

Answering these questions will help you understand your audience and give you the foundation you need to build an amazing presentation for them.

1. How much does your audience know about the topic (novice, proficient, expert)?
2. Does your audience have misconceptions about your topic that you need to clear up?
3. What is the age range of your audience, and are there other relevant demographics? Special needs? Literacy barriers?
4. What might they be interested in?
5. What's in it for them?
6. Why are they here (extrinsic or intrinsically motivated)?
7. Is there a problem I can help them solve?
8. What might they do with this information?
9. What's the best way to reach this audience?

DETERMINE THE GAP(S)

Knowledge Gap - Not having the information

Skills Gap - May have the information but need to develop skills (like driving a car)

Motivation or Attitude Gap - May have the information or skills but struggle with the motivation or can't understand why the change is needed or important

Environment Gap - Does the environment support the person in being able to succeed or are there barriers that in the process or environment? Do they have enough time and support to make the change?

Communication Gap - Vague or conflicting directions



Asking the following questions can help you decide what data to include in your presentation versus what might be better suited for a handout or left out altogether.

What are the conclusions that can be drawn about the data?

What's compelling about this information?

Are there trends to show?

Are there comparisons you'd like to demonstrate?

Is there anything surprising or unexpected to share?



Design for lay audiences.

Statistical information can easily overwhelm. Gear all design toward lay audiences. Remember people look for comparisons and themes. Make them easy to see! People read left to right, top to bottom. Avoid centering.

De-clutter! Remove grid lines and tick marks.

The more "noise" ...AKA extra info you can delete, the easier to interpret.

Titles and subtitles matter.

Make sure they're concise, interesting and at top left. Spend time creating a title that creates a "hook" and conveys the main point. Position at the top left, so it's read first.

Use color as a tool to your advantage.

Consider using an action color. Select color palette that goes with the theme and/or appeals to your audience. Use gradients of color: lowest value/lightest color - highest value/darkest color.

Limit the use of legends. Avoid whenever possible.

Example: when creating a bar chart, place horizontal labels beside or on the bars.

Select the right data visualization for the job.

There are many online resources for deciding whether a pie chart, line graph, or bar chart, etc makes the most sense.

Present in 2D.

3D charts may look more sophisticated, but experts agree they are harder to read.

Use round numbers.

Round to the nearest whole number for the quickest, easiest transfer of information.

Put it in context.

Numbers are meaningful when we understand them in relation to the total picture.

RESOURCE LINKS

Resources for Designing Print Documents, Presentations, and/or Social Media Posts:

Canva - www.canva.com

Adobe Spark - www.spark.adobe.com

Beautiful ai - www.beautiful.ai

Resources for Color Palettes:

LOL Colors <http://www.lolcolors.com/>

Canva - 100 Brilliant Color Combinations Blog Post <http://bit.ly/2d5xb5g>

Color Hexa <http://www.color-hex.com/>

Design Seeds <http://www.design-seeds.com/>

Color Scheme Designer <http://www.paletton.com/#uid=1000u0klllaFw0g0qFqFg0w0aF>

Google Chrome Eyedropper Extension <https://chrome.google.com/webstore/detail/eye-dropper/hmdc-mlfkchdmnmnmheododdhjedfcka>

Create a Color Palette Based on a Photo

<https://www.canva.com/colors/color-palette-generator/>

Places to Find Photos and Icons

The Noun Project <https://thenounproject.com/>

Stock Snap IO <https://stocksnap.io/>

Pexels <https://www.pexels.com/>

Canva Blog Post Stock Photo Sites <https://designschool.canva.com/blog/free-stock-photos/>

Photo Editing Tools

Pic Monkey <https://www.picmonkey.com/>

You can also do photo editing in Microsoft PowerPoint, Publisher, and Word

Downloading Fonts

Fonts are available on many websites, but these are a good place to start:

<https://fonts.google.com/>

1001 Fonts: <http://www.1001fonts.com/>

Da Font: <http://www.dafont.com/>

Font Squirrel: <http://www.fontsquirrel.com/>

Step by Step Guide to Downloading Fonts: <http://thevisualcommunicationguy.com/2013/08/20/how-to-install-new-fonts-on-your-pc-in-three-quick-steps/>

Info Inspired Blog: www.info-inspired.com



The New England PTTC

One-to-Three Action Steps Worksheet

Complete the table below to plan how you will implement the recommended next steps. What do you need to do to implement each action step? Include who you need to partner with and a target date for when you will complete the action items.

Action Items	What are your next steps to complete this action item?	Who do you need to partner with?	Target date for completion
1. Build your Audience Avatar, a representation of your target audience for your next presentation/communication. (See handout "Audience Avatar")			
2. Determine the Gaps that you need to address with your presentation (See handout "Determine the gaps")			
3. Design your presentation to help your audience see the data and understand your key points (See handout "Data Visualization Guide")			



The New England PTTC

One-to-Three Action Steps Worksheet

In this section, make notes on successes and challenges or additional technical assistance needs. Please share your reflections or feedback with the New England PTTC so we can continue to offer programs, tools and technical assistance to help you achieve your goals.

	What went well when implementing these steps?	What additional questions and TA needs for the action items do you have?
Build your Audience Avatar, a representation of your target audience for your next presentation/communication. (See handout "Audience Avatar")		
Determine the Gaps that you need to address with your presentation (See handout "Determine the gaps")		
Design your presentation to help your audience see the data and understand your key points (See handout "Data Visualization Guide")		