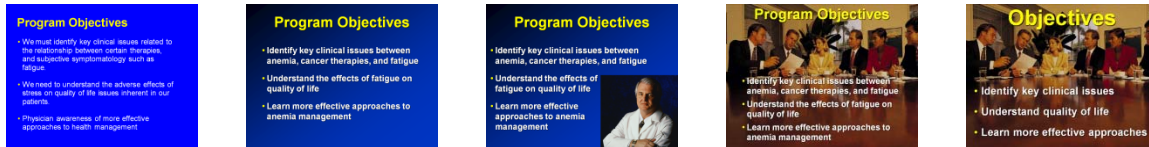


Before and After Series TM

Enhancing a TEXT CHART



The above progression shows how a relatively “busy” text chart can be enhanced to reduce clutter, incorporate imagery, and ultimately use depth of field the blend background and foreground element to make the content more presentable. The following is a step by step analysis.

The initial image shows bullet points, the first two written as full sentences with related punctuation, and the last one as an incomplete sentence, which is more indicative how a bullet point should be written. Overall, this is a visual that is designed more to be read rather than presented. The goal is to reduce text to short key phrases, with incomplete sentences that have no ending punctuation (period, exclamation, etc.)

Program Objectives

- We must identify key clinical issues related to the relationship between certain therapies, and subjective symptomatology such as fatigue.
- We need to understand the adverse effects of stress on quality of life issues inherent in our patients.
- Physician awareness of more effective approaches to health management

Program Objectives

- Identify key clinical issues between anemia, cancer therapies, and fatigue
- Understand the effects of fatigue on quality of life
- Learn more effective approaches to anemia management

By reducing the text to shorter phrases, the type size is increased. To make the lines easier to scan, a parallel structure is used. Thus, the first word of each bullet point follows a similar pattern, as in “Identify”, “Understand” and “Learn” indicating a command or directive as to what the program objectives are meant to do, or accomplish.

To add value to content, photography is used. This is a two-dimensional approach, making the photograph “fit” along with the text, keeping the words and the imagery on an equal viewing plane without reducing the size of the text to accommodate the added photo. The picture of a “physician” matches the context of the “medical” objectives.

Program Objectives

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Using a three-dimensional approach, a different photo is chosen. The group layout makes the most use of available space. The related photo fills the background while the text floats over the image. The layout also allows the bulleted text lines to be positioned on the conference table area, while not blocking any of the people in the picture.

Finally, to make the image easier to scan, the heading is simplified and made larger, and the bullet points are reduced to very short key phrases. The presenter can choose to elaborate on particular points, or paraphrase where needed. The result is a visual that is easier on the eye for both the presenter and the audience.

Objectives

- Identify key clinical issues
- Understand quality of life
- Learn more effective approaches