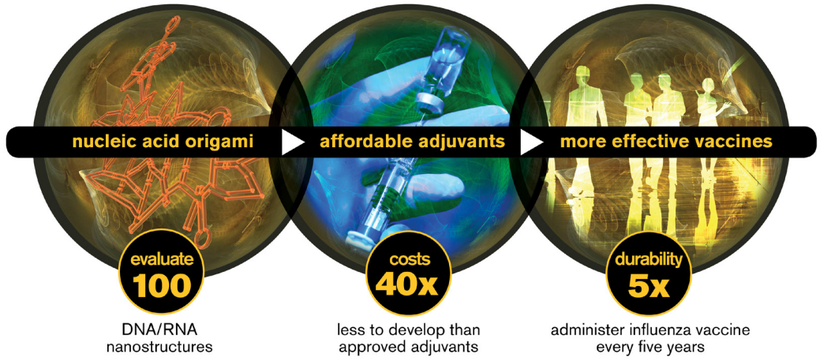
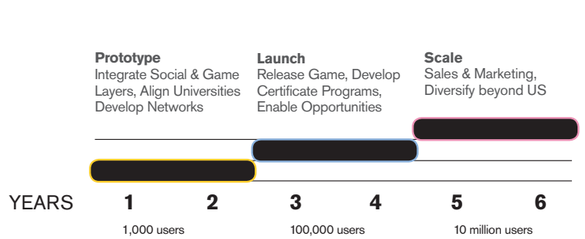
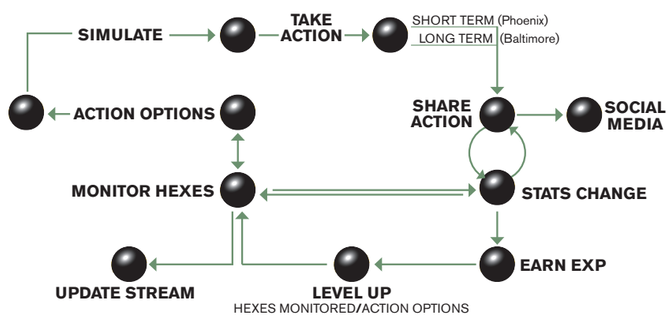
> **Definitely good and clear graphics make a positive impression, particularly those that outline a key synthesis of the proposal. Selective use of color is also very effective.**
>
> **Dr. Rosalind Sadlier, NIH Reviewer**

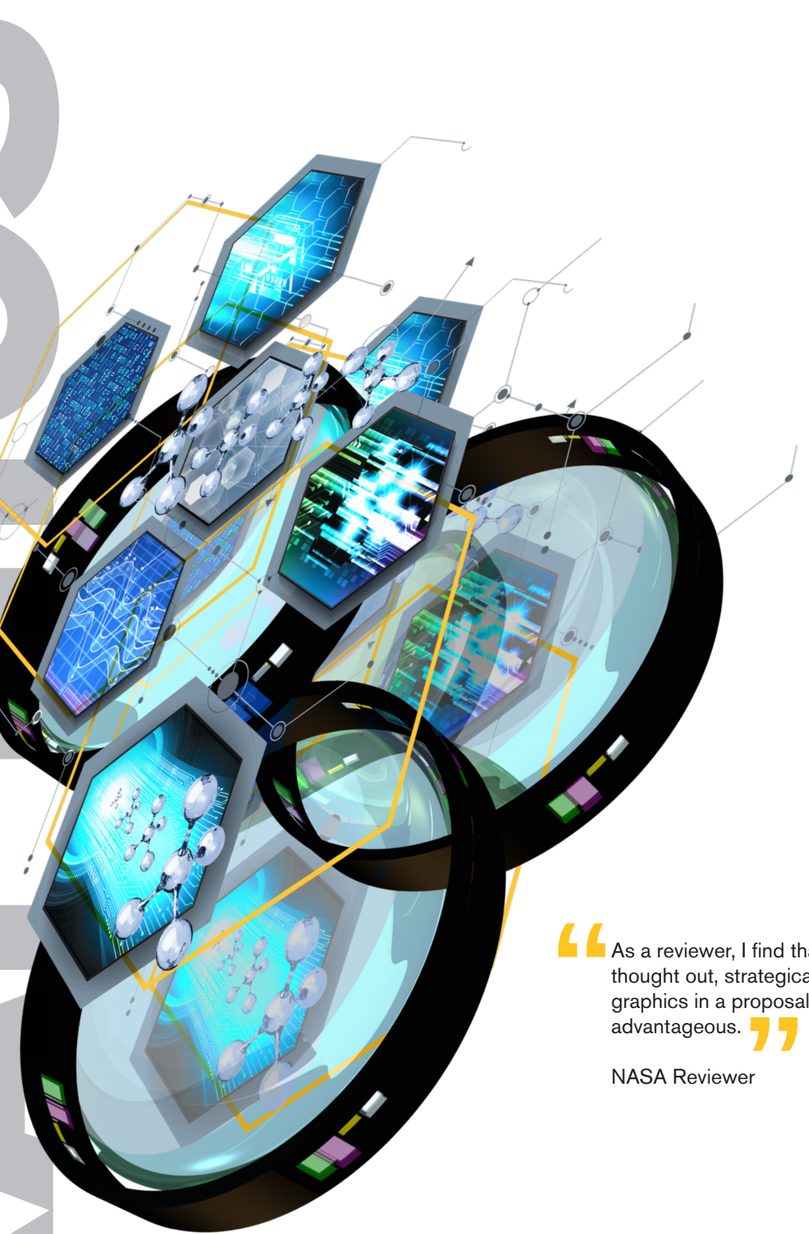



Michael Northrop | Art Director, ASU Research Development | *michaelx@asu.edu*

GRAPHICS



> As a reviewer, I find that well-thought out, strategically-placed graphics in a proposal are advantageous.
>
> NASA Reviewer

# Improving your figures & diagrams

> Having well-done graphics that can summarize, in a simple and elegant way, the overall hypothesis of the grant or the hypothesis of each Aim, would improve the application.
>
> NIH Reviewer

**The principles of design** provide basic guidelines that dictate the arrangement of objects within a composition. They include:

**Balance:** the symmetrical or asymmetrical arrangement of objects to create visual weight

**Rhythm:** the repetition or alteration of elements to create movement, pattern, or texture

**Proportion:** the comparison of dimensions or distribution of form where scale is relational

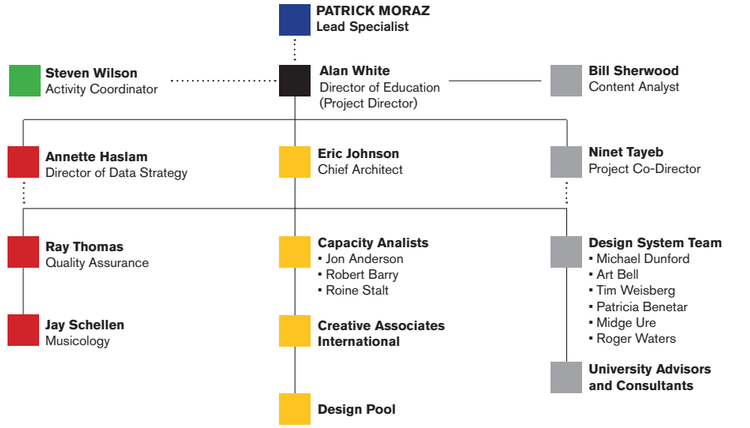
**Dominance:** emphasis is placed on relationships of scaled design elements

**Unity:** the relationship between individual elements to create wholeness

**Aesthetics:** pleasant or intriguing aspects that cause the graphic to be remembered in a valuable light

> Good graphs in a proposal are very important and they make it more enjoyable for the reviewers and often help explain complex ideas. This being said, a good proposal can be even better with good graphics.
>
> NIH Reviewer

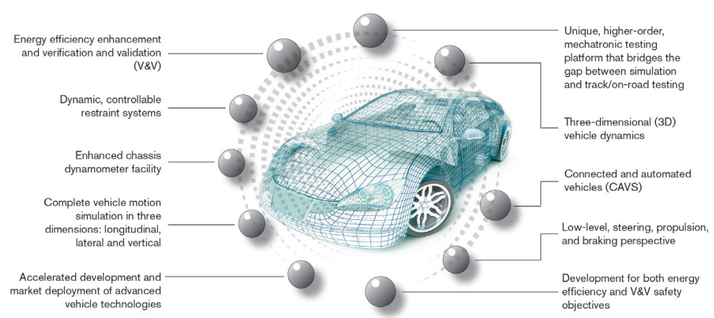
## ORG CHARTS OUTSIDE THE BOX



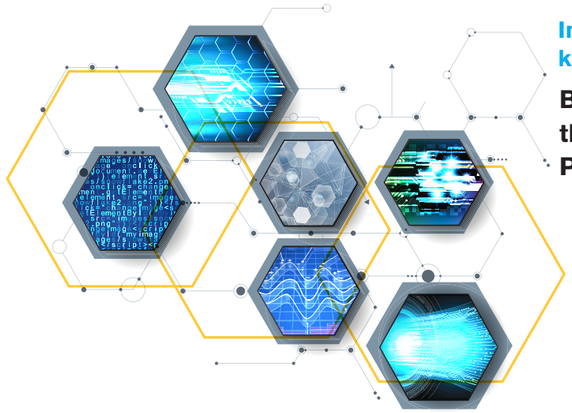

## IMAGES CAN TELL YOUR STORY

Transform a simple list into a dynamic, visual centerpiece by combining images found at Shutterstock.com with shapes using Microsoft PowerPoint as the design tool.

Above: Each bullet points to its own image as a way to strengthen impact
Below: Each bullet points to a central image causing a relational impact




**Graphic design as a persuasive means of messaging is most effective when it follows design trends** (Jones, 2017).



**In order for graphics to be effective, one must know their primary objective** (Parkinson, 2017).

**Build dynamic overview figures like this with stock imagery and Microsoft PowerPoint as the design tools.**

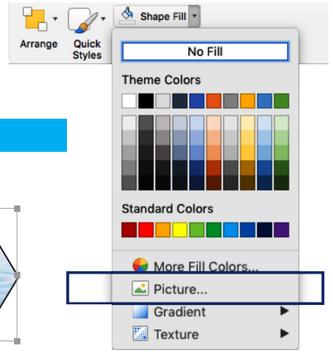
## QUICK POWERPOINT TUTORIAL: PLACING IMAGES INSIDE SHAPES

Draw shape

Select image from your images directory using the *Shape Fill* function while your shape is highlighted.

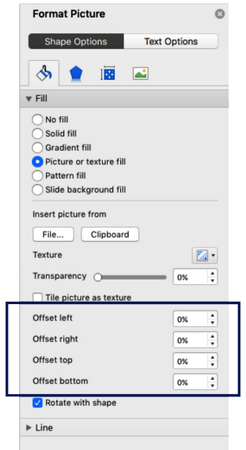
With your shape selected, add image to shape using the ***Shape Fill*** function. Select ***Picture*** as the fill.

(You can also do this by using the ***Crop-To-Shape*** feature)

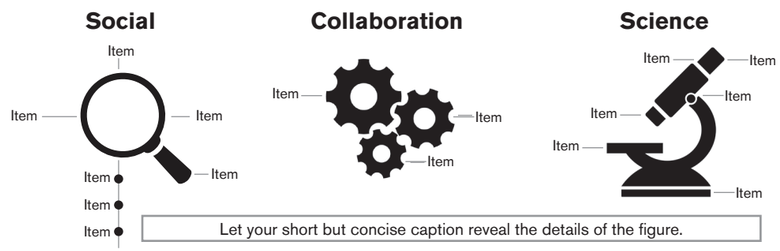



After insertion of the image into the shape, it can appear stretched or distorted, either horizontally or vertically (as shown in the example).

Correct the distorted image in the *Format Picture* function by modifying *Offset* setting until your image looks accurate.




## ICONS MAKE SIMPLE FIGURES FROM EXISTING CONTENT

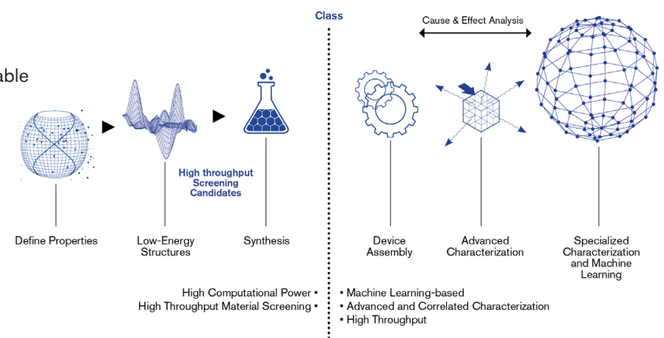



Let your short but concise caption reveal the details of the figure.

Aesthetically pleasing figures accomplish two things: 1) They create a strong visual presence that draws in your viewer. 2) They make your proposal or report more memorable by leaving a lasting and favorable impression.

Take time to experiment with positioning and sizing using different design elements. Don't rush the design process. Submit more than one idea.

**Individuals – scientifically minded or otherwise – rely on rational and emotional abilities and are visually driven and aesthetically engaged** (Yalanska, 2017).





Jones, M. (2017). The importance of imagery in your content marketing strategy. Retrieved from: https://www.coxblue.com/the-importance-of-imagery-in-your-content-marketing-strategy/
Parkinson, M. (2017). Using graphics in page-limited proposals. Retrieved from: http://www.24hrco.com/images/articles/html/GraphicsPageLimited.html
Yalanska, M. (2017). Why is graphic design important?: Retrieved from: https://www.quora.com/Why-is-graphic-design-important