



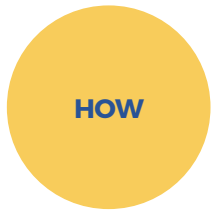
Professionals everywhere need to know about the incredible inefficiency of text-based information and the **incredible effects of images**.

-John Medina

...a photograph or illustration can frequently leave a more **vivid imprint in the audience's hearts and minds**.

-Nancy Duarte

## Engaging Audiences Through Images to Convey Evaluation Findings



### Tools

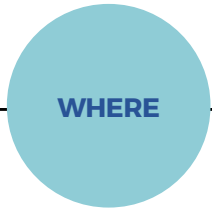
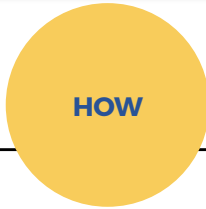
Cropping tool



Eyedropper (for precise color matching)



Artistic effects

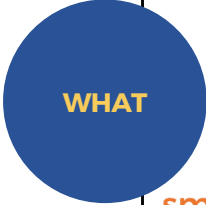


<u>Image search terms</u>	
<b>Isolated</b>	An image with no background or white background
<b>Blur</b>	A photo that is all blurred or with a sharp subject and blurred backgrounds
<b>Streak</b>	Streaks of light (e.g., vehicle lights) due to longer exposure
<b>Low light</b>	Dark,, usually night scenes

<u>Techniques</u>	
<b>Bleeding</b>	The image extends to 3 ("partial bleed") or all four ("full bleed") sides
<b>Overlays</b>	Use colored or gradient, semi-transparent shapes to overlay photos (try changing photo to B&W first)

<u>Reports with good use of imagery (photos, illustrations, data visualization)</u>	
Data Supplement 2017 Home Visiting Yearbook	<a href="http://bit.ly/2qbUXQs">http://bit.ly/2qbUXQs</a>
Make Assessment Matter	<a href="http://bit.ly/2z4RUOe">http://bit.ly/2z4RUOe</a>
Meyer Memorial Trust Affordable Housing Initiative	<a href="http://bit.ly/2PTERGx">http://bit.ly/2PTERGx</a>
Northern Ontario Health Equity Strategy	<a href="http://bit.ly/2PmW7a3">http://bit.ly/2PmW7a3</a>

<u>Free Stock Photo Sites</u>	
Create Her Stock	<a href="https://createherstock.com/">https://createherstock.com/</a>
Flickr	<a href="https://www.flickr.com/">https://www.flickr.com/</a>
LibreStock	<a href="https://librestock.com/">https://librestock.com/</a>
Morguefile	<a href="https://morguefile.com/">https://morguefile.com/</a>
nappy	<a href="https://www.nappy.co/">https://www.nappy.co/</a>
Pexels	<a href="https://www.pexels.com/">https://www.pexels.com/</a>
Pixabay	<a href="https://pixabay.com/">https://pixabay.com/</a>
Unsplash	<a href="https://unsplash.com/">https://unsplash.com/</a>
Women of Color in Tech	<a href="https://www.flickr.com/photos/wocintechchat">https://www.flickr.com/photos/wocintechchat</a>



**smaller** file size

**Lossy** (loses data & quality with compression)

**Faster** web page loads

**NO** transparency

**VS**



**LARGER** file size

**Lossless** (no loss of data & quality with compression)

**Slower** web page loads

**transparency**

