October 2024

NBCUniversal

Data Visualization 102

NBCUNIVERSAL

Agenda

1 Questioning content	**6** Color & alignment
2 Establishing context	**7** Data & imagery
3 Template	**8** Accessibility
4 Typography	**9** Editing & finalizing
5 Virtual & in-person best practices	

What's the goal?

What am I trying to say?

Is my content understandable

even if someone is not 100% knowledgeable on the topic?

Who is my audience

and what do I want them to do with this info?

How can I simplify

this more?

Questioning content

Establishing context

- - - - - - -

What medium
will it be in? (in-person, over zoom)
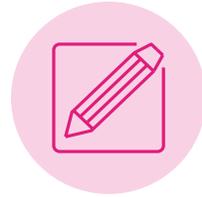
What background
do audiences need? (prerequisite knowledge, tools, materials)

How long
is the presentation/ meeting?

Any next steps
needed for your audience?

Preparation

Determine how your audience

will view your presentation. Laptop? Tablet? Mobile phone?

Focus

Aim for a screen change

(e.g., animation, transition, video) every :15–:20 seconds so the audience doesn't lose interest.

Design

Font

Increase font size as the screen size decreases; ensure your text has breathing room and a readable font (Grandview).

Color

Use a higher contrast than normal and make sure your key points stand out from the rest of your slide; use bold to increase impact

Animation

Keep as simple as possible and make sure they are purposeful

(Data viz)
— — — —

Virtual best practices

(Data viz)

In-person best practices

Preparation

The focus is on you
rather than the slides. Incorporate natural body language to keep the focus on you and connect with your audience.

Focus

The audience are there to listen
to you, not read the slides. Instead, call out the key points.

Design

Font

Increase font size as the screen size decreases; ensure your text has breathing room and a readable font (Grandview). Make sure your slides are more visual than text.

Color

Use a higher contrast than normal and make sure your key points stand out from the rest of your slide; use bold to increase impact

Animation

Keep as simple as possible and make sure they are purposeful

Template

Preset of layouts, colors & fonts that allow NBCU's materials to look consistent and professional
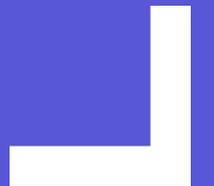
How do I **access & use** the 2024 template?

1. Visit **this link** to open the 2024 template file.

2. In PowerPoint, select **File** and choose **Save as Template…**
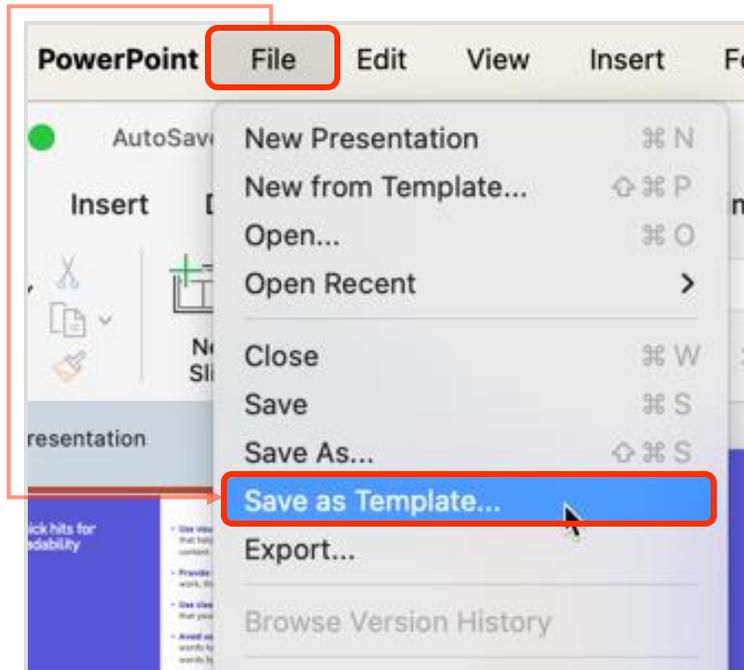
4. Enter a title for the template and select **Save**.
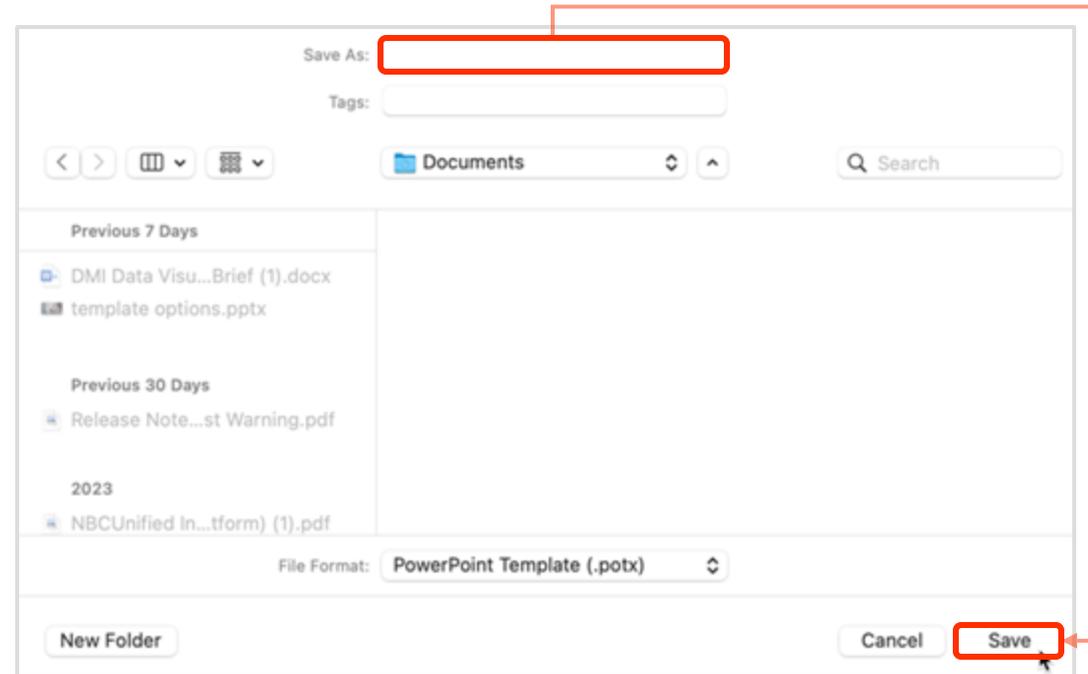
How do I **create a deck** using the template?

1. In PowerPoint, select **File** and choose **New from Template…**
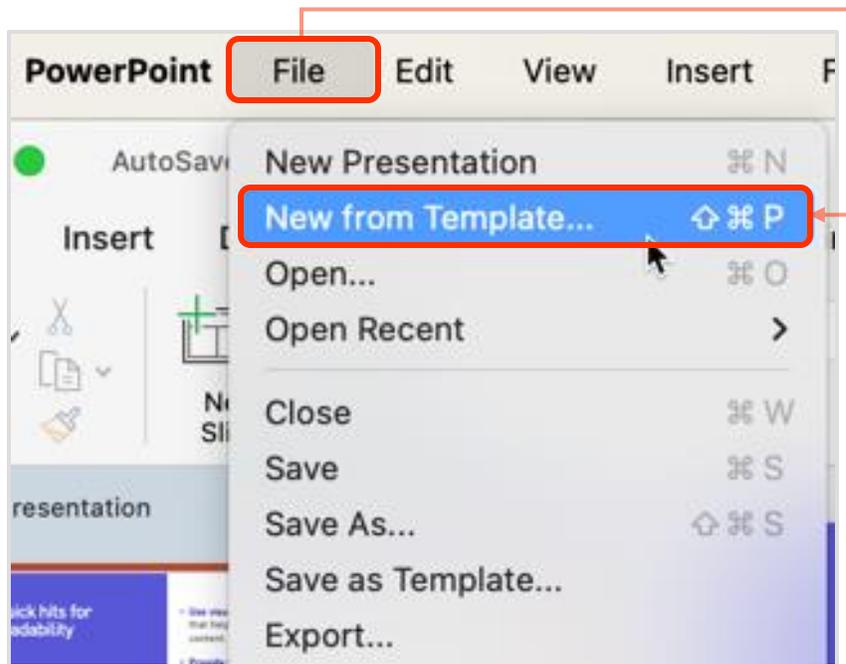
4. Choose the **2024** template and select **Create**.
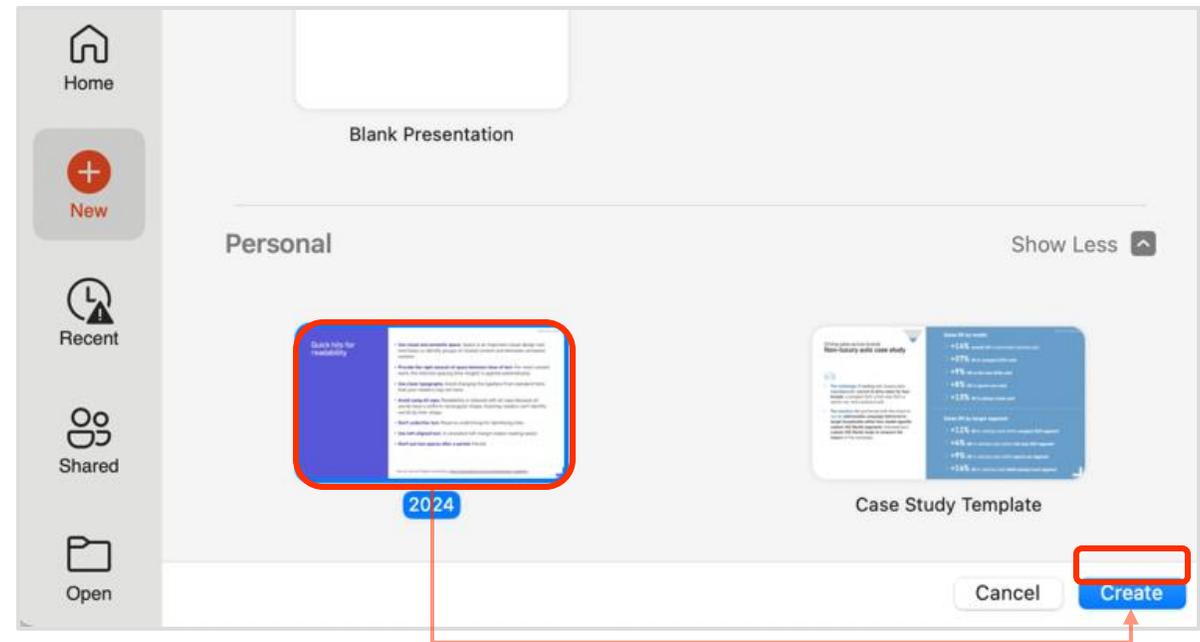
How can I use **inspo** from other decks?

1. In PowerPoint, select the slide you want to transfer.

2. In the **Home** tab, select **Copy** from the drop-down.
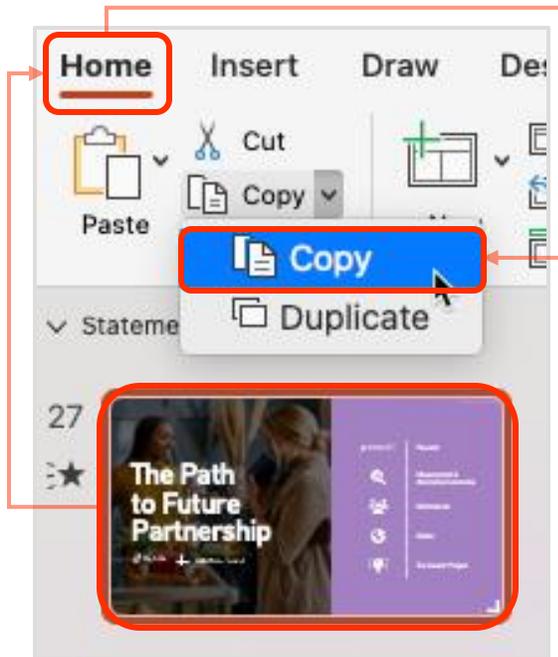
3. Click where you want to paste the slide and make sure you see a red horizontal line.
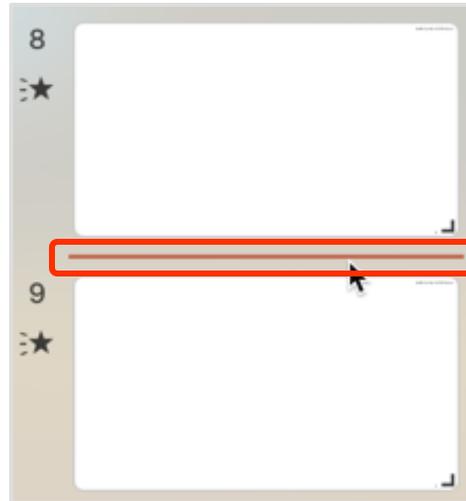
4. Click on the Paste drop-down and select **Use Destination Theme**. The slide will be pasted with NBCU theme and palette colors.
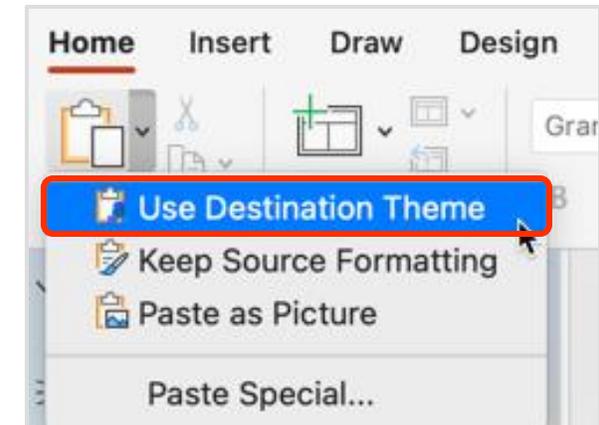
Typography

The practice of arranging text to make copy legible, clear & visually appealing

What **spacing** do I use?

Titles

1. In the **Home** tab, go to **Character Spacing**.

2. Select **More Spacing…**

3. Choose **Condensed** by **1** point in the Font dialog box.
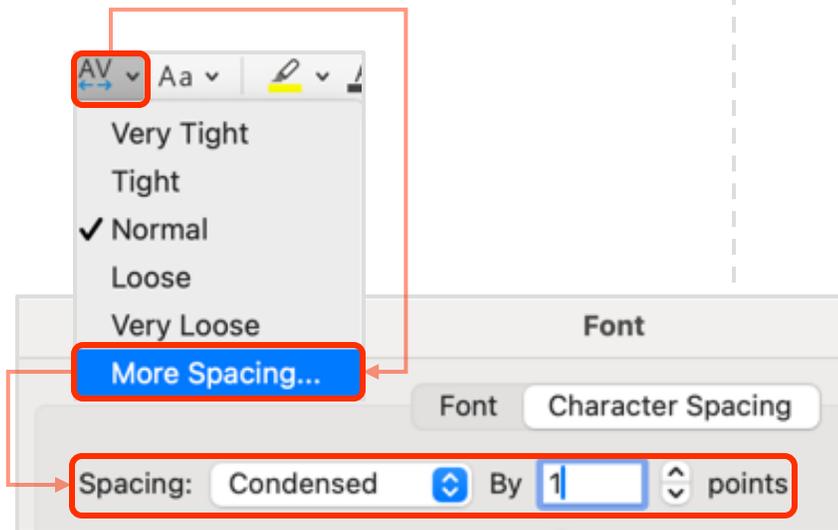
Subheadings/body

1. In the **Home** tab, go to **Character Spacing**.

2. From the drop-down select **Normal**.
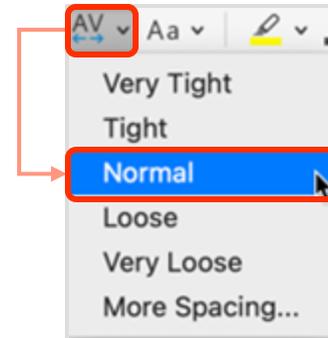
Just one space

after a period or any other punctuation mark
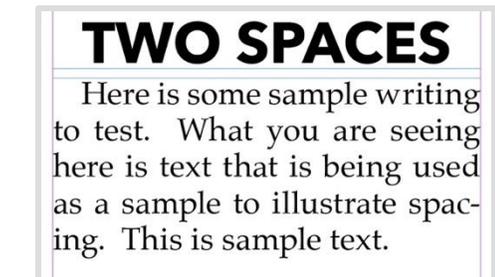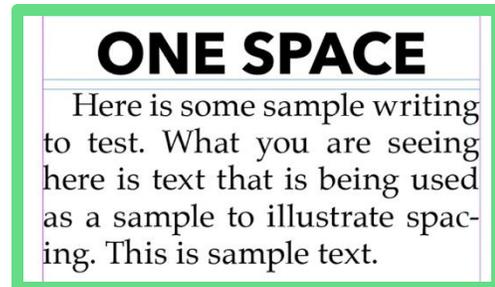
Standard type placement

Slide title

Subheading

Suspendisse suscipit, ipsum quis feugiat blandit, erat felis laoreet sem, a viverra ante diam ut tellus. Fusce at tristique metus. Aliquam ullamcorper efficitur ipsum ut sollicitudin. Nulla facilisi. Proin dictum tortor a felis varius rhoncus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Sed semper lectus eu nulla porta, ac vulputate neque consequat. Nullam porta dolor et mauris suscipit elementum.

Subheading

Praesent quis nisl et ipsum dignissim rutrum. Cras eleifend erat leo, id malesuada turpis vestibulum quis. Nulla dictum, urna et tincidunt placerat, turpis ligula vulputate turpis, sed maximus odio nunc vel velit. Donec pulvinar ex at dui feugiat, finibus tristique lorem dictum. Maecenas eget est tellus.

Subheading

Suspendisse suscipit, ipsum quis feugiat blandit, erat felis laoreet sem, a viverra ante diam ut tellus. Fusce at tristique metus. Aliquam ullamcorper efficitur ipsum ut sollicitudin. Nulla facilisi. Proin dictum tortor a felis varius rhoncus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Sed semper lectus eu nulla porta, ac vulputate neque consequat. Nullam porta dolor et mauris suscipit elementum.

Subheading

Praesent quis nisl et ipsum dignissim rutrum. Cras eleifend erat leo, id malesuada turpis vestibulum quis. Nulla dictum, urna et tincidunt placerat, turpis ligula vulputate turpis, sed maximus odio nunc vel velit. Donec pulvinar ex at dui feugiat, finibus tristique lorem dictum. Maecenas eget est tellus.

Title
Font: Grandview
Font size: 28pt
Spacing: Condensed by 1

Subheading
Font: Grandview Bold
Font size: 16pt
Spacing: Normal

Body
Font: Grandview Normal
Font Size: 14pt
Spacing: Normal

Use **bold** for emphasis and reserve underlining for links

Slide best practices

Sentence case

for slides and divider titles

This slide uses
sentence case

This Slide Uses
Title Case

Left align

for better readability

Subheading

Suspendisse suscipit, ipsum quis feugiat blandit, erat felis laoreet sem, a viverra ante diam ut tellus. Fusce at tristique metus. Aliquam ullamcorper efficitur ipsum ut sollicitudin. Nulla facilisi. Proin dictum tortor a felis varius rhoncus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Sed semper lectus eu nulla porta, ac vulputate neque consequat. Nullam porta dolor et mauris suscipit elementum.

Subheading

Praesent quis nisl et ipsum dignissim rutrum. Cras eleifend erat leo, id malesuada turpis vestibulum quis. Nulla dictum, urna et tincidunt placerat, turpis ligula vulputate turpis, sed maximus odio nunc vel velit. Donec pulvinar ex at dui feugiat, finibus tristique lorem dictum. Maecenas eget est tellus.

metus. Aliquam ullamcorper efficitur ipsum ut sollicitudin. Nulla facilisi. Proin dictum tortor a felis varius rhoncus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Sed semper lectus eu nulla porta, ac vulputate neque consequat. Nullam porta dolor et mauris suscipit elementum.

Subheading

Praesent quis nisl et ipsum dignissim rutrum. Cras eleifend erat leo, id malesuada turpis vestibulum quis. Nulla dictum, urna et tincidunt placerat, turpis ligula vulputate turpis, sed maximus odio nunc vel velit. Donec pulvinar ex at dui feugiat, finibus tristique lorem dictum. Maecenas eget est tellus.

No all caps

because it reduces readability

Slide title
Subtitle

Subheading

Praesent quis nisl et ipsum dignissim rutrum. Cras eleifend erat leo, id malesuada turpis vestibulum quis. Nulla dictum, urna et tincidunt placerat, turpis ligula vulputate turpis, sed maximus odio nunc vel velit. Donec pulvinar ex at dui feugiat, finibus tristique lorem dictum. Maecenas eget est tellus.

SLIDE TITLE
SUBTITLE

SUBHEADING

PRAESENT QUIS NISL ET IPSUM DIGNISSIM RUTRUM. CRAS ELEIFEND ERAT LEO, ID MALESUADA TURPIS VESTIBULUM QUIS. NULLA DICTUM, URNA ET TINCIDUNT PLACERAT, TURPIS LIGULA VULPUTATE TURPIS, SED MAXIMUS ODIO NUNC VEL VELIT. DONEC PULVINAR EX AT DUI FEUGIAT, FINIBUS TRISTIQUE LOREM DICTUM. MAECENAS EGET EST TELLUS.

Color

Add emphasis & flair to your presentations with NBCU's designated color palette
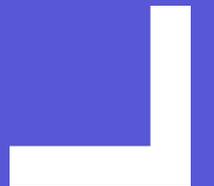
Which **colors** can I use?

No Fill

Theme Colors

Hex codes identify specific colors.

#FF8A37

#FF2F00

#DF1D7C

#5857D7

#32AEE6

#249E45
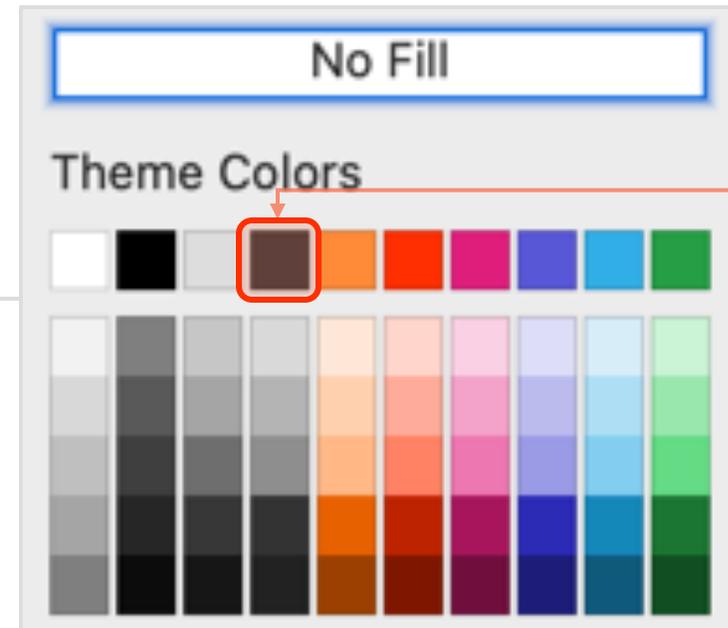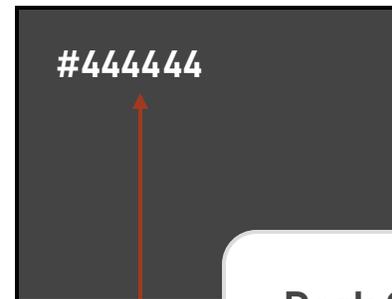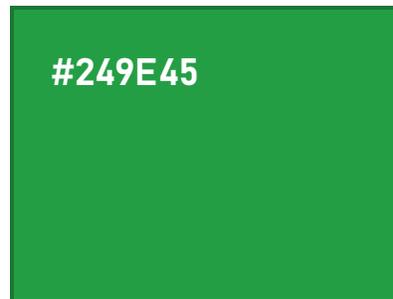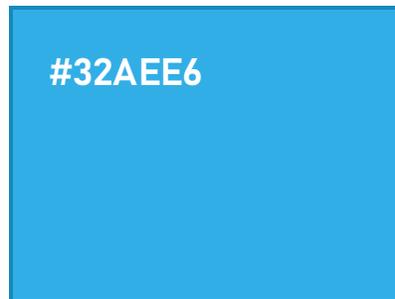
#444444

Dark Gray, Text 2 (#444444)

should be used for the typeface.

How do I get back to the **color palette**?

1. Select the drop-down arrow for **Text Fill** (e.g., **Home** tab) or **Shape Fill** (e.g., **Shape Format** tab).

2. Select **More Colors…** and the Colors dialog box will open.
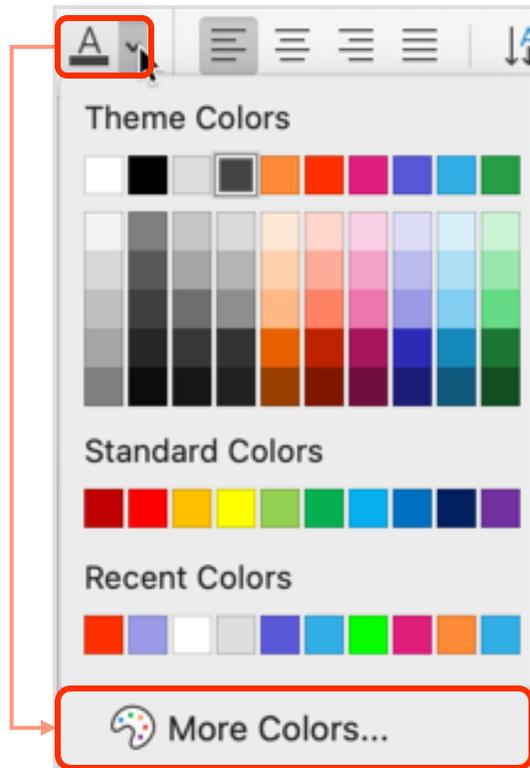
3. Check the hex code of your color (e.g., **5857D7**).

4. Ensure the **RGB Sliders** tab is selected at the top in the dialog box.

5. Fill in the **Hex Color #** of your desired color.

6. Click **Ok**.

#5857D7
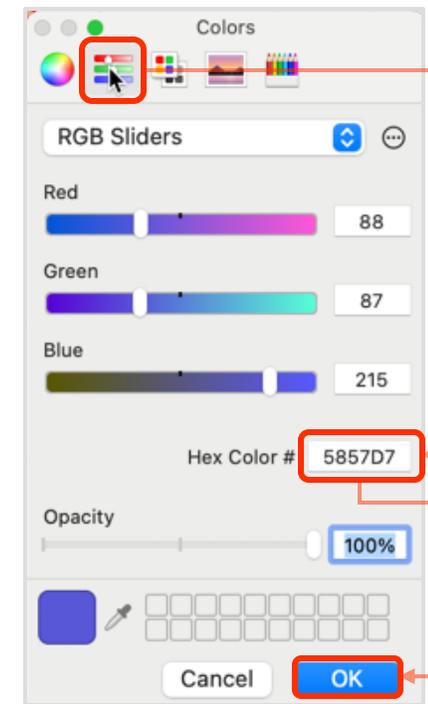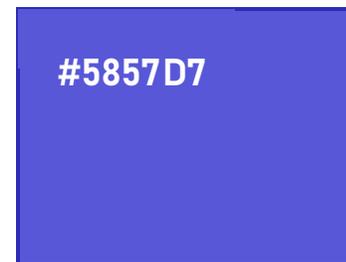
Alignment

Tips for faster and easier data visualization and design
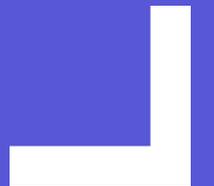
How do I align objects **horizontally**?

1. Select the objects by holding down **Shift** and clicking on all of them.

2. Go to the **Shape Format** tab and select the **Align** drop-down arrow.

3. Ensure there is a checkmark beside **Align Selected Objects**.

4. To align these three textboxes to to the left, select **Align Left**.

Lorem

Ipsum Dolor

Proin Dictum
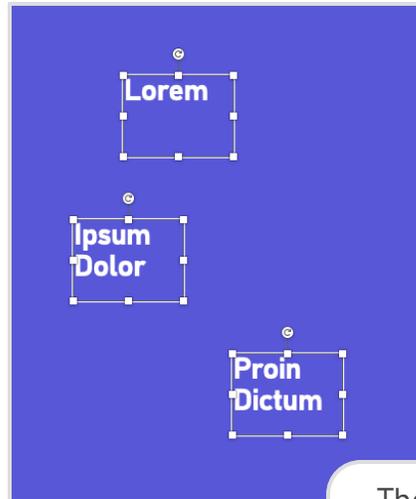
These steps also work for aligning your objects to the **right** and **center**.

Shape Format

Record   Comment

Alt Text   Bring Forward   Send Backward   Selection Pane   Reorder Objects   1.22"

Horizontal
Align Left
Align Center
Align Right

Vertical
Align Top
Align Middle
Align Bottom

Distribute
Distribute Horizontally
Distribute Vertically

Align to Slide
✓ Align Selected Objects

Lorem

Ipsum

Lorem

Ipsum Dolor

Proin Dictum
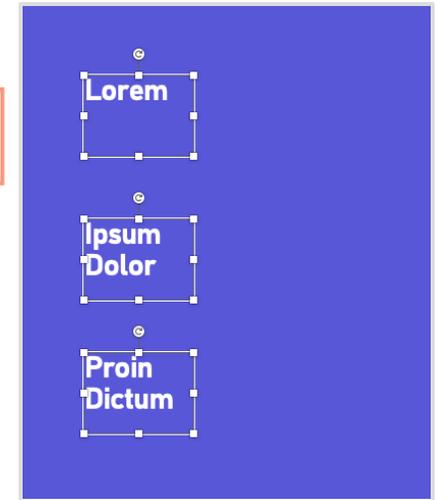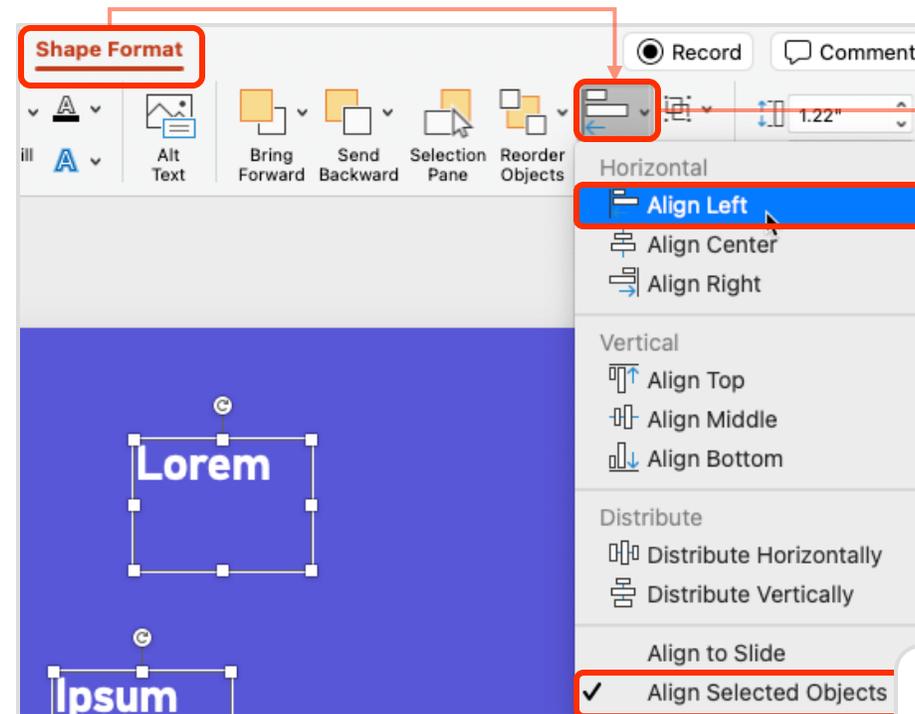
Align to Slide, will align your object(s) with the slide rather than other objects.

How do I align objects **vertically**?

1. Select the objects by holding down **Shift** and clicking on all of them.
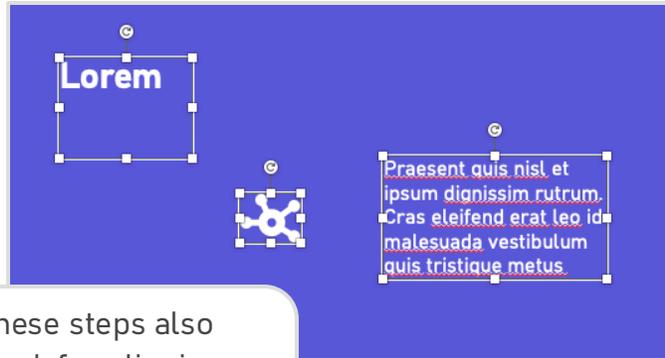
These steps also work for aligning your objects to the **middle** and **bottom**.

2. Go to the **Shape Format** tab and select the **Align** drop-down arrow.

3. Ensure there is a checkmark beside **Align Selected Objects**.

4. To align these three objects vertically, select **Align Top.**
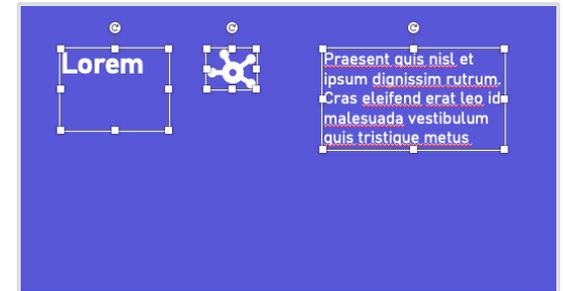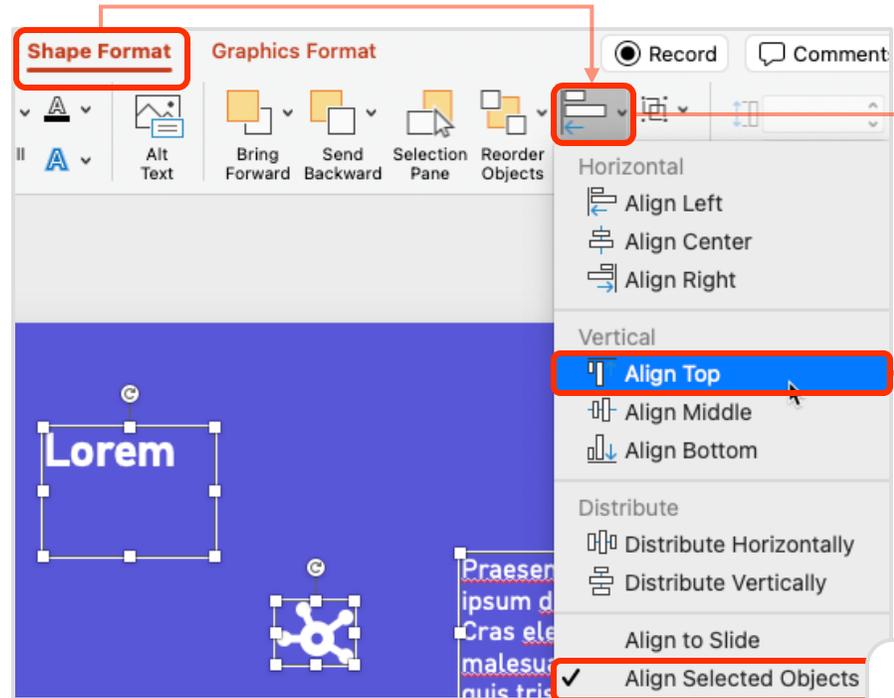
Align to Slide, will align your object(s) with the slide rather than other objects.

How do I **distribute objects evenly**?

1. Select the objects by holding down **Shift** and clicking on all of them.
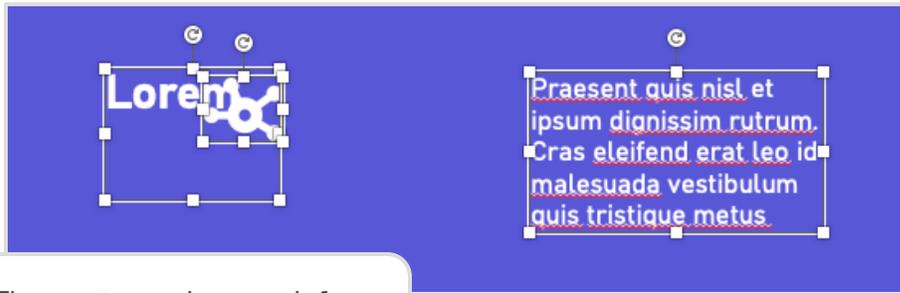
> These steps also work for aligning objects **vertically**.

2. Go to the **Shape Format** tab and select the **Align** drop-down arrow.

3. Ensure there is a checkmark beside **Align Selected Objects**.

4. To align these three objects vertically, select **Align Top.**
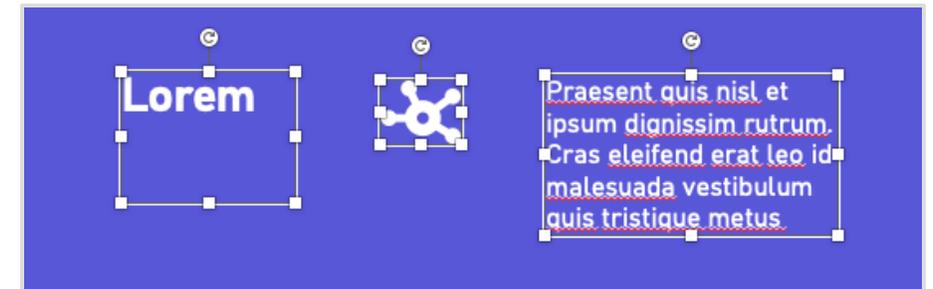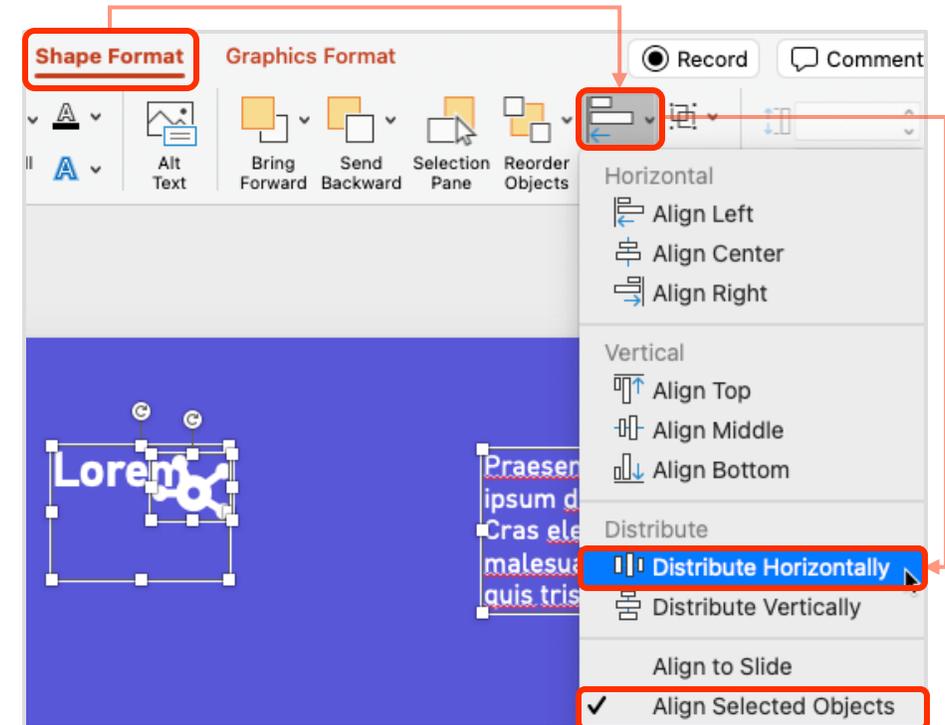
Data & imagery

Show and tell

How do I create a **column chart** using my data?

1. In PowerPoint, go to the **Insert** tab.

2. Click on the **Chart** drop-down.

3. Select **Column** and choose the type of column chart you want; the chart will appear on the slide.
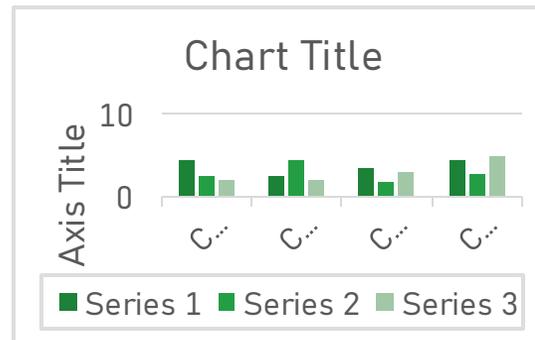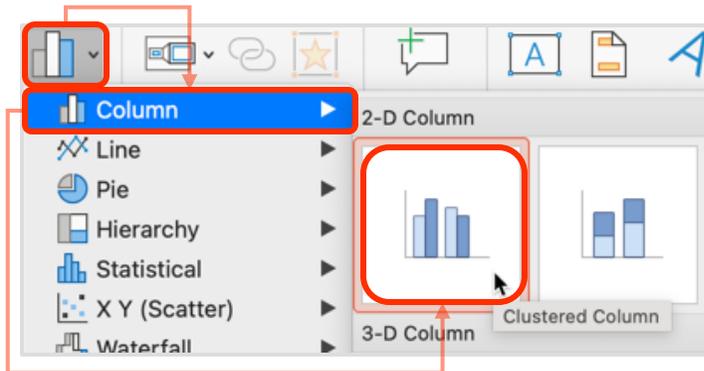
4. An Excel window will open, with example data included.

5. In Excel, edit the cells to align with your data.

Another way to edit your data

1. Make sure the chart is selected.

2. Go to to the **Chart Design** tab and select **Edit Data in Excel**.

3. As you edit, the chart will update.
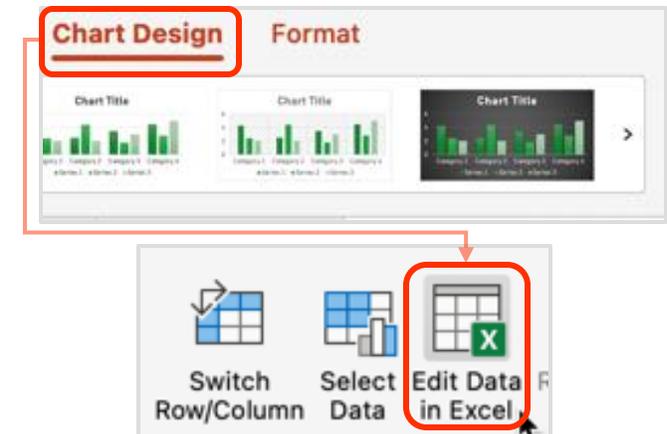
How do I create a **pie chart** using my data?

1. In PowerPoint, go to the **Insert** tab.

2. Click on the **Chart** drop-down.

3. Select **Pie** and choose the type of column chart you want; the chart will appear on the slide.
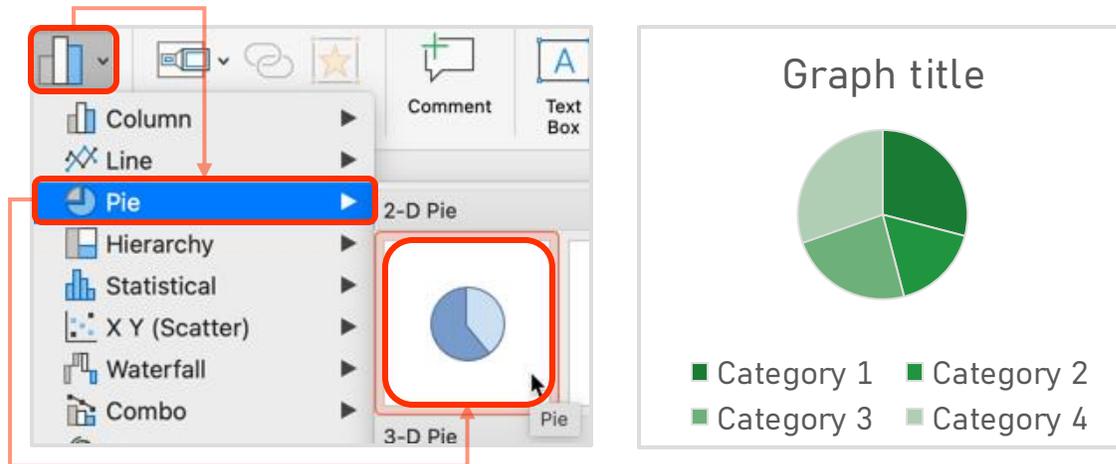
4. An Excel window will open, with example data included.

5. In Excel, edit the cells to align with your data.

Another way to edit your data

1. Make sure your chart is selected.

2. Go to to the **Chart Design** tab and select **Edit Data in Excel**.

3. As you edit, the chart will update.

How do I create a **line chart** using my data?

1. In PowerPoint, go to the **Insert** tab.

2. Click on the **Chart** drop-down.

3. Select **Line** and choose the type of line chart you want; the chart will appear on the slide.
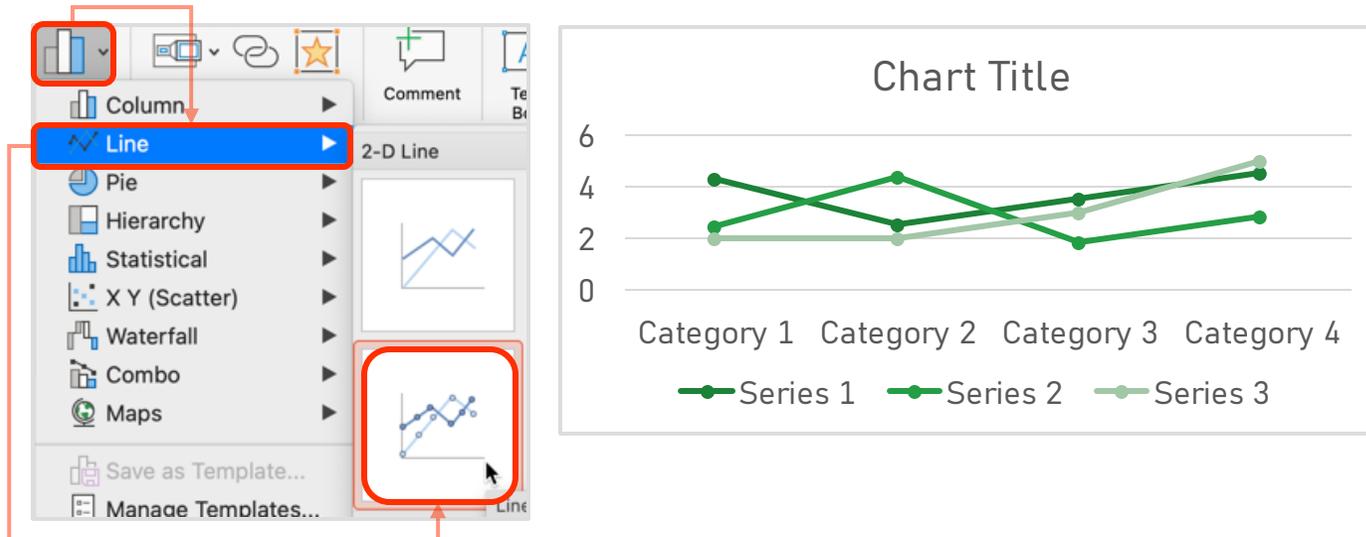
4. An Excel window will open, with example data included.

5. In Excel, edit the cells to align with your data.

Another way to edit your data

1. Make sure your chart is selected.

2. Go to to the **Chart Design** tab and select **Edit Data in Excel**.

3. As you edit, the chart will update.

How to use the pencil tool?

1. In PowerPoint, go to the **Insert** tab.

2. Go the **Shape** drop-down and choose which shape you want.
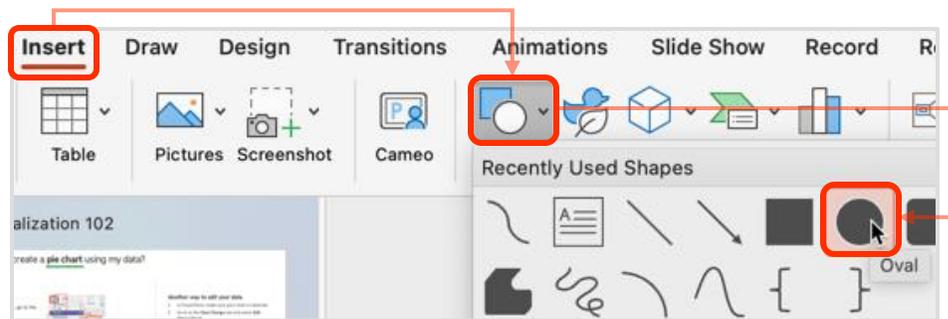
3. Create your shape and make sure it's selected.

4. In the **Shape Format** tab, go to Shape Fill and select **No Fill**.
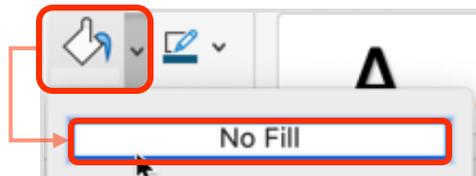
5. Go to Shape Outline and select the color you want for the outline.

6. In the Shape Outline drop-down, hover over **Sketched**, and select the slightly curved line.
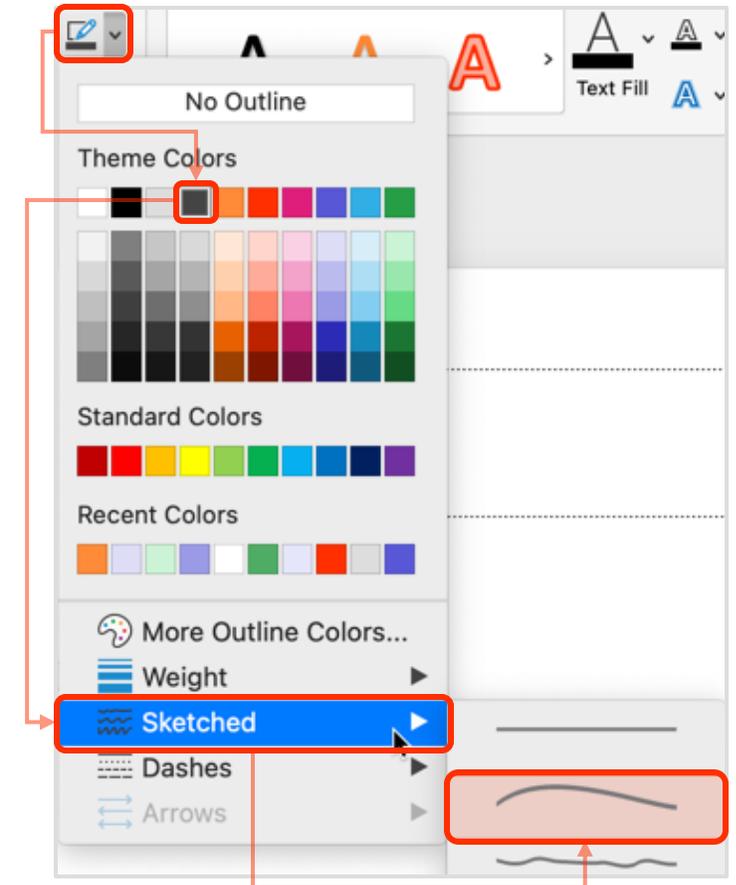
Data dos
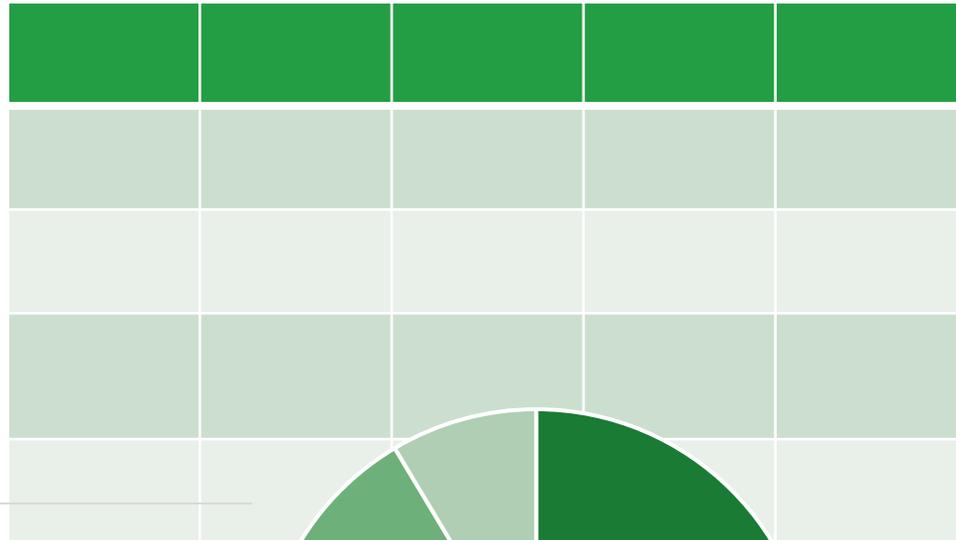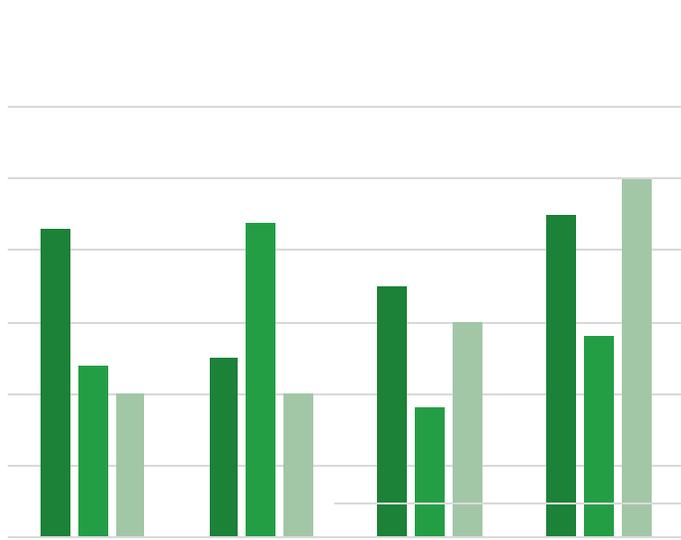
Use charts, tables & graphs

to help visualize information.

Use line graphs to show trends

over time or for many categories; ensure multiple lines are in contrasting colors.
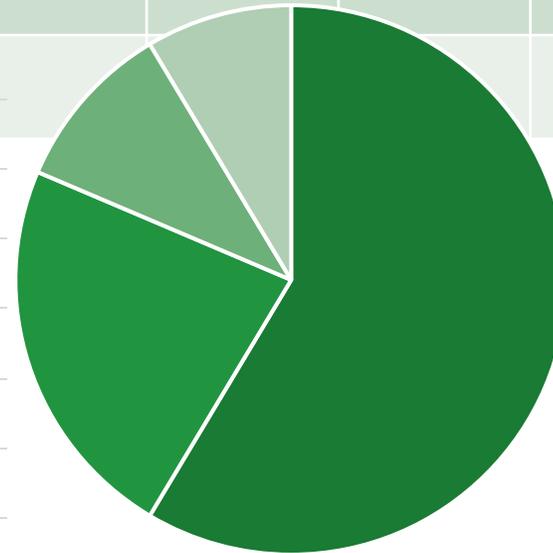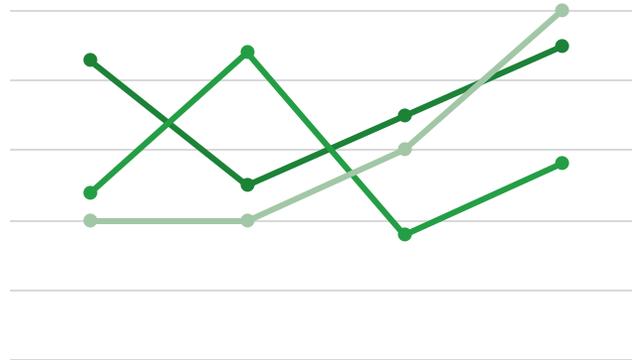
Use pie charts

when you want your audience to understand how each slice relates to the whole.

Data don'ts

Don't overcomplicate things

just because it's eye-catching

Know when *not* to use a pie chart

- For example, if you want your audience to remember distinct values or

- if there are more than five parts of a whole

Accessing images & icons

Browse **icon imagery** and/or **official logos** in the
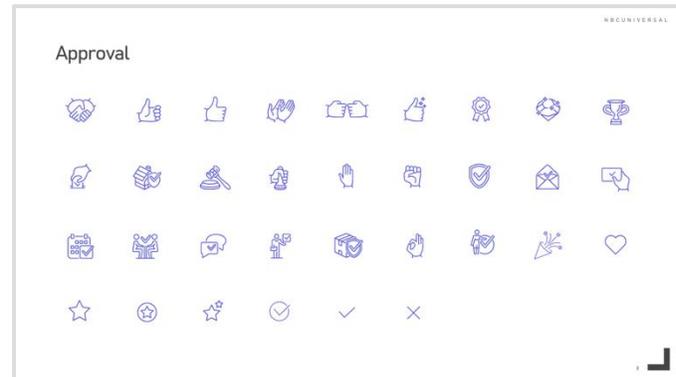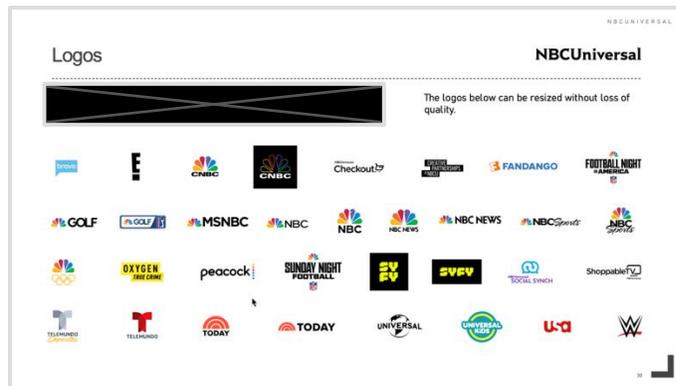
Explore custom **NBCU consumer images** in the
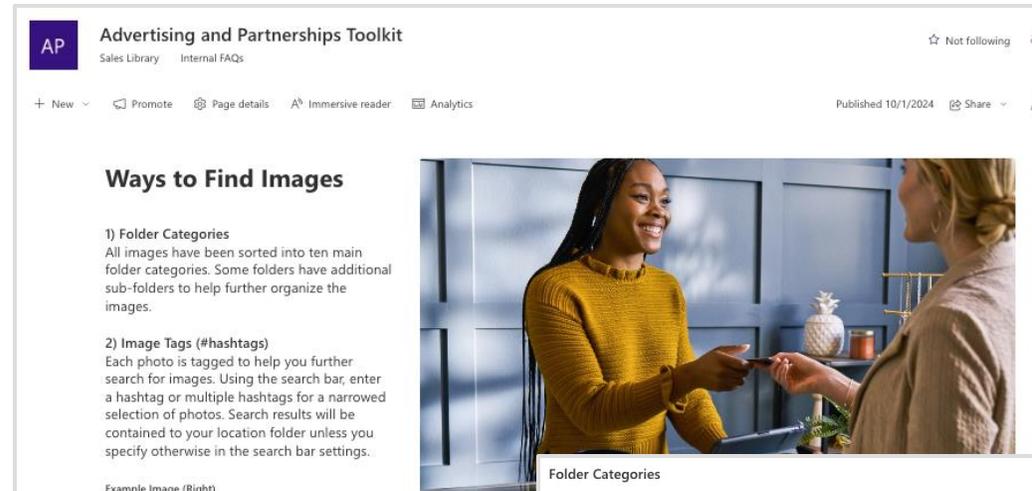
Look for images in

Folder categories or **image tags.**

Imagery best practices

Use photos, images & icons

to make your data more immediate and relatable.

Emphasize & support your data

rather than overshadow or distract. Select more muted images that won't attract much focus.

Support & accentuate the tone

of your presentation and use complementary imagery.

More on imagery

Use high-quality photos

to maintain your credibility.

Do:
Download a higher-resolution image to ensure maximum clarity

THE FUTURE OF FITNESS
New fit-tech apps elevating the game

Don't:
Use a lower-resolution, pixelated image

THE FUTURE OF FITNESS
New fit-tech apps elevating the game
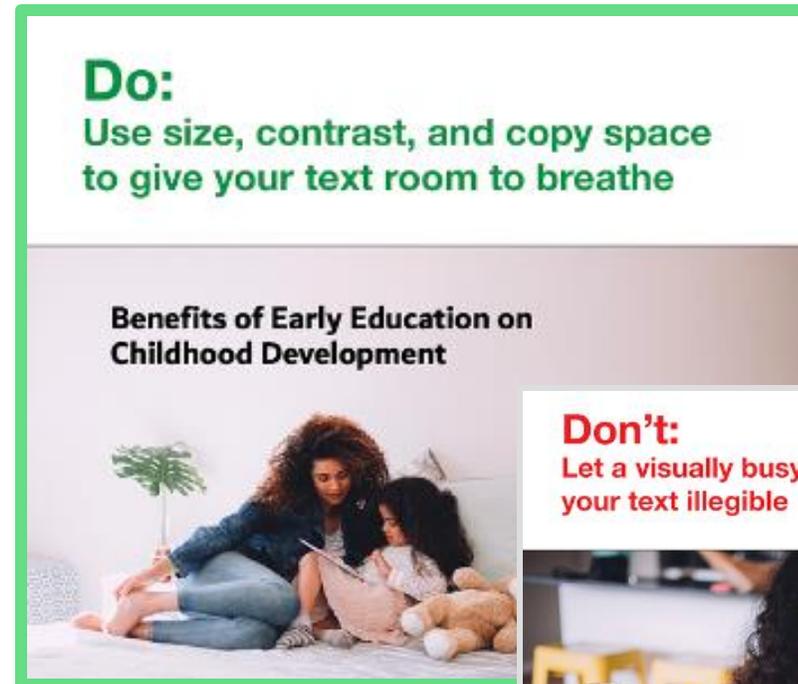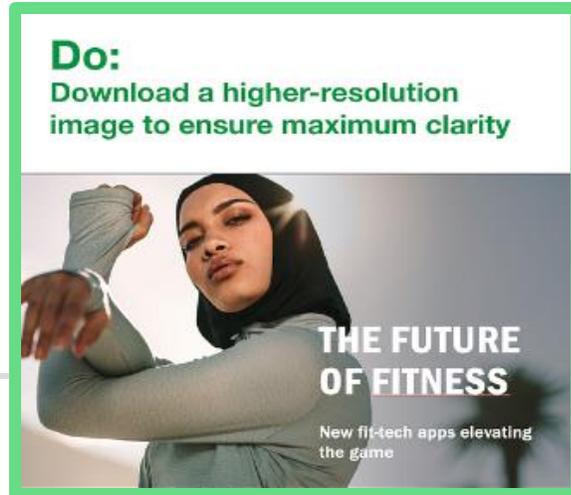
Keep it simple and readable

and use photos spaced for copy.

Do:
Use size, contrast, and copy space to give your text room to breathe

Benefits of Early Education on Childhood Development

Don't:
Let a visually busy photo make your text illegible

Benefits of Early Education on Childhood Development

Accessibility

The practice of making information meaningful and usable for all people regardless of ability

Font, color, tables

Choose a sans-serif font

for increased readability (e.g., Grandview).

> The studio was filled with the rich odor of roses, and when the light summer wind stirred amidst the trees of the garden there came through the open door the heavy scent of the lilac, or the more delicate perfume of the pink- flowering thorn.

> The studio was filled with the rich odor of roses, and when the light summer wind stirred amidst the trees of the garden there came through the open door the heavy scent of the lilac, or the more delicate perfume of the pink- flowering thorn.

Avoid all caps

To maintain readability. Words that all look the same are harder to read, plus screen readers may read all caps as acronyms.

> We read most easily what we read most often which happens to be lowercase letterforms.

> WE READ MOST EASILY WHAT WE READ MOST OFTEN WHICH HAPPENS TO BE LOWERCASE LETTERFORMS.

Font, color, tables

Don't use color alone

and make sure it's not the only way of conveying info, allowing those who are blind or with low vision to have the same presentation experience.

DON'T
use colour as the only way to communicate important information.

DO
use additional cues such as icons or text whenever you use colour to convey meaning.

Stop

Caution

Go
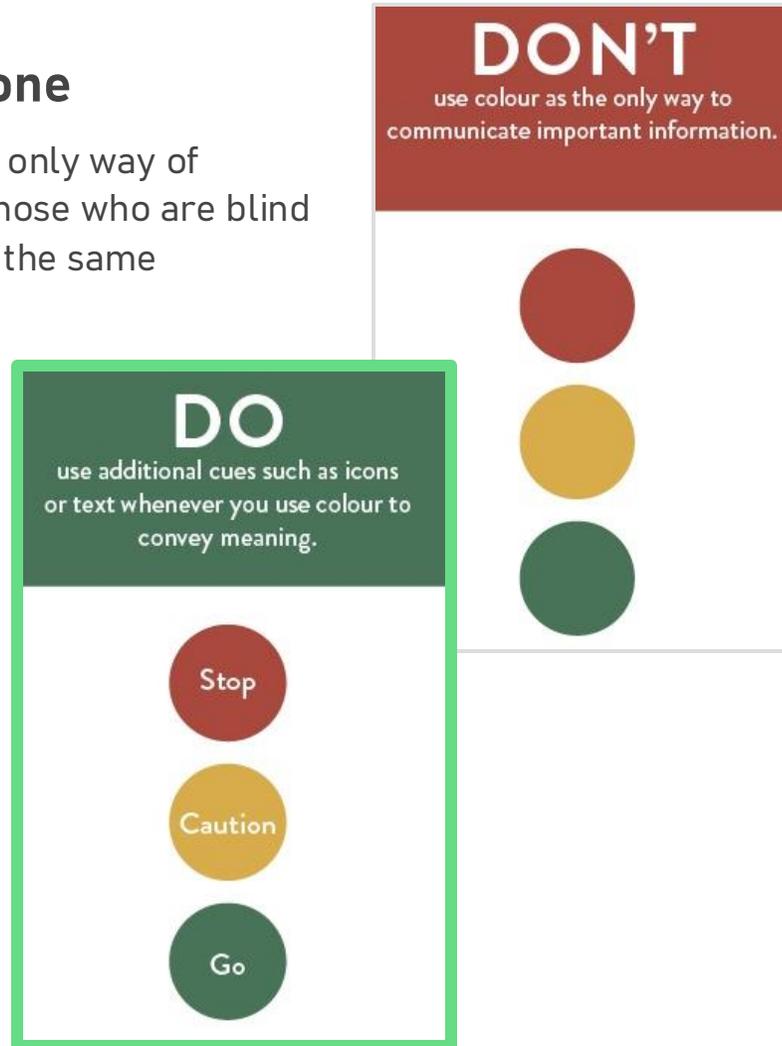
Use simple table structures

and organize information so screen readers can navigate the cells in a logical order.

Insert   Draw   Design   Transition:

Insert Table

Insert Table...
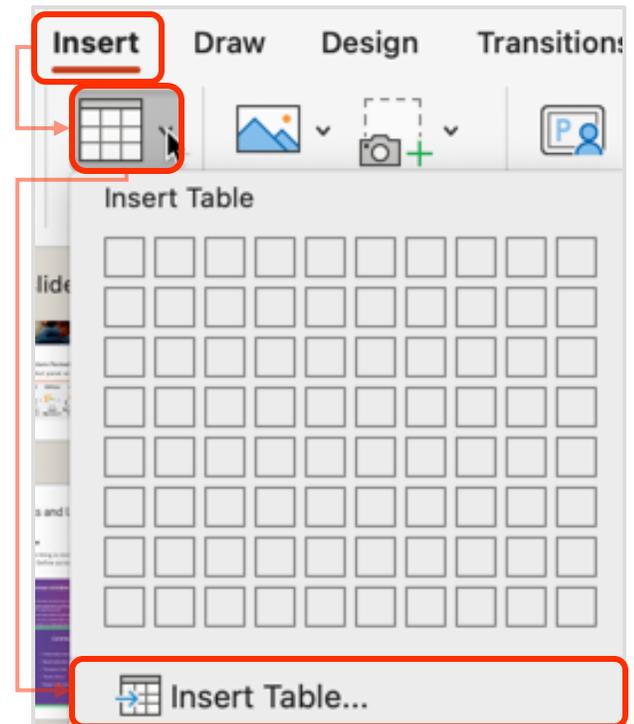
Hyperlinks and language choice

Review language

and ensure your writing is inclusive, concise, and clear. Don't overcrowd slides. Define acronyms the first time they appear.

Common mistakes in presentations

- In presentations you should not avoid eye contact with your audience
- You should never speak incoherently and you should not speak too fast. Avoid this by taking short pauses to collect yourself.
- You should not use too many colors in your presentation because it doesn't look serious
- Avoid too many text on your presentation and never write entire sentences
- You should not use images as a background because the text will be difficult to read then
- You should
- You should themselve

Common mistakes in presentations

- Avoid eye contact
- Speaking incoherently
- Too many colors
- Too much text
- Images as background

Helpful hyperlinks

are descriptive and accurate, providing info about the destination of the link.

✓ **GOOD**
Visit WebAIM's Link Text article for details.

X **BAD**
Click Here for details.

X **UGLY** (and unclickable)
https://webaim.org/techniques/hypertext/link_text

How do I add **alt text** to images?

1. Select the image you want to add alt text to.

2. Go to the **Picture Format** tab, select **Alt Text**, and the Alt Text panel will open.
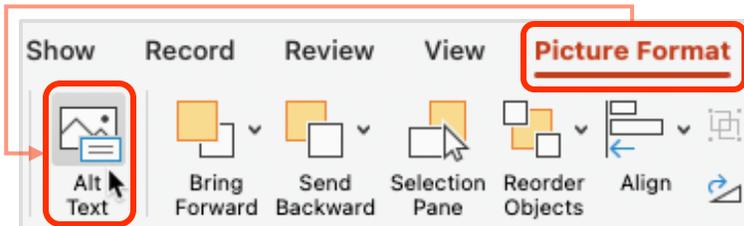
2. Type your alt text in the textbox and close out of the panel.

Alt Text

How would you describe this object and its context to someone who is blind or low vision?
- The subject(s) in detail
- The setting
- The actions or interactions
- Other relevant information

(1-2 detailed sentences recommended)

Two people sitting on a couch cheering with their hands up.
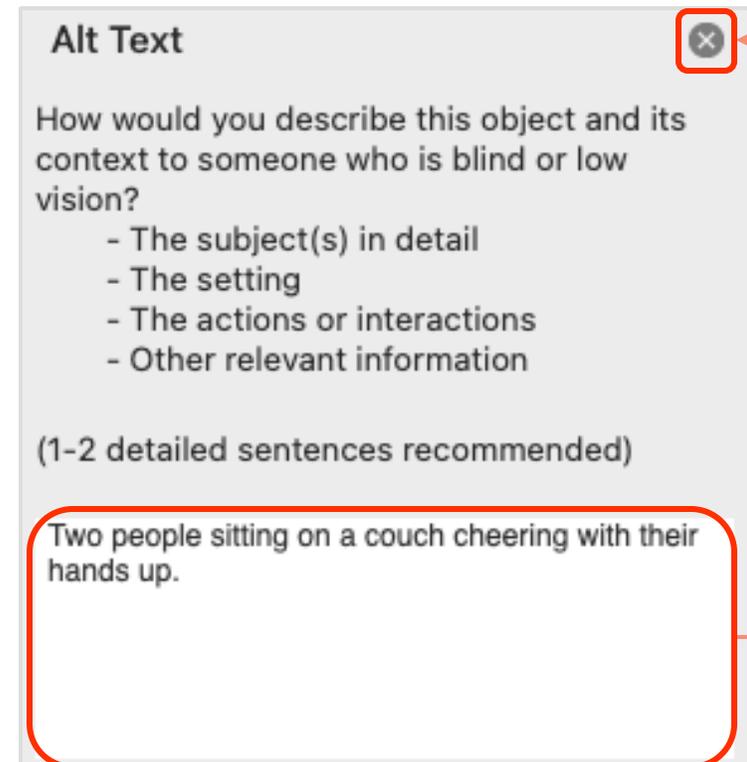
How do I **write** alt text?

What is alt text?

Brief **text description of an image** read by screen readers to provide info about the image's purpose.

Don't **just describe what the image contains** but **provide context** on how the image relates to the page content.

Best practices

- **Keep it short**, 1–2 sentences
- Consider **key elements** instead of little details
- **Don't** say "**image of**" or "**picture of**"
- **Include** if it is a **logo, icon or illustration**
- End alt text with a **period**
- **No alt text** needed if the image is solely **decorative**
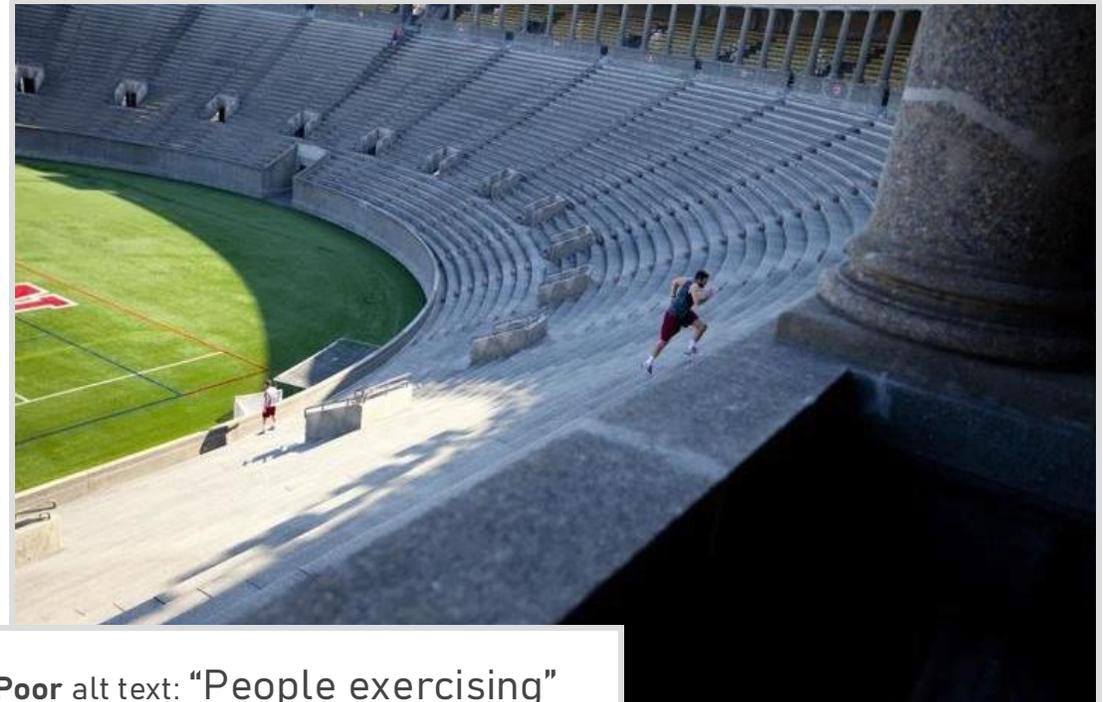
Poor alt text: "People exercising"

Useful alt text: "Two athletes running stairs at a stadium."

Limitations with color and design choices

Contrast creates emphasis

and is mostly about **size** and **color**

White/negative space

is the area **between** design elements as well as the space **within** an individual design element.

- Signifies **refinement** and ensures a **quality** user experience
- Serves as a tool to **balance** design elements and better **organize** content to improve the **visual communication** experience

Editing & finalizing

Refer back to your goal and make sure it has been maintained and achieved.

What can I take out now that all my content is in the deck?

How minimal can I go and still get the idea across?

Exceptions to the rules will always happen! It's impossible to follow every rule perfectly.