

The background is a collage of four quadrants. The top-left quadrant shows a stack of white papers on a purple background. The top-right quadrant shows a close-up of a clock face on a pink background. The bottom-left quadrant shows a stack of papers on a green background. The bottom-right quadrant shows a close-up of a clock face on a yellow background.

# Graphics in Proposals

**Maria Fee**  
**Kitba Consulting Services L.P.**

# Agenda

- Table Discussion
- Story Time
- Audience
- Definition of Graphics
- When We Should (and Should Not) Use Graphics
- Tips for Usage
- Kinds of Diagrams and Graphs
- Color Research



# A Blockbuster Story!

- The best movie in the world, daddy!
- I see you are highly qualified!

- Point #1. We do judge a book by its cover.
- Point #2. Graphics communicate:
  - Thought
  - Planning
  - Credibility



# Consider Your Audience and Their Expectations

- Proposals are marketing material – polish it!
- People are busy and constantly bombarded with information.
- 84% of people prefer / need to/ understand / recall information visually.
- Many persons in key management positions (e.g., C-level officers) are visual thinkers.
- Attention to cultural diversity is a must (color, wording, image).



# They're Only Human

- Two parts functioning like a central processing unit.
  - Left side – processes and analyzes logical information, data, and concepts.
  - Right side – spatial and artistic information and ideas. This knowledge is achieved through images, not words.



# What is a Graphic?

- Anything that is not exclusively text.
- Examples of pictorial information:
  - Tables, charts, matrices
  - Calendar of milestones
  - Maps, organizational charts, flow charts
  - Photos, screen captures (with callouts)
  - Logos
  - Page layout attributes such as page numbers, navigation icons for processes, etc.
  - Examples



# The Big Bang Theory!

- Covers, Spines, Title Pages
- Executive Summary Folder
- Section Dividers
- Colorized Tabs and CD Labels
- Packaging of Single or Multi-Volumes



# When to Use a Graphic?

- Conceptual information
- Complex ideas
- Big picture
- Patterns of data over time
- Large amounts of data
- Safety-related clarification
- Multi-part, how-to information
- Navigation



# When to Use a Graphic?

- Increase retention and learning
- Maximize effectiveness of your message
- Enhance image



# When **NOT** to Use a Graphic?

- When you need to:
  - de-emphasize information
  - disguise the fact that you don't know your material, haven't gathered all your data, your conclusions are not solid, and want to be vague
  - reduce their retention of your material



# Tips for Graphic Usage

- Use a visual every 2 to 3 pages.
- Ensure visuals support the text.
- Don't pollute the page with too many fonts, different fonts, font sizes, etc.
- Know the right graphic to use.





# Diagrams

- Illustrate spatial or place relationships, and process paths.
- Type 1. Place Diagrams:
  - Organizational charts show relative position, role, responsibility.
  - Maps show location, territory (facility, state, region, country)
  - Scale drawings or floor plans drawn to scale show size and placement.

# Diagrams

## ■ Type 2. Process Diagrams:

- Flowcharts show steps involved in activities or work task.
- Timelines show how long various steps will take to complete the project. Includes PERT, Gantt, Critical Path Method (CPM).



# Numeric Graphs

## ■ Common numerical graphs include:

- Pie chart
- Bar
- Line
- Area
- Scattergram

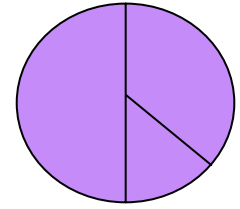


# Numeric Graphs

- Illustrate:
  - Frequency distributions
  - Time-related events
  - Comparison of component parts
  - Comparison of places or things
  - Correlations
- Your objective will determine the type of graph you choose.



# Numeric Graphs

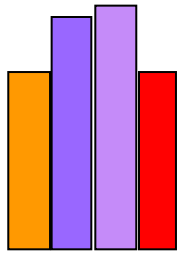


## ■ Common numerical graphs include:

- **Pie chart**
- Bar
- Line
- Area
- Scattergram
- Dramatizes proportional relationships by dividing a whole into relative parts.
- Each slice indicates a relative portion of the total amount.
- Pie slices must always add to 100 percent.



# Numeric Graphs

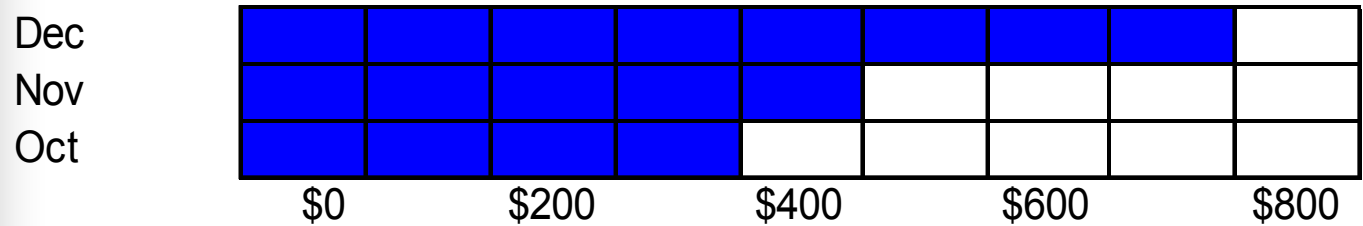


## ■ Common numerical graphs include:

- Pie chart
- Bar
- Line
- Area
- Scattergram
- Can be horizontal or vertical.
- Vertical are called column charts. These charts are effective to show quantity relationships or how something changes over time.
- Recommend no more than 5 bars.

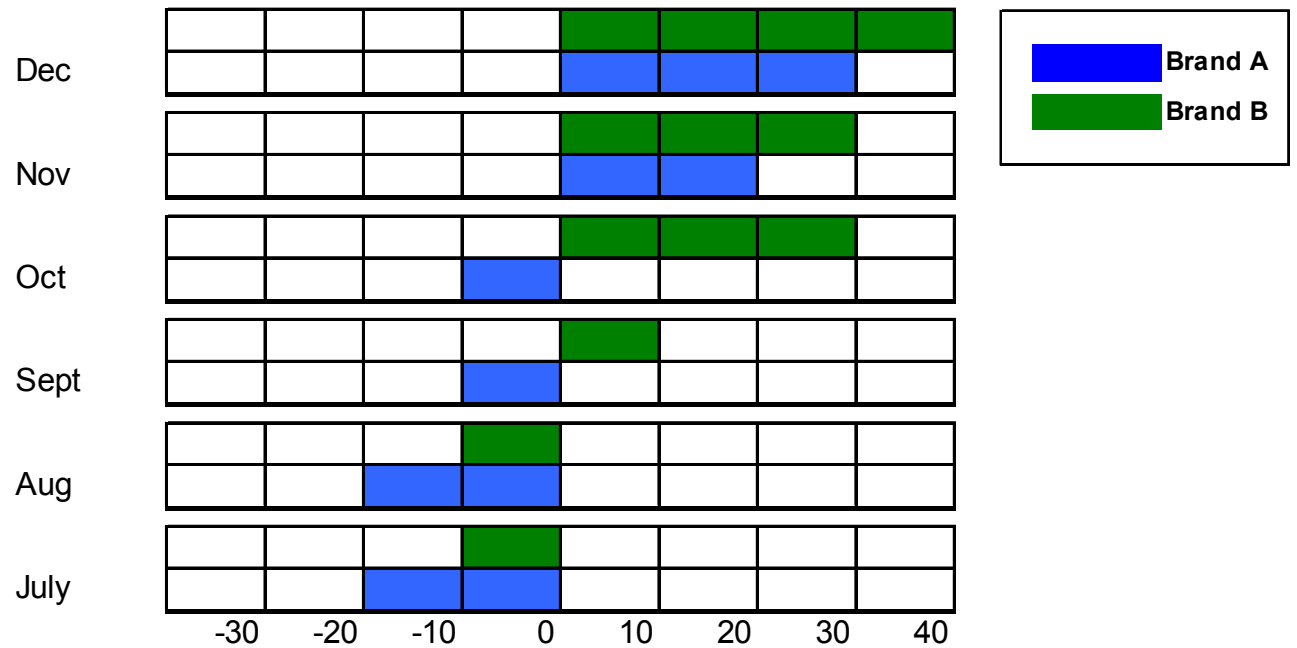


# Horizontal Bar Chart



- Helpful in comparing the size or magnitude of a group of items.
- Tips.
  - Arrange data so that the bars are either in ascending or descending order.
  - Use one color or fill pattern for all bars in a single data set.
  - Keep x axis labels short for easier reading.

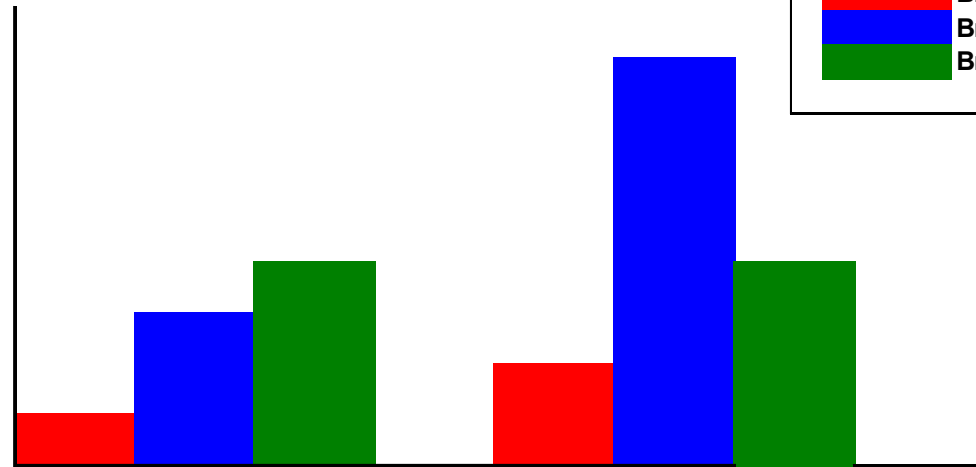
# Paired Horizontal



- Compare negative / positive sets of data.
- A zero is placed in the middle of the graph with negative numbers reading to the left and positive numbers to the right.

# Clustered Bar Chart

\$800K  
\$700K  
\$600K  
\$500K  
\$400K  
\$300K  
\$200K  
\$100K



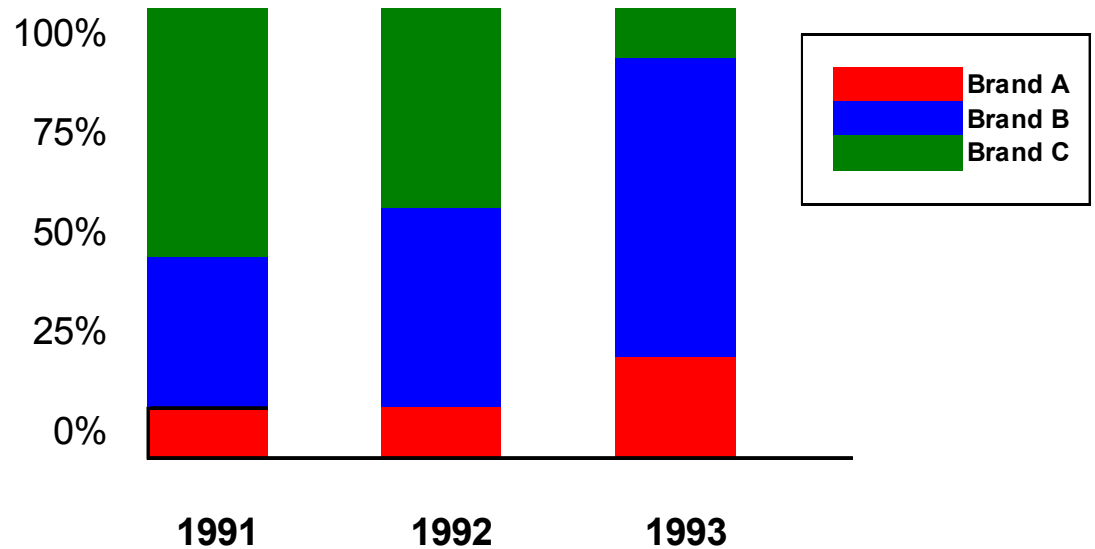
Brand A  
Brand B  
Brand C

1991

1992

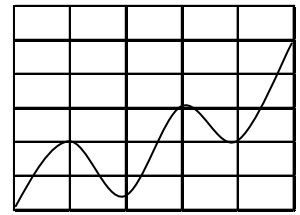
- Are effective in making comparisons.
- Keep the graph simple enough to allow a quick comprehension of what the data is portraying.

# Stacked Bar Chart



- Help make comparisons that emphasize the total.
- For a more appealing appearance, use a darker color at the bottom and make shading progressively lighter as the stacks build to the top.

# Numeric Graphs

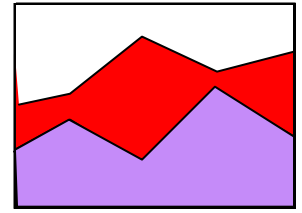


## ■ Common numerical graphs include:

- Pie chart
- Bar
- **Line**
- Area
- Scattergram
- Show trends over a series of time periods by connecting the data points.
- You don't have to show the specific values.
- Easy to show comparisons – just add more lines.



# Numeric Graphs

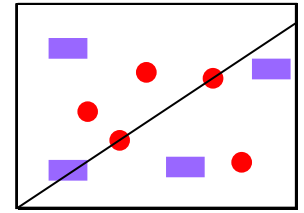


## ■ Common numerical graphs include:

- Pie chart
  - Bar
  - Line
  - **Area**
  - Scattergram
- Looks like a filled-in line chart.
  - Can show “stackable” data. Sequence of data is important.
  - Emphasis of an area chart is on the combination of the data values.
  - Requires time to comprehend.



# Numeric Graphs



## ■ Common numerical graphs include:

- Pie chart
  - Bar
  - Line
  - Area
  - Scatter gram
- Correlates two data sets.
  - Points are plotted in reference to two independent scales in a matrix-type chart.
  - Use with caution. It's more difficult to understand.



# Color Research

## ■ Color enhances the communication process:

- Accelerates learning, retention, and recall by 55 to 78%
- Improves and increases comprehension up to 73%
- Increases willingness to read up to 80%
- Increases recognition up to 78%
- Increases motivation and participation up to 80%
- Reduces error count from 55 to 35%
- Sells (products and ideas) more effectively by 50 to 85%



# What if You Don't Have an Artist?

- Hire One.
- Get Training.
- Use Stock Graphics.



# Building the Blockbuster Proposal

- Begin with the cover, spine, title page.
- Graphics communicate complex subject matter well. Use them frequently.
- Use the right graphic at the right time.
- Understand color psychology and how color benefits the user experience.
- Involve graphics talent early and throughout the process





# Questions, Answers, Loose Ends?

**Thank you.**

**Kitba Consulting Services, L.P.  
2900 Wilcrest, Suite 270  
Houston, Texas 77042  
713.532.7205**

[www.Kitba.com](http://www.Kitba.com)

**Documentation • Training • Web services •  
Multimedia • Graphics • Translations**

# Happy Reading!

- How to Create High Impact Business Presentations, Kupsh and Graves
- “Data and Vision,” Forbes 93-95
- “The Persuasion Properties of Color” Marketing Communications, 50-54, Green, Ronald

