



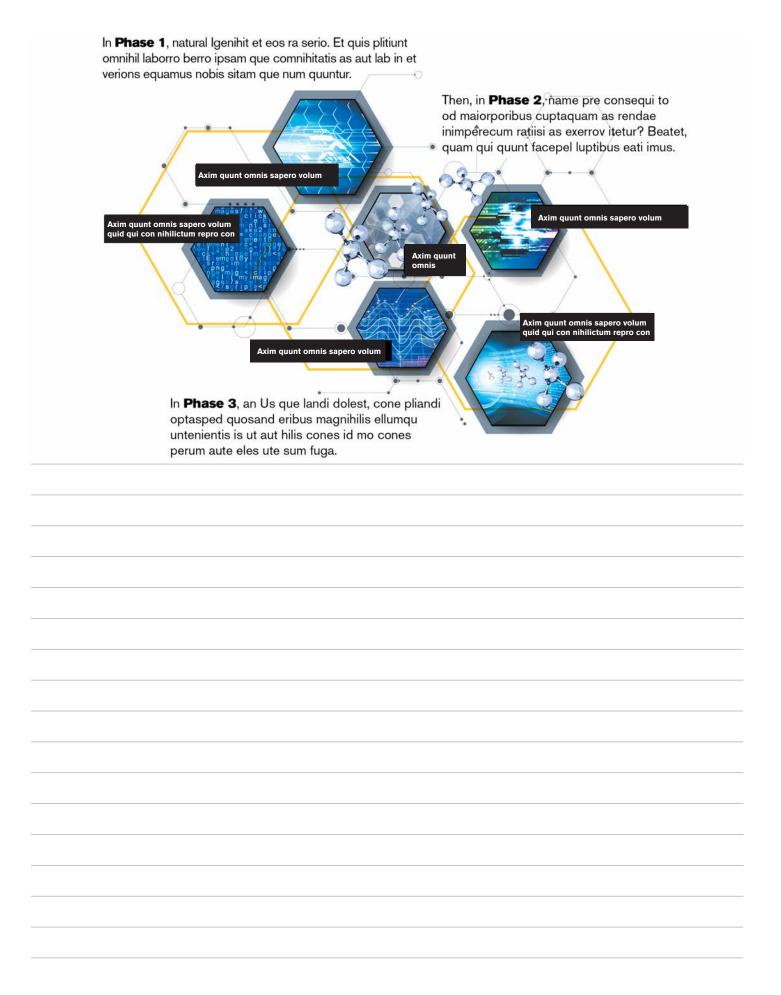
Who are the reviewers?

Faculty!

Visual perception plays the incredible role in decision-making, especially in cases of the first interaction when only several short minutes and sometimes even seconds are vital to get the viewer interested (Yalanska, 2017).

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









Your proposal is a valuable product.

It needs to stand out and get noticed.

Images | Graphics | Page layout

TAKE ADVANTAGE!

Design principles

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
- Repetition of form ensures a cohesive look throughout individual figures and the document

- Balance
- Rhythm
- Proportion
- Dominance
- Unity
- · Repetition of form

Aesthetic value

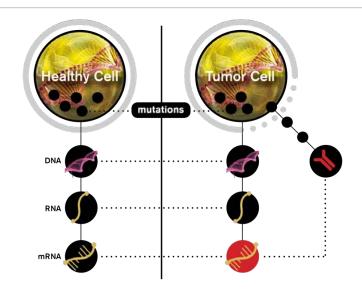
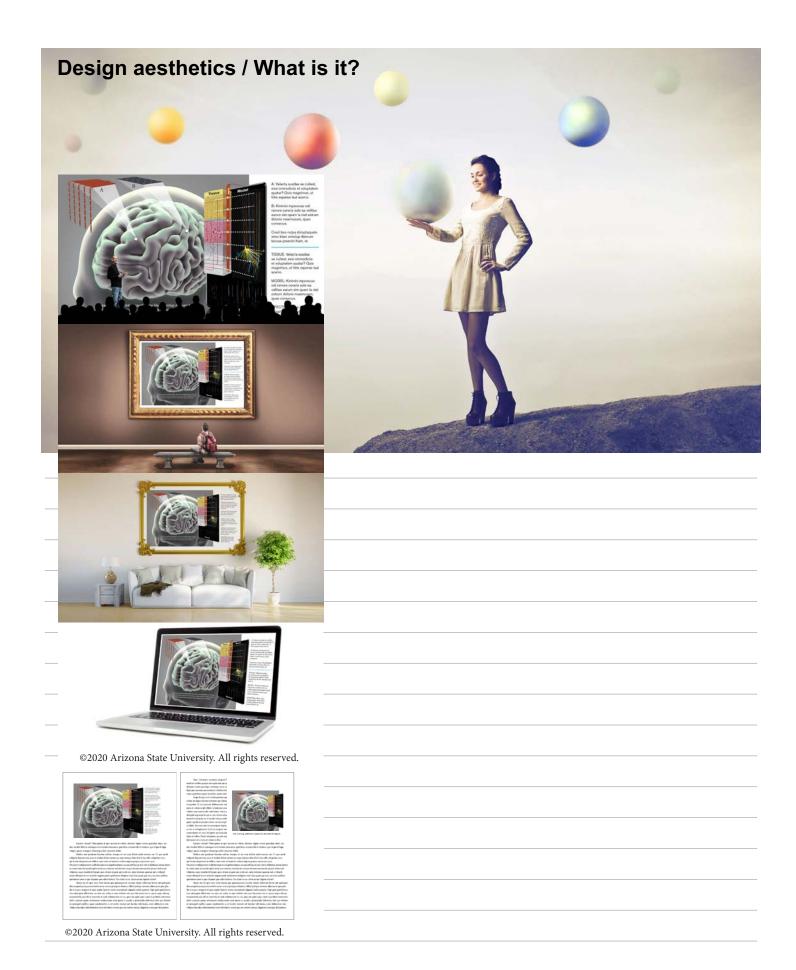


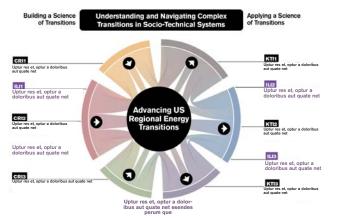
Figure 1: Cancer cells are found in healthy cells but are corralled by a strong cell wall. A weakened cell wall allows the cancerous cells to escape and migrate.

©2020 Arizona State University. All rights reserved.



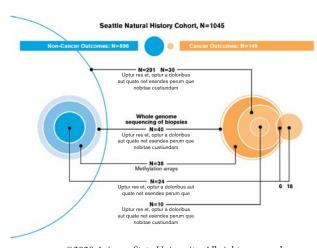
Design aesthetics / Do you have the TIME?



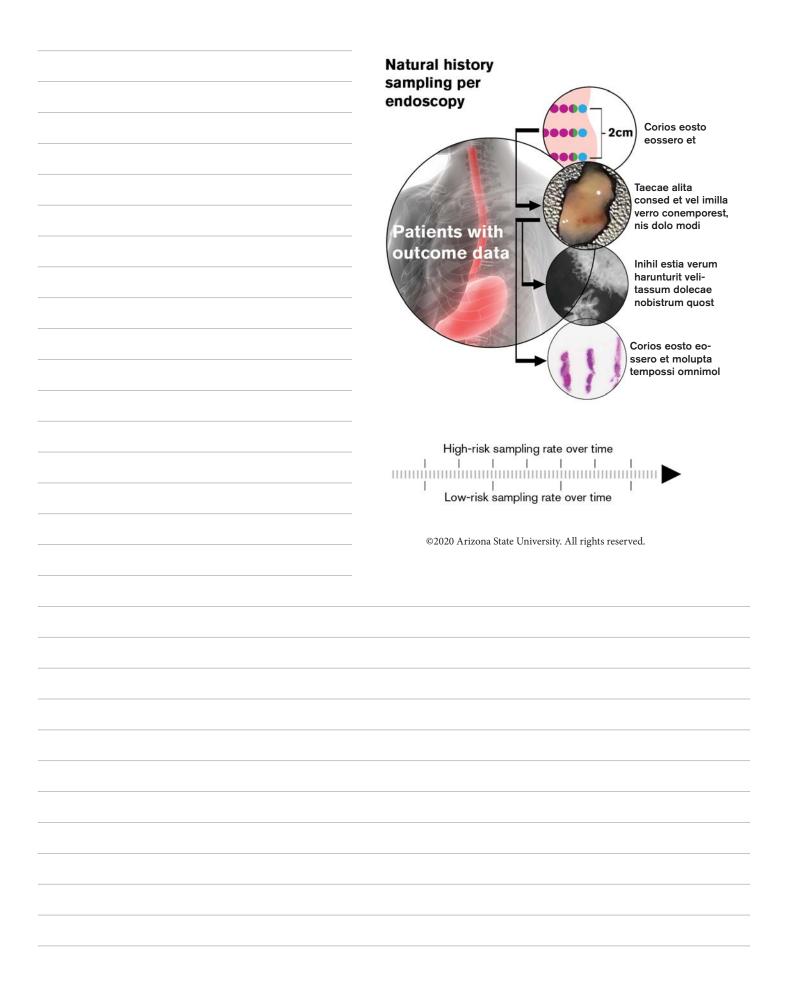


@2020Arizona State University. All rights reserved.





@2020 Arizona State University. All rights reserved.



Design aesthetics





Low hanging fruit

LISTS | TIMELINES | GANTT CHARTS | ORG CHARTS | CALL OUTS | SIMPLE GRAPHS

Using PowerPoint & Shutterstock



Low Hanging Fruit / Tables



- Balance
- Rhythm
- Proportion
- Dominance
- Unity
- Repetition of form

Aesthetic value

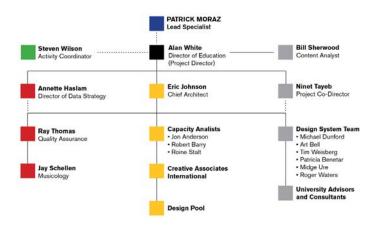
Table 2. ASU internal seed programs using InfoReady

ASU Unit	Seed program name	Count of awards	Seed Award \$ Amount
New College	Scholarship, Research and Creative Activities (SRCE)	8	1,000,000
Life Sciences	Assistance for Developing Multi-Disciplinary Proposals		20,000
	Assistance for Developing New and Bold Research Proposals within a Discipline		10,000
	Editing Assistance for Proposals		5,000
	Bottom-up Seminar Series		5,000
	Fostering Post-doctoral Research in the Life sciences		5,000
	Assistance with Facilities		20,000
	Assistance with Fieldwork		25,000
	Fellowships for Graduate Training		10,000
Misc.			12,000
Global Sport Institute	Seed fund: Sports 2036 and Race and Sports Around the Globe	19	11,000
Institute		14	1,500
Collaborators	Research Inc., ASU Alliance for Health Care held a Collaborative Research Seed Grant Program	7	1,500

Low Hanging Fruit / Repetition of form



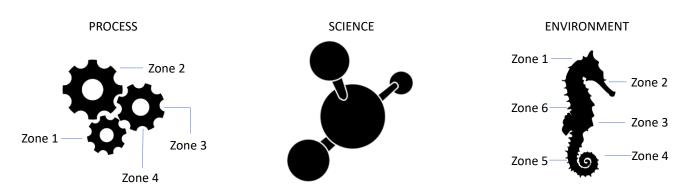
ENGAGE YOUR SOPHISTICATED AUDIENCE



The strength of brand loyalty begins with how your product makes people feel. Jay Samit (https://www.brainyquote.com/topics/brand-quotes)

Low Hanging Fruit / Simple Figures and Diagrams



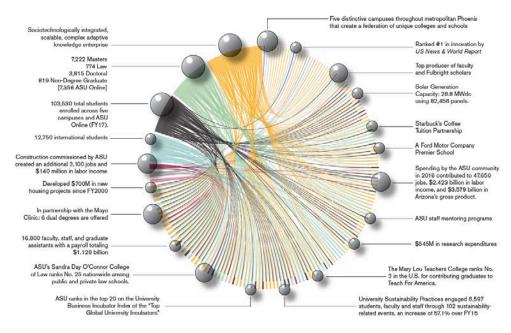


Keep the figure simple by creating a caption that defines the details.

Advanced Figure Design / Elements



Advanced Figure Design / Something Out of Nothing



©2020 Arizona State University. All rights reserved.

Advanced Figure Design / Something Out of Nothing

Us mo quist ulpa quisquasped quam ducia acea verum laut pore prati quati illuptas explibu sciissinci dolupta ssimet pa sandita tinctint. Udiatus et utatiusci am quo volotiatur?

tim quo volum faceatia volorer istios es est, es molorerovit ea delia ped molupie vanie siniaximaxim quo voium nacciaia voiore istoio e est, es insorievoire oi cara peu insouper nisquia volupirat ad ma cupitatri, volorepe ribissandem eum autem rae prerum et eicidelis et expedici-um rest que nonsect otature nis modit, eaquam, volupic te maximus voloria idus et excessin expelit et pellaut quo es audi conseces.

- Sociotechnologically integrated, scalable, complex adaptive knowledge enterprise
- 7,222 Masters 774 Law 3,815 Doctoral 819 Non-Degree Graduate [7,356 ASU Online
- 103,530 total students enrolled across five campuses and ASU Online (FY17).
- Construction commissioned by ASU created an additional 3,100 jobs and \$140 million in labor income
- Developed \$700M in new housing projects since FY2000
- 16,800 faculty, staff, and graduate assistants with a payroll totaling \$1.128 billion
 A Ford Motor Company Premier School
- ASU's Sandra Day O'Connor College of Law ranks No. 25 nationwide among public and private law schools.

 ASU ranks in the top 20 on the Univer-

- Five distinctive campuses throughout metropolitan Phoenix that create a federation of unique colleges and schools
- Ranked #1 in innovation by US News & World Report
- Top producer of faculty and Fulbright scholars
- Capacity: 28.8 MWdc using 82,456 panels
- A joint effort between ASU and Biomimicry 3.8 that facilitates biomimicry education and research.
- \$545M in research expenditures
- The Mary Lou Teachers College ranks No. 3 in the U.S. for contributing graduates to Teach For Ameri
- In partnership with the Mayo Clinic 6 dual degrees are offered

 University Sustainability Practices engaged 8,597 students, faculty and staff through 102 sustainability related events, an increase of 57.1% over FY15.

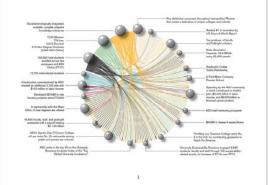
 - ASU ranks in the top 20 on the University Business Incubator Index of the "Top Global University Incubators

Us mo quist ulpa quisquasped quam ducia acea verum laut pore prati quati illuptas explibu sciissinci dolupta ssimet pa sandita tinctint. Udiatus et utatiusci am quo voloriatur?

Vitate simaximaxim quo volum faccatia volorer istios es est, es molorerovit ea delia ped molupie nisquia voluptat ad ma cuptatur, volorep eribusandem eum autem rae prerum et eicidelis et expedici-um rest que nonsect otature nis modit, caquam, volupic te maximus voloria idus et excessin expelit et pellaut quo es audi conseces.

Vexpedicium rest que nonsect otature nis modit, eaquum, volupie te maximus voloria idus et excessin expelit et pellaut quo es audi conseces ut lam quo eicient, ipitis nus alibeat iscipsum fugit, quatam eum vit re nonsequam, alitat archicatem harchit vellabo rpossitatum ullabor epelis dolo dunt, quid qui ommoluptat.

Us mo quist ulpa quisquasped quam ducia acea verum laut pore prati quati illuptas explibu sciissinci dolupta ssimet pa sandita tinctint. Udiatus et utatiusci am quo voloriatur?

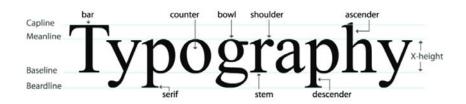


Advanced Figure Design / Something Out of Nothing



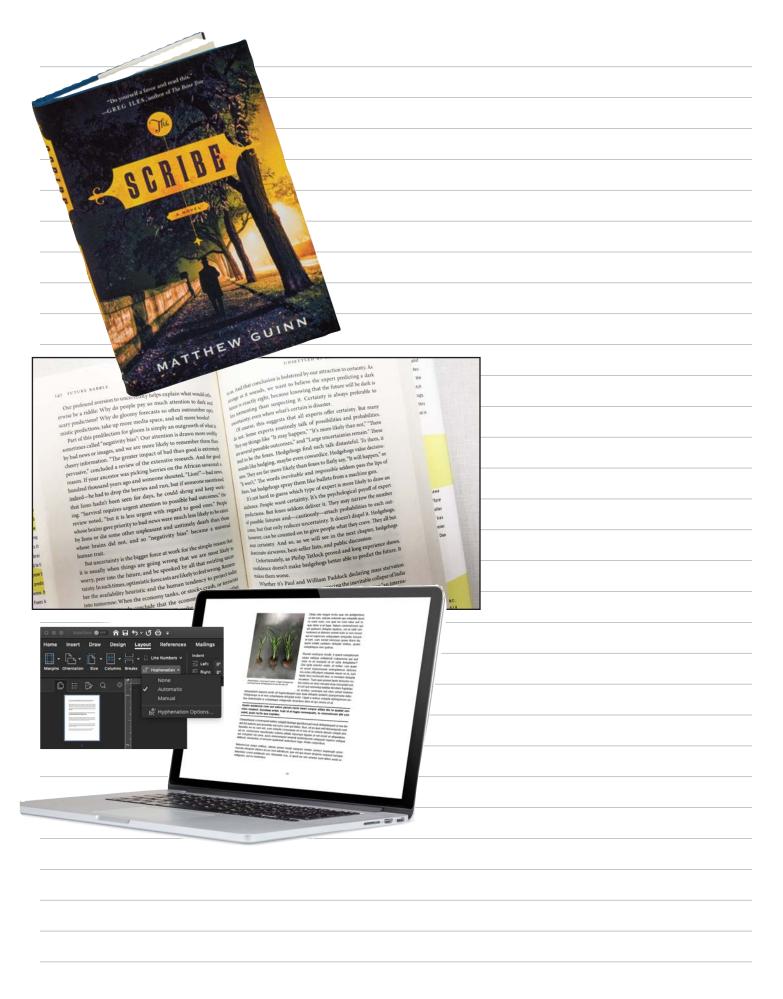
©2020 Arizona State University. All rights reserved.

Page Design / Text



& Whitespace

Typographic Terms	
Leading (distance between lines)	
Kerning (distance between letters)	
Typefaces	
Serif Typeface (Times New Roman)	
San Serif Typeface (Arial, Helvetica)	
Font (typestyle versions)	
Times New Roman Bold	
Arial Black	



Images

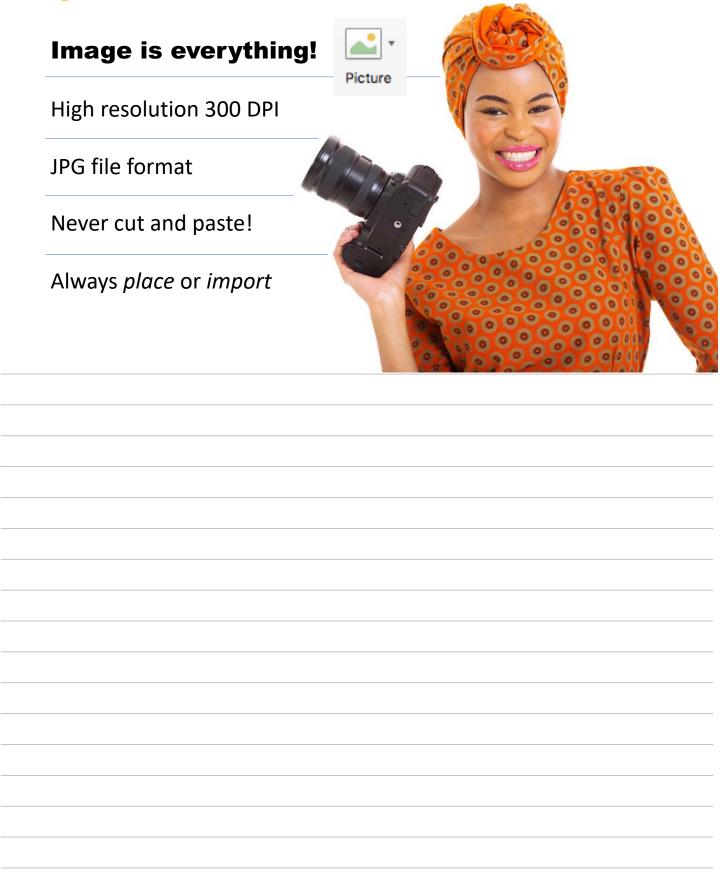
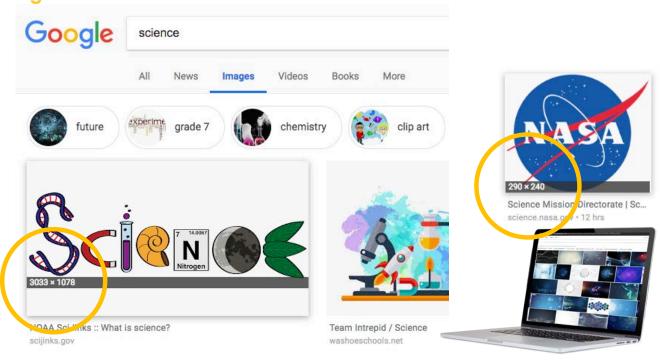
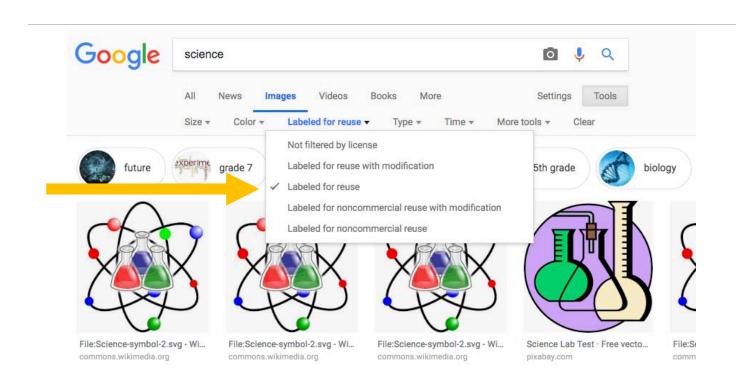


Image Resolution



Image Resolution





Images / Copyright and Fair Use

Fair use is a legal doctrine that promotes freedom of expression by permitting the unlicensed use of copyright-protected works in certain circumstances. Section 107 of the Copyright Act provides the statutory framework for determining whether something is a *fair use* and identifies certain types of uses—such as criticism, comment, news reporting, teaching, scholarship, and research—as examples of activities that may qualify as fair use. Section 107 calls for consideration of the following *four factors* in evaluating a question of fair use:

Purpose and character of the use, including whether the use is of a commercial nature or is for nonprofit educational purposes (including transformative use). **Nature** of the copyrighted work: This factor analyzes the degree to which the work that was used relates to copyright's purpose of encouraging creative expression.

Amount and substantiality of the portion used in relation to the copyrighted work as a whole: Under this factor, courts look at both the quantity and quality of the copyrighted material that was used.

Effect of the use upon the potential market for or value of the copyrighted work: Here, courts review whether, and to what extent, the unlicensed use harms the existing or future market for the copyright owner's original work.

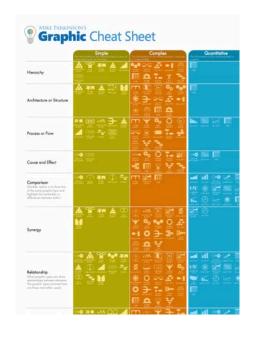
Image sites

 Shutterstock (subscription or purchase by-the-image)

- Pixabay (free)
- Unsplash (free)
- Google: Labeled for Reuse.
 Citation not required but highly encouraged



Helpful Resources





- billiondollargraphics.com /
 Mike Parkinson
- 24hrco.com
- Canva.com
- BioRender
- Any book by Edward Tufte,considered by many to be the father of modern data visualization
- Freelance artist