



# Super Graphics

## ABSTRACT

The purpose of this research is to investigate the visual components of presentation design in an attempt to provide the students and faculty of the University of Wisconsin—Eau Claire with cutting edge presentation approaches. Visual aids improve audience information retention by 80% over a strictly oral presentation, and research suggests an increasing need for strong visual presentation capable of keeping viewers' attention amidst our chaotic and fast-paced visual world. The use of computer applications such as Microsoft PowerPoint for creating presentations poses many visual risks commonly overlooked. The outcome of this project will be the formation of a concise reference booklet on the biological realities of humans' visual abilities combined with a database of presentation guidelines. These materials grow out of lectures on visual communication and research on current trends in presentation methods.

### COLOR CONTRAST / VISIBILITY CHART

Best	Black / Yellow	Black / Yellow
	Black / White	Black / White
	Black / Orange	Black / Orange
	Blue / White	Blue / White
Fair	Red / Yellow	Red / Yellow
	Red / Black	Red / Black
	Red / Orange	Red / Orange
	Red / Blue	Red / Blue
Poor	Red / White	Red / White
	Red / Green	Red / Green
	Red / Yellow	Red / Yellow
	Red / Blue	Red / Blue

Figure 1: Color visibility.

Figure 1 Example of contrast between text to background.

Figure 2 Bullet points summarize information in a hierarical sense causing important information to be lost in the confusion of mass text while dumbing down information presented to the audience.

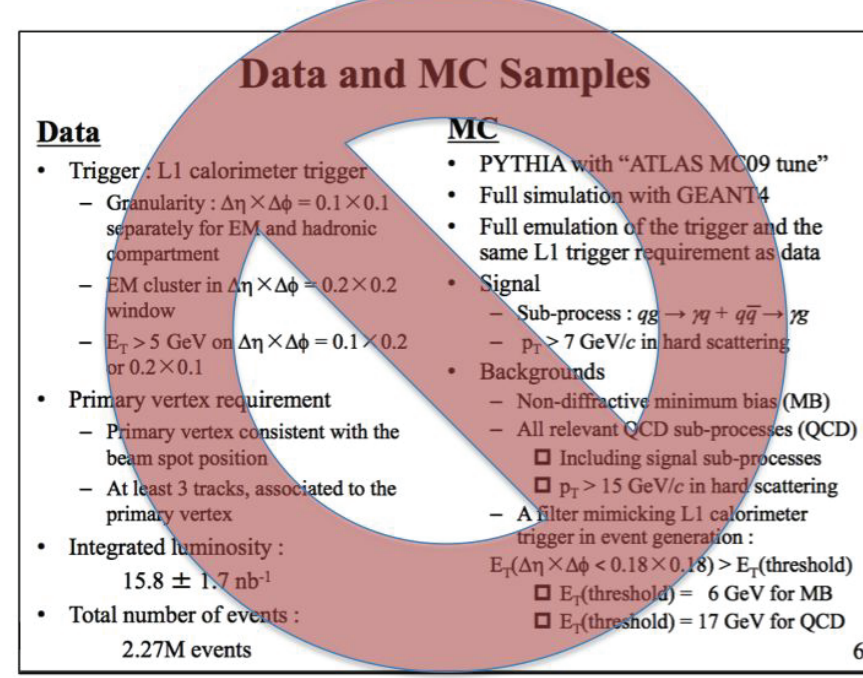


Figure 2: What not to do.

## OBJECTIVE

The objective of this research is to better understand the components of visual communication and their applicable role to modern information conveyance with the aim of improving standards seen in current presentation techniques. It is important to improve the quality of classroom experience for future generations whose visual exposure will only increase amidst the bright and stimulating environment they experience daily. Evidence suggests a predictable PowerPoint lecture will not retain their attention. A collection of cutting edge presentation theories will be organized through a web reference and printed handout and dispersed across the University of Wisconsin-Eau Claire campus. The collected data will provide students and faculty with information on how to improve their presentations of information for the visual generation.

## METHODOLOGY

The elements and structure of symposium situations in the current digital age combines established doctrines of presentation theory, research on the biological tendencies of human eye movement, analysis of technology development and application, and methods of information conveyance in the modern age. The methodology of the current project draws on theories of Edward Tufte, a pioneer of data visualization, who insisted that information collected would best be interpreted through image representation and clarity of communication. Establishing the portfolio of information on this subject in an easy to navigate online database coupled with a quick-look reference card brings together the tactile and exponential expression of information. The reference card will be dispersed across the University of Wisconsin--Eau Claire campus and students and faculty will be encouraged to take a reference card for an immediate link to presentation information, trends, and guidelines.

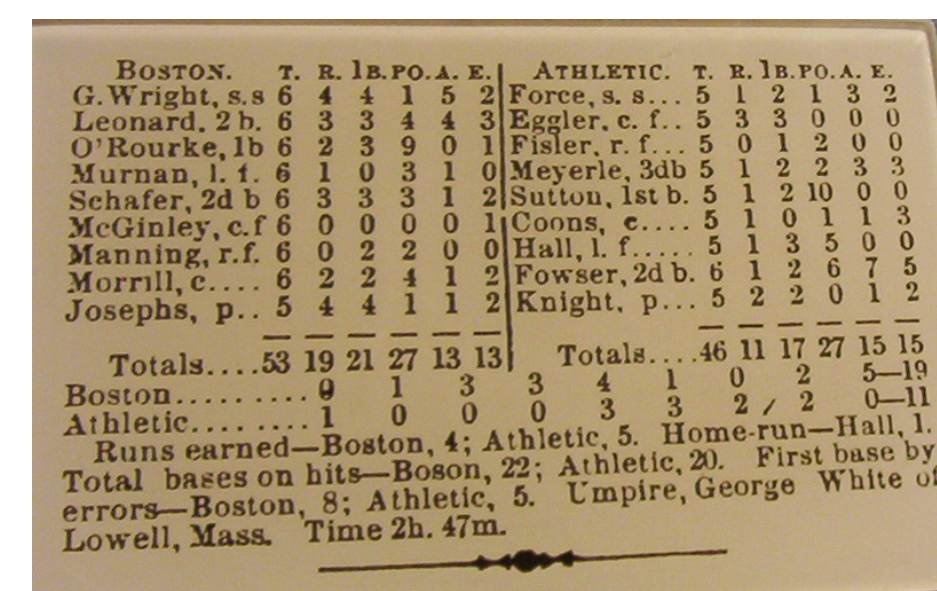


Figure 1: 1876 box score where Boston wins!

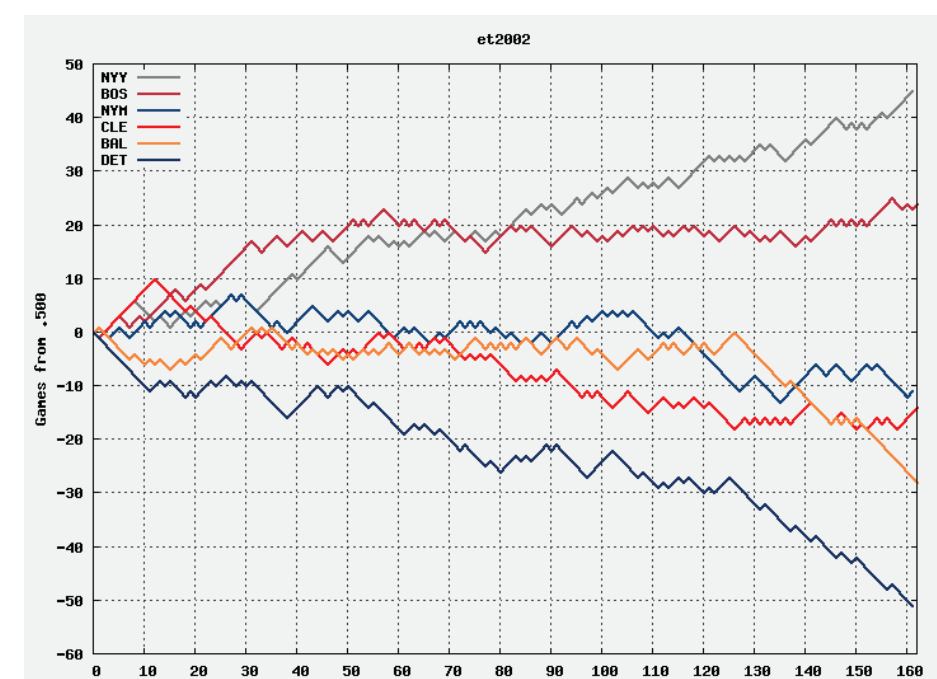


Figure 2: Spark Lines and Baseball.

- Figure 1 The visual success and minimal structure change to baseball box scores, sized for news print, alludes to humans' ability to quickly process large amounts of visual information very quickly.
- Figure 2 The Spark Line, created by Edward Tufte, charts variables over time in a way that allows for easy visual comparison of trends and patterns in the information.
- Figure 3 Small Multiples illustrate procedure, steps of instruction, or stages of importance.
- Figure 4 Illustrates the progression, transition, and influence of rock and roll over time.

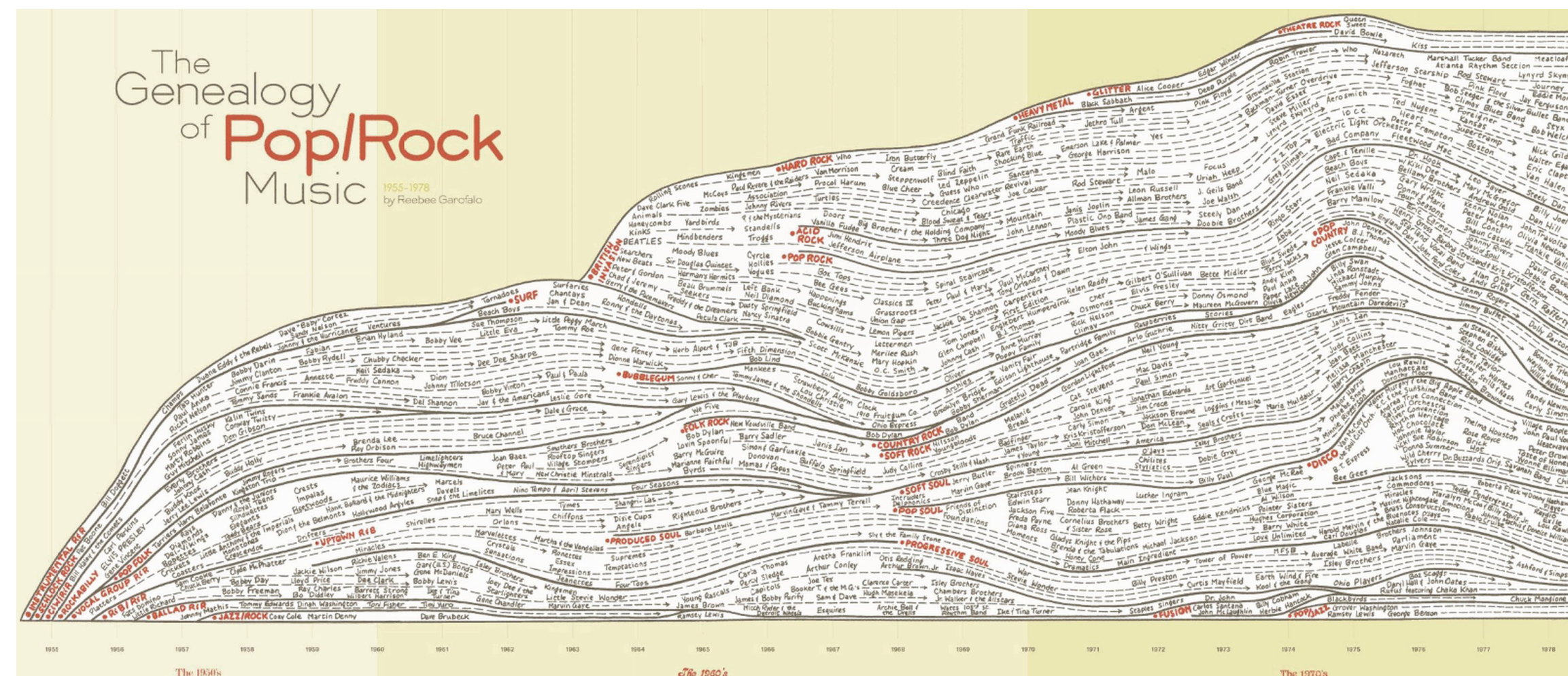


Figure 4: Rock 'N' Roll is Here to Pay: Steve Chapple and Reebee Garofalo, 1975.

## RESULTS

The dissemination of information takes form in the dispersion of a reference handout that in turn directs viewers to a correlating online database which infuses technology trends, presentation theories, and physical realities of the human processing power in reference to presenting information with visual aids. It is possible for this quick reference to make an immediate impact on UWEC presentations; however, the nature of dissemination relies on the social participation and activation of the information, rendering the time expectation for making an impact an awaited variable. Overall, this research provides a strong solution to eradicating poor visual presentations and communication breakdowns, replacing them with countless examples of successful and forward thinking-presentation methods.

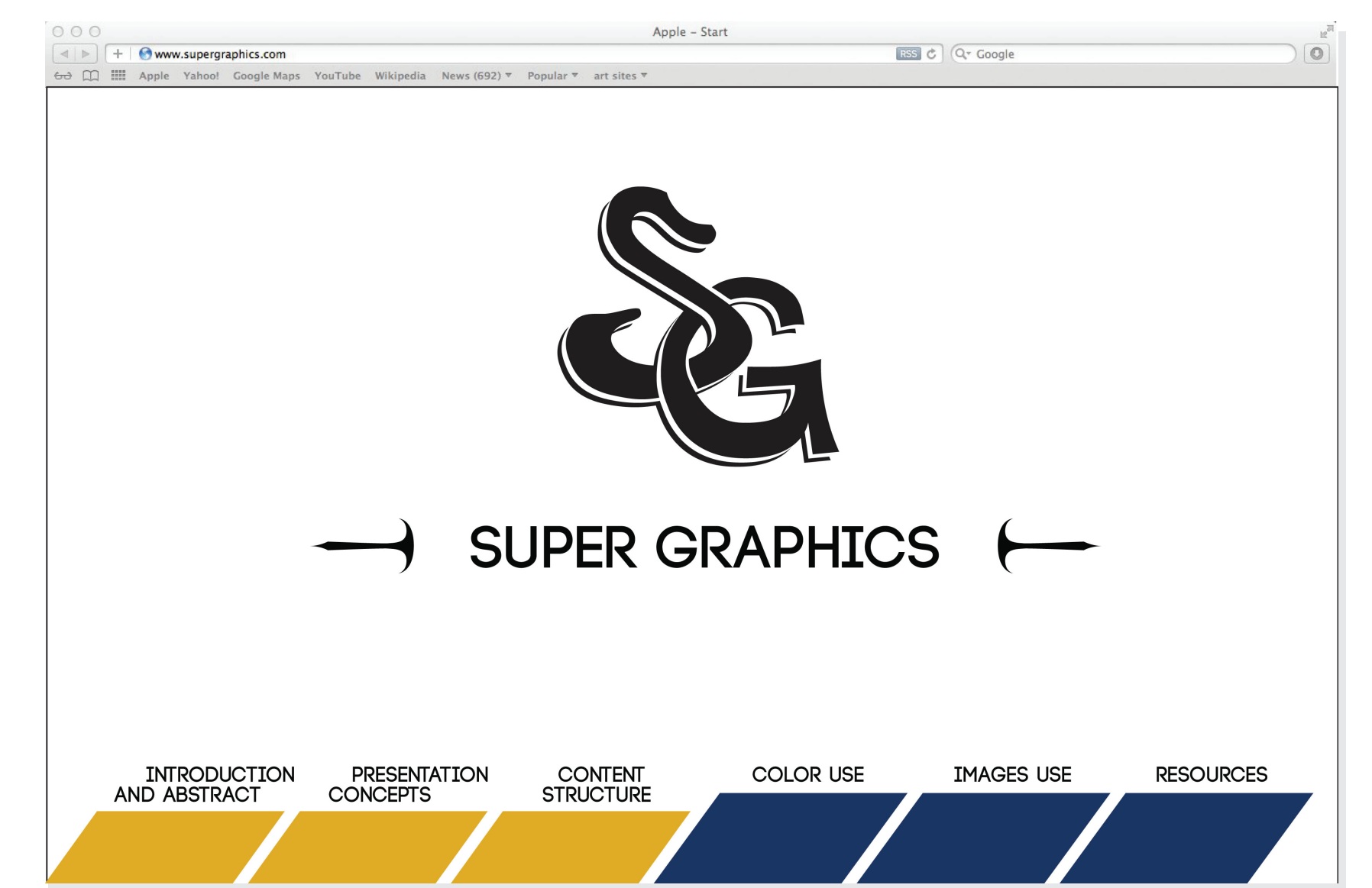


Figure 1: Super Graphics website.

Figure 1 Web resource that correlates with information hand out.

## SOURCES

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