

ASSESSING VISUALS

Is it clear?

What is my drawing communicating? If it doesn't explain better than words, don't use it.

Is it readable?

Big enough to see – key words or phrases, not complete sentences. No vertical printing.

A single idea?

Focus on one point, not more than six lines.

Is it simple?

Minimum of distractions, not too busy or colorful – three colors max. Graphs should not exceed three comparisons or curves

Is it accurate?

Do highlights convey accurate information?

Is it interesting?

Does it help focus on the training point?

Relevant to what?

Do participants know why you are using this graphic? Does it make a point?

