

# Tips for Effective Graphical Communication

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CANCER REGISTRY  
REGISTER RAKA  
SLOVENIJA



# Overview

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- Nika: Graphics
- Mojca: (Video) Presentation
  - Preparation
  - Recording
  - Editing
- Questions and discussion



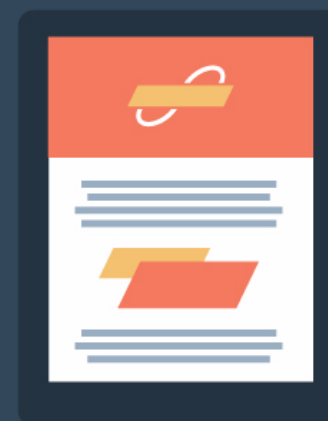
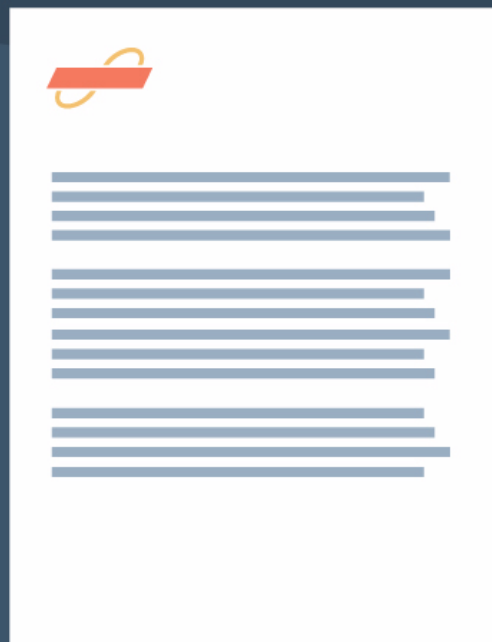
# First Considerations

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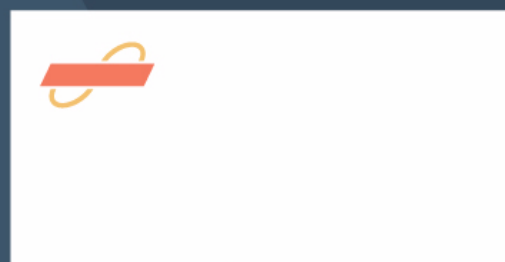
- CONTENT
  - Structure
  - Narrative
  - Level of complexity
  - Main messages
- AUDIENCE
  - Knowledge about the topic
  - What is the setting?
  - What are their interests?

Colour  
palette

Typography  
**Aa**



Logo





# Logo Example

## primary usage

The Alienware logo has been updated to match the more refined look achieved elsewhere in the brand. The "A" in the wordmark should be used as a spacing guide. The logo should never be smaller (height) than 0.3 inches in print and 75 pixels in digital. The logo should always be placed on a contrasting background, avoiding any kind of busyness or color "vibration". Previous or modified versions not listed here should never be used.



## alternate usage

The Alienware logo has alternate usages, including the wordmark in standalone, the head in standalone, and—to be used sparingly—a version where the head is positioned below the wordmark. These iterations should be used only in the event that the primary usage logos cannot. The "A" in the wordmark will still function as a spacing guide, and the alternate logos still follow the rules for scaling and sizing.





# Colour Palette Example



**AW DARK BLUE**  
PMS 534C  
C=100 M=80 Y=100 K=0  
R=12 G=56 B=102  
#0C3866



**AW TEAL**  
PMS 3258C  
C=65 M=0 Y=35 K=0  
R=73 G=192 B=182  
#49C0B6



**AW DARK GREY**  
PMS P179-15C  
C=0 M=0 Y=0 K=95  
R=45 G=45 B=45  
#222222



**AW RED**  
PMS 711C  
C=0 M=100 Y=100 K=15  
R=206 G=24 B=30  
#CE181E



**AW BLUE**  
PMS 312C  
C=100 M=10 Y=10 K=0  
R=0 G=124 B=192  
#007CC0



**AW YELLOW**  
PMS 116C  
C=0 M=25 Y=100 K=0  
R=255 G=194 B=14  
#FFC20E



**AW GOLD**  
PANTONE 8436C



**AW BRONZE**  
PANTONE 876C



**AW SILVER**  
PANTONE 8400C

Example source: Alienware Brand Guide 2016



# Typography

Aa

Avenir Next LT Pro Demi

**THIS IS A HEADLINE EXAMPLE.**

Aa

Avenir Next LT Pro Regular

This is a body copy example.

Ultralight

*Ultralight Italic*

Regular

*Regular Italic*

**Demi**

***Demi Italic***

**Bold**

***Bold Italic***

Example source:  
Alienware Brand Guide 2016

# 4 Concepts



- Limiting the amount of content in one view
- Readability and accessibility
- Format
- Spacing and alignment



# 4 Concepts



- Limiting the amount of content in one view
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# Limiting content

Throw out things that aren't necessary

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec nec nunc id urna mattis porttitor. Suspendisse non massa id nunc tempus placerat sed sed leo. Nam ut mi vel metus laoreet blandit.
- Proin maximus, dolor non hendrerit vulputate, ipsum augue sagittis orci, eget sagittis felis libero ut justo. Cras vestibulum non leo ac gravida. Donec eu neque odio. Ut consectetur venenatis lorem, id.
- Aenean nec nisi eu ex suscipit consequat. Vivamus luctus, mauris nec tristique rhoncus, neque ligula interdum odio, eu convallis nulla enim sit amet sem. Sed ex felis, lacinia sed malesuada eget, volutpat ut orci.

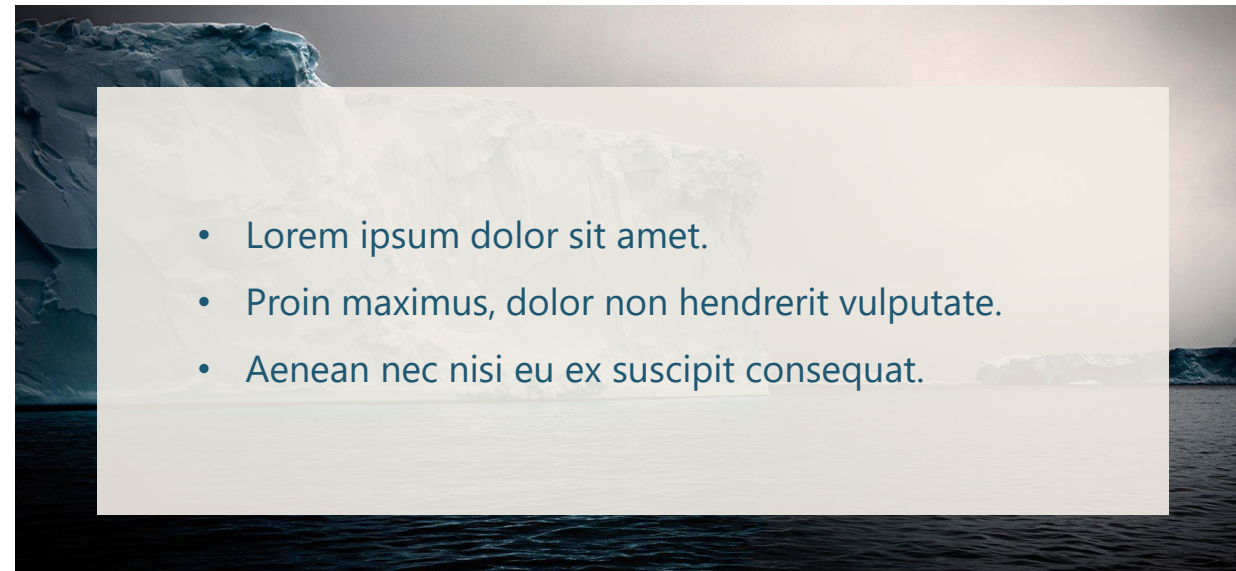
- Lorem ipsum dolor sit amet.
- Proin maximus, dolor non hendrerit vulputate.
- Aenean nec nisi eu ex suscipit consequat.





# Limiting content

Limit visual distractions





# Limiting content

Make it obvious what you want the audience to focus on

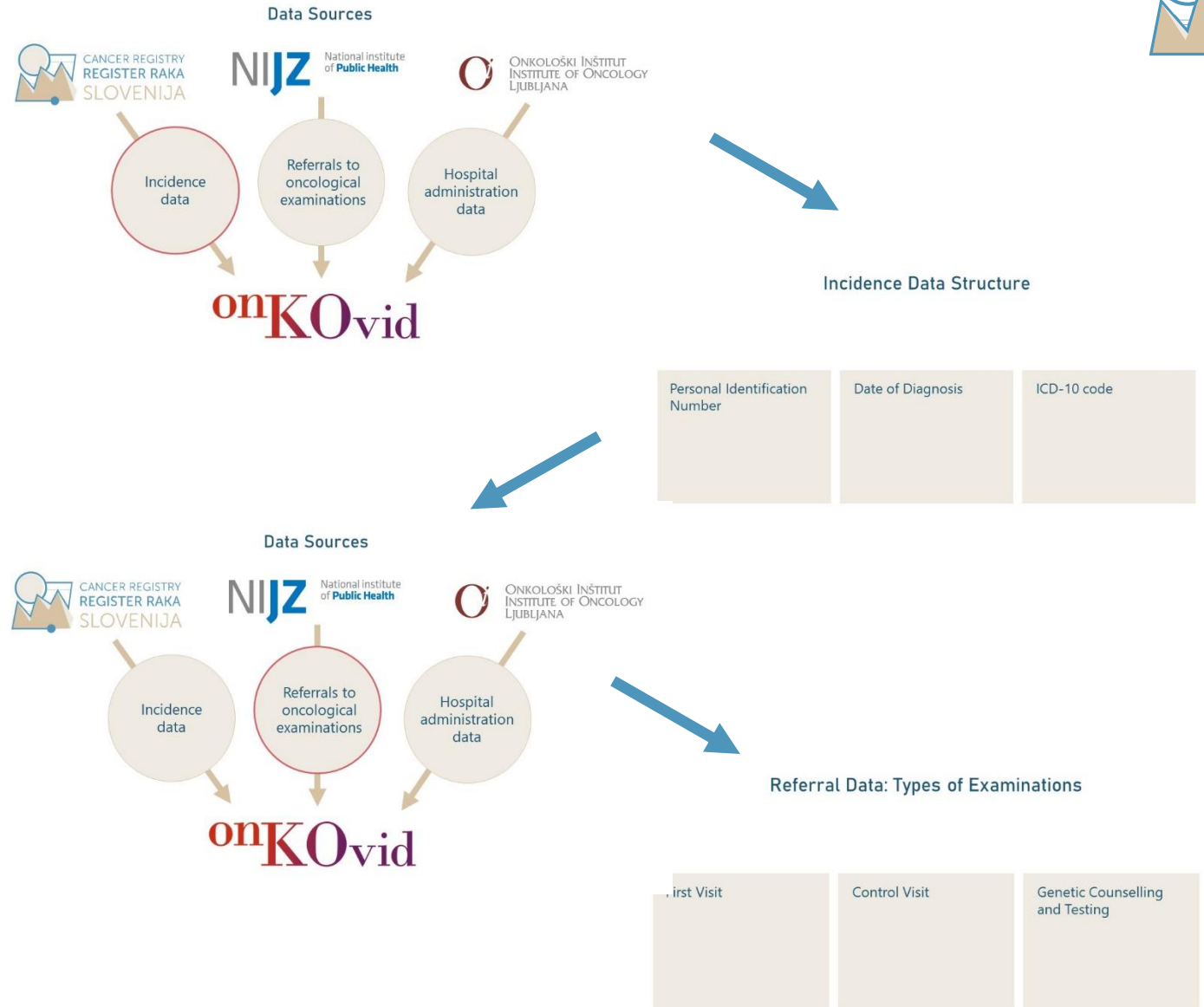
Stadij IIC													
		2017	2018	2019	2020**	2021	2017-2021						
Število novih primerov (vodilni nevusi)		32	44	39	42	31	188				188		
Povprečje (starost)		75,6	73,3	75,4	75,8	76,1	75,2				75,2		
Mediana (starost)		77	79	77	81	81	79				79		
Histološka vrsta (Šifra ICD-O-3)		Število	%	Število	%	Število	%	Število	%	Število	%		
Malignant melanoma, NOS (8720)		7	21,9	11	25,0	6	15,4	8	19,0	6	19,4	38	20,2
Nodular melanoma (8721)		14	43,8	19	43,2	22	56,4	23	54,8	18	58,1	96	51,1
Lentigo maligna (8742)		0	0,0	1	2,3	0	0,0	0	0,0	0	0,0	1	0,5
Superficial spreading melanoma (8743)		9	28,1	13	29,5	10	25,6	11	26,2	5	16,1	48	25,5
Druge histološke vrste (8722,8723,8730,8740,8741,8744,8745,8761,8770-8772,8780)		2	6,3	0	0,0	1	2,6	0	0,0	2	6,5	5	2,7
Skupaj (8720-8780)		32	100,0	44	100,0	39	100,0	42	100,0	31	100,0	188	100,0
Diagnostična obdelava		Število	%	Število	%	Število	%	Število	%	Število	%	Število	%
Dermatoskopija	Ne	0	0,0	0	0,0	0	0,0	0	0,0	0	0,0	0	0,0
	Da	1	3,1	0	0,0	0	0,0	0	0,0	0	0,0	1	0,5
	Neznano	31	96,9	44	100,0	39	100,0	42	100,0	31	100,0	187	99,5
Pregled kože	Popoln	1	3,1	0	0,0	0	0,0	0	0,0	0	0,0	1	0,5
	Delen	0	0,0	0	0,0	0	0,0	0	0,0	0	0,0	0	0,0
	Neznano	31	96,9	44	100,0	39	100,0	42	100,0	31	100,0	187	99,5
Opravljen popoln pregled kože do šest mesecev po eksciziji	Da	0	0,0	-	-	-	-	-	-	-	-	0	0,0
	Ne	1	100,0	-	-	-	-	-	-	-	-	1	100,0
Opravljen dermatoskopija do šest mesecev po eksciziji	Da	0	0,0	-	-	-	-	-	-	-	-	0	0,0
	Ne	1	100,0	-	-	-	-	-	-	-	-	1	100,0

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Histološka vrsta (Šifra ICD-O-3)		Število	%	Število	%	Število	%	Število	%	Število	%		
Malignant melanoma, NOS (8720)		7	21,9	11	25,0	6	15,4	8	19,0	6	19,4	38	20,2
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Lentigo maligna (8742)		0	0,0	1	2,3	0	0,0	0	0,0	0	0,0	1	0,5
Superficial spreading melanoma (8743)		9	28,1	13	29,5	10	25,6	11	26,2	5	16,1	48	25,5
Druge histološke vrste (8722,8723,8730,8740,8741,8744,8745,8761,8770-8772,8780)		2	6,3	0	0,0	1	2,6	0	0,0	2	6,5	5	2,7
Skupaj (8720-8780)		32	100,0	44	100,0	39	100,0	42	100,0	31	100,0	188	100,0
Diagnostična obdelava		Število	%	Število	%	Število	%	Število	%	Število	%	Število	%
Dermatoskopija	Ne	0	0,0	0	0,0	0	0,0	0	0,0	0	0,0	0	0,0
	Da	1	3,1	0	0,0	0	0,0	0	0,0	0	0,0	1	0,5
	Neznano	31	96,9	44	100,0	39	100,0	42	100,0	31	100,0	187	99,5
Pregled kože	Popoln	1	3,1	0	0,0	0	0,0	0	0,0	0	0,0	1	0,5
	Delen	0	0,0	0	0,0	0	0,0	0	0,0	0	0,0	0	0,0
	Neznano	31	96,9	44	100,0	39	100,0	42	100,0	31	100,0	187	99,5
Opravljen popoln pregled kože do šest mesecev po eksciziji	Da	0	0,0	-	-	-	-	-	-	-	-	0	0,0
	Ne	1	100,0	-	-	-	-	-	-	-	-	1	100,0
Opravljen dermatoskopija do šest mesecev po eksciziji	Da	0	0,0	-	-	-	-	-	-	-	-	0	0,0
	Ne	1	100,0	-	-	-	-	-	-	-	-	1	100,0



# Limiting content

Divide into multiple slides



# 4 Concepts



- Limiting the amount of content in one view
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# Readability and Accessibility

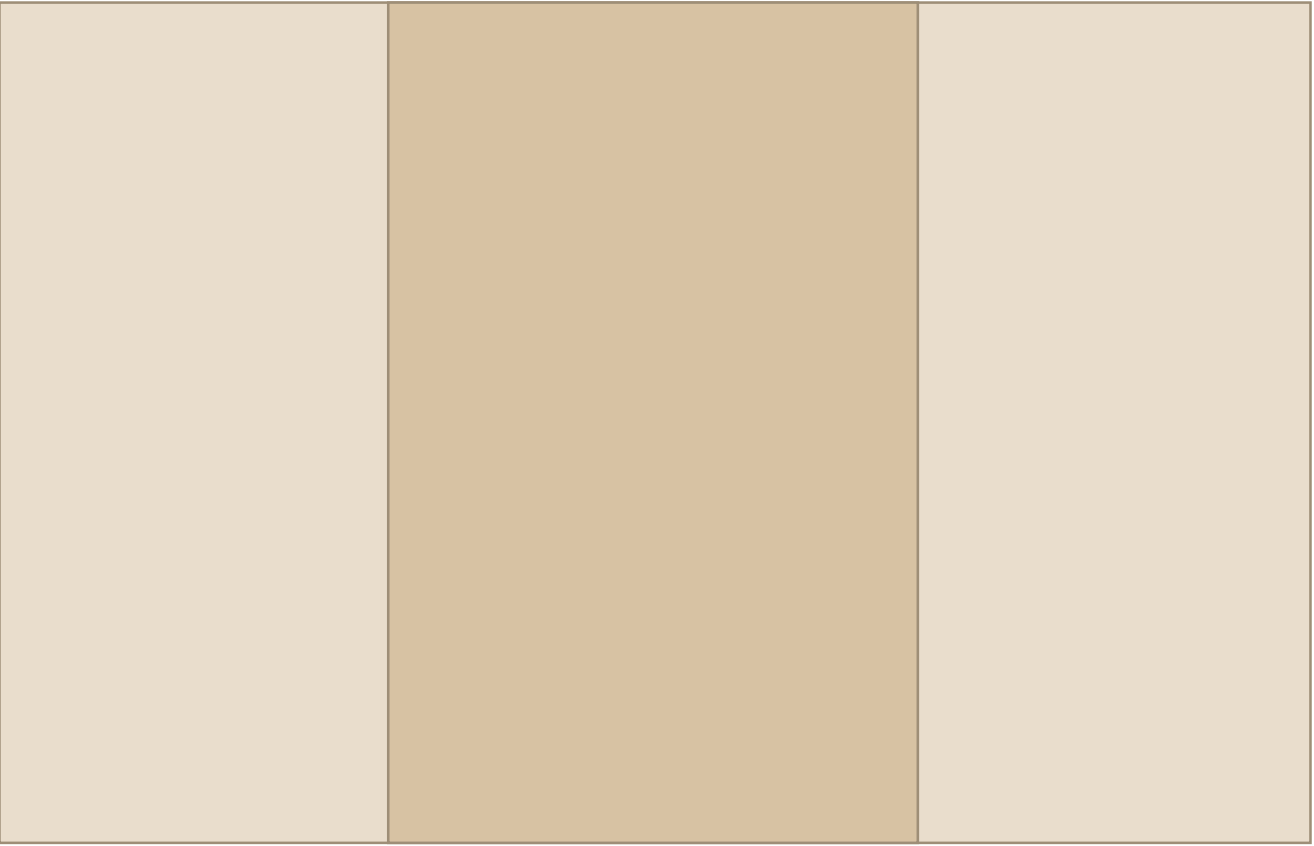
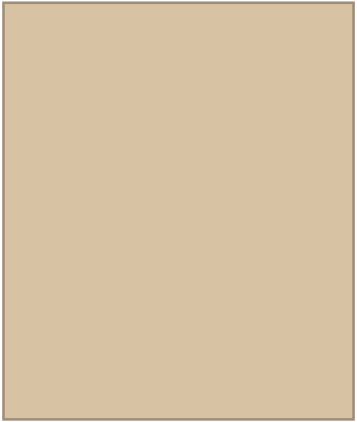
- Aesthetics vs. readability
- What affects readability?
  - fontface,
  - size,
  - colour and contrast
- Again: consider the audience
- Near-sightedness, impaired hearing, colour blindness

# 4 Concepts



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- **Format**
- Spacing and alignment

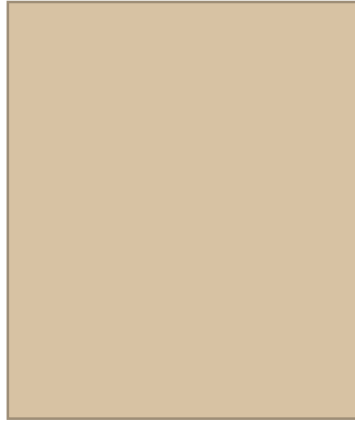
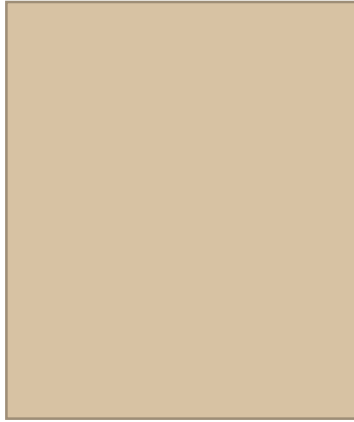
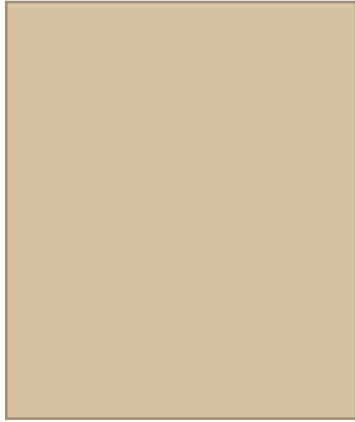
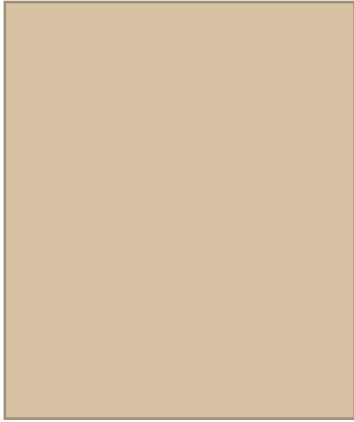




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# Finding balance

