Presentation Techniques
Slides are not the main event
Have a clear goal
A slide is not a document
Think HEADLINES not labels
Create Twitter-like headlines
Outlook for the Federal Budget

- If current laws remained in place, spending on the major federal health care programs would grow from more than 5 percent of GDP today to almost 10 percent in 2037 and would continue to increase thereafter.

- The aging of the population and the rising cost of health care would cause spending on the major health care programs and Social Security to grow from more than 10 percent of GDP today to almost 16 percent of GDP 25 years from now.

- By comparison, spending on all of the federal government’s programs and activities, excluding net outlays for interest, has averaged 18.5 percent of GDP over the past 40 years.
LAYERING
Outlook for the Federal Budget

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Make your slides highly visual
Outlook for the Federal Budget

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If current laws remained in place, spending on the major federal health care programs would grow from more than 5 percent of GDP today to almost 10 percent in 2037 and would continue to increase thereafter.
Federal Health Care Program Spending is Projected to Rise

Today: 5%

2037: 10%
Data Visualization
1. Show the Data
2. Reduce Clutter
3. Integrate Graphics & Text

The Graphic Continuum shows several ways that data can be illustrated individually or combined to show relationships. Use of various shapes, chart types, and colors can help identify patterns, tell stories, and reveal relationships between different sets and types of data.

Bar charts, or histograms, for example, can illustrate a distribution of data over time, but they also can show categorical or geographic differences. Scatterplots can illustrate data from a single instance or for a period, but they also can be used to identify a distribution around a mean.

This set of charts does not constitute an exhaustive list, nor do the connections represent every possible pathway for linking data and ideas. Indeed, the Graphic Continuum identifies some presentation methods, and it illustrates some of the connections that can bind different representations together. The six groups do not define all possibilities. Many other useful, overlapping data types and visualization techniques are possible.

This chart can guide graphic choices, but your imagination can lead the way to other effective ways to present data.
Show the Data
Reduce Clutter

U.S. Department of Agriculture
Integrate Graphics & Text

The cost of land, construction materials and labor to build a house in San Francisco is only about two times the national average, yet home prices are 3.6 times the national average.

Bridgeport is about average in terms of land and construction costs, but home prices are about 1.8 times the national average.

This line is the predicted cost of housing given the costs of land and construction. Cities below the line are underpriced markets. Cities above the line are overpriced markets.

Cities are sized by population.

Cities along this axis have average housing prices.

Houses in McAllen, Texas are even cheaper than the low cost of land there would predict.

More expensive to pay for land and construction.

Less expensive to pay for land and construction.

Sum of land and construction costs: ratio to national average (log scale)
Implied Impulse Response Functions for Different Caseloads

- **Adult Only**
- **Welfare Cash Assistance**
- **SSI Cash Assistance**
- **No Cash**
Median family income, by sex and age, 2010

<table>
<thead>
<tr>
<th>Age</th>
<th>All persons</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>65–69</td>
<td>48,773</td>
<td>54,360</td>
<td>44,086</td>
</tr>
<tr>
<td>70–74</td>
<td>38,516</td>
<td>44,357</td>
<td>34,629</td>
</tr>
<tr>
<td>75–79</td>
<td>33,200</td>
<td>37,205</td>
<td>29,670</td>
</tr>
<tr>
<td>80 or older</td>
<td>27,892</td>
<td>33,614</td>
<td>23,484</td>
</tr>
</tbody>
</table>

SSA, *Income of the Aged Chartbook, 2010*
Median Family Income, by sex and age, 2010

- **All persons**:
  - 65-69: 54,360
  - 70-74: 44,086
  - 75-79: 34,629
  - 80 or older: 33,614

- **Men**:
  - 65-69: 48,773
  - 70-74: 44,357
  - 75-79: 33,200
  - 80 or older: 27,892

- **Women**:
  - 65-69: 48,773
  - 70-74: 44,357
  - 75-79: 37,205
  - 80 or older: 23,484
Figure 4
Education and Exports of Office Machines

The scatter plot above shows the revealed comparative advantage in office machines, 2006-08, against years of schooling, 2005. Countries such as Costa Rica, Malaysia, Thailand, and the Philippines are marked on the graph, indicating their positions along these two axes.
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2. Reduce Clutter
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The purpose of visualization is insight, not pictures

-Card, Mackinlay and Shneiderman (1999)