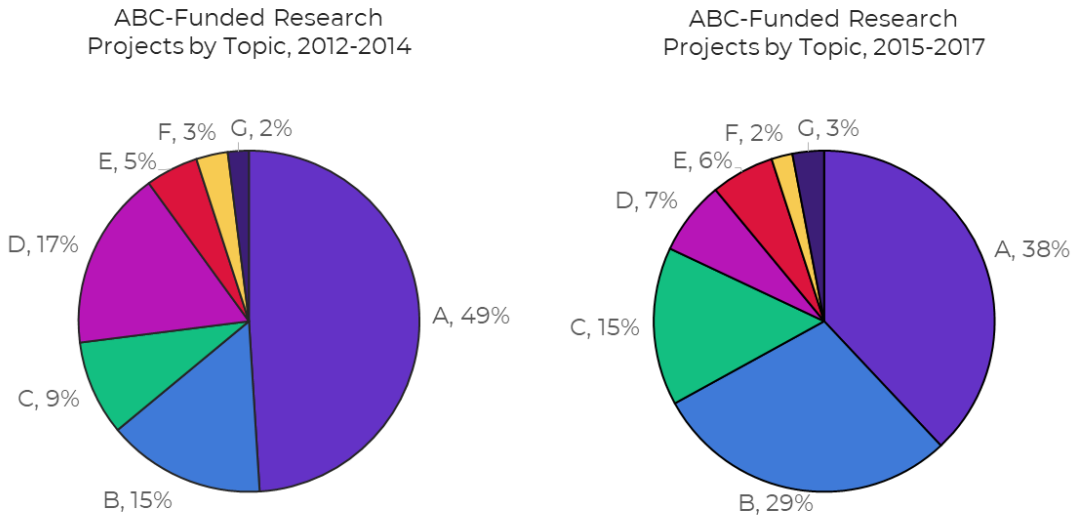
Increased Funding
from 2012-2014
to 2015-2017

Decreased Funding
from 2012-2014
to 2015-2017

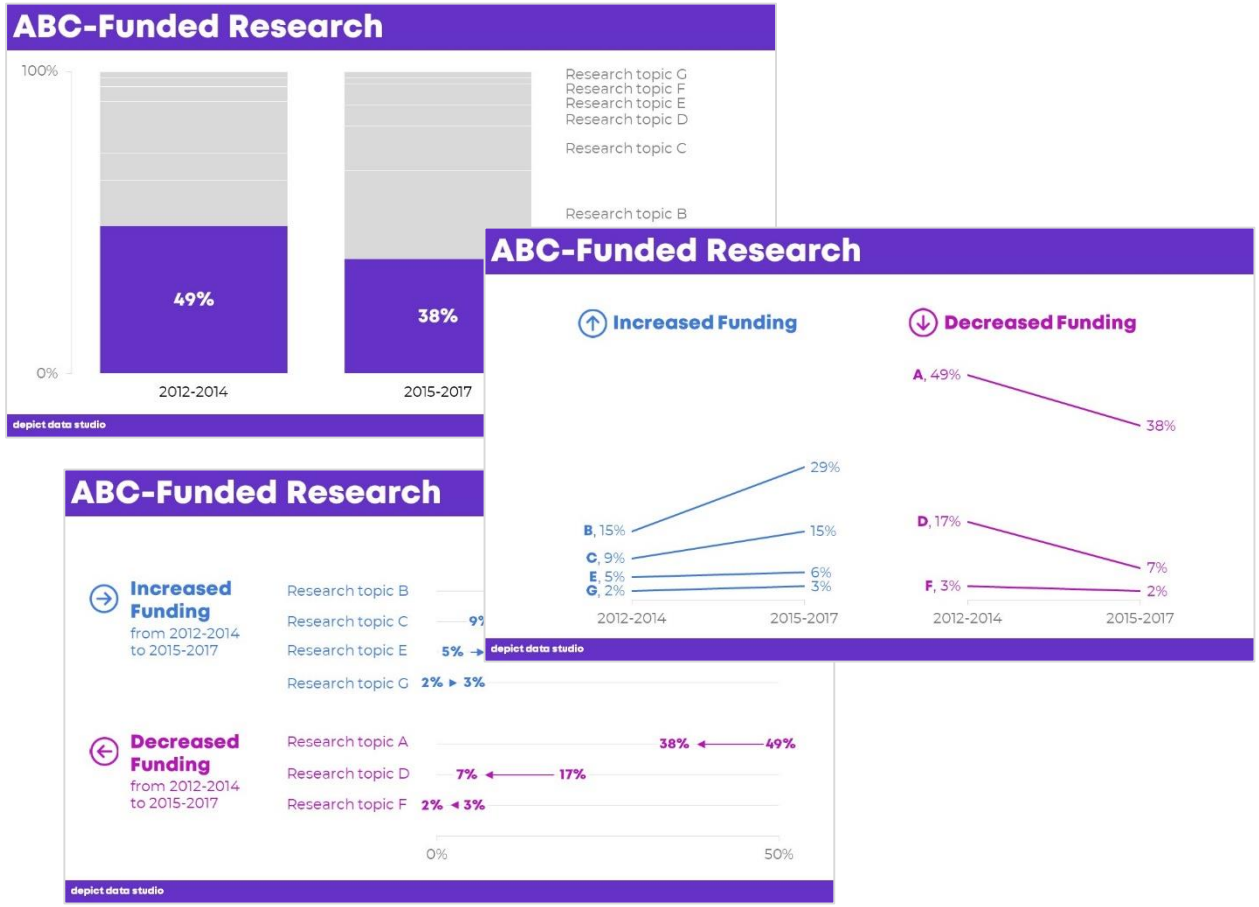


Comparing Across Two Pies

ABC-Funded Research



depict data studio

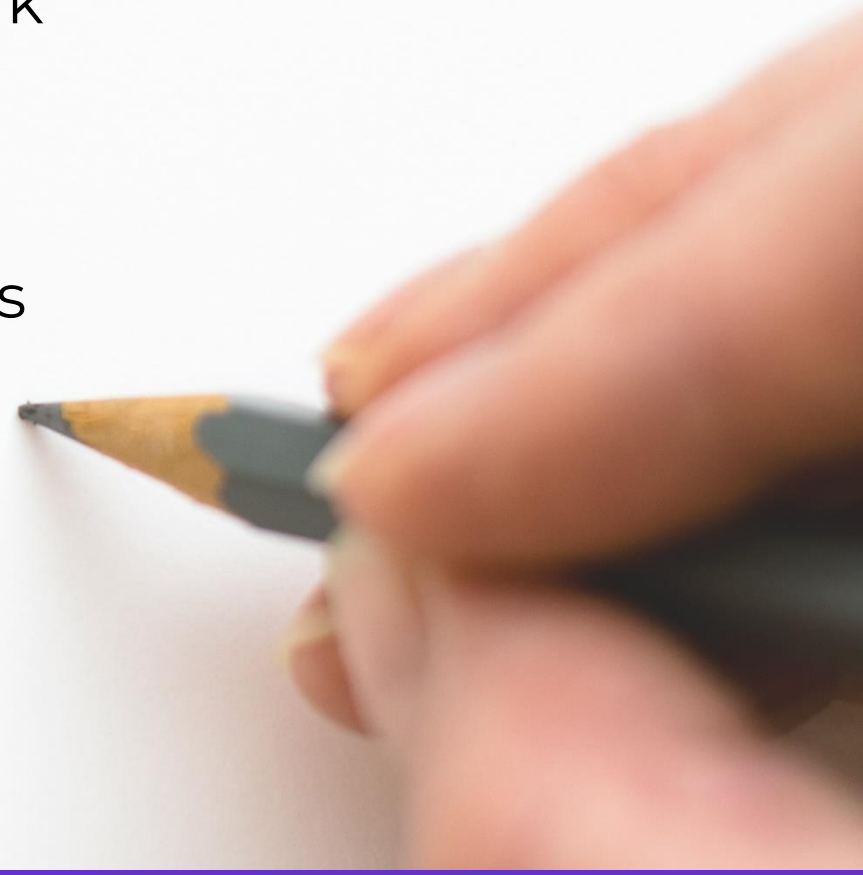


Take Notes!

- Add icons to increase memorability.
- Try a hex map to avoid the Alaska Effect.
- Avoid ALL CAPS because it takes longer to read.

Next Steps

- Try a Sankey Diagram for visualizing flow/pathways/sequences
- Try small multiples the next time you encounter a spaghetti graph
- Make sure pies only have 2 slices, and place the dark slice in the upper right corner
- Use real human icons (WeePeople)
- Horizontal text only (no diagonal or vertical text)
- Use whole numbers (“1 in 3”) instead of percentages (“33%”)
- Color code the chapters/sections
- Get rid of green-red (try blue-red instead)
- Try waffle charts
- Declutter
- Use storytelling
- Don’t use ALL CAPS



Stay in Touch

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