

GOOD vs **BAD**

Presentations

Sithakom Phusanti, M.D.

25th November 2017



เบื่อไหมกับการ Present แบบเก่า ๆ?

References

ฟรีเชนต๋ ขันเทพ

นำเสนอให้

- ✓ เข้าใจง่าย
- ✓ ใช้เวลาสั้น
- ✓ แบบมืออาชีพ

เกรียงศักดิ์ นิรัติพัฒนะศัย
Executive Coach ฟูริเชนต๋ของเมืองไทย

ธีรรัตน์ วงศ์จินตนากร
Presentations Coach ฟูริเชนต๋ของเมืองไทย

www.SE-ED.com

INFO GRAPHIC THAILAND

INFOGRAPHIC PRESENTATION TRAINING & WORKSHOP
Killing your old presentation with **Infographic Power.**

DATE : 13-14 JULY 2017
BTS KRUNG THONBURI

www.SE-ED.com

Graphic Design Quiz
ออกแบบอย่างไรให้สวย?
Vol. 2

Quiz ใหม่หมด พร้อมความรู้แน่นมาก !!!

เพิ่มสกิลการออกแบบ เพิ่มทักษะและเหตุผลในการออกแบบงานดีไซน์ ด้วยวิธีสนุกๆ พร้อมคำแนะนำจากดีไซน์เนอร์

fb.com/lovedigart

www.SE-ED.com

“

**If you can't
communicate,
it's like winking
at the girl in
the dark.”**

- Warren Buffett -



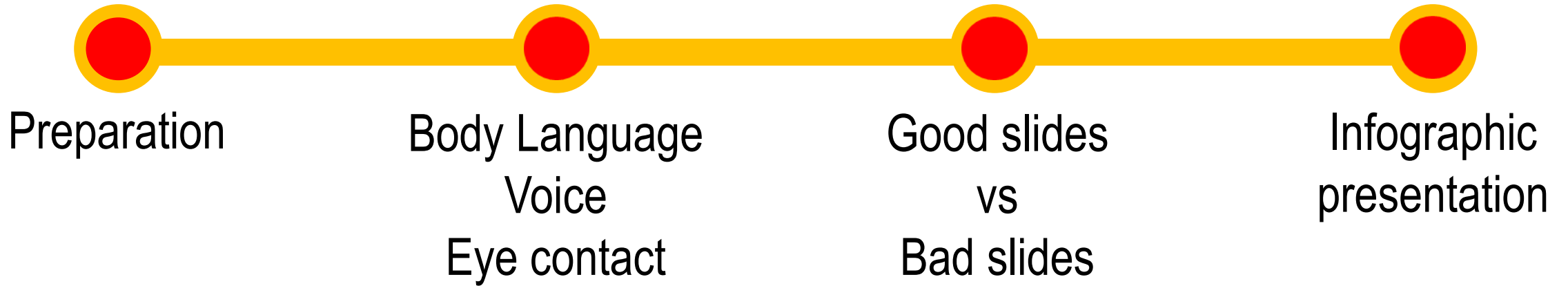


Story telling



Design

Outline

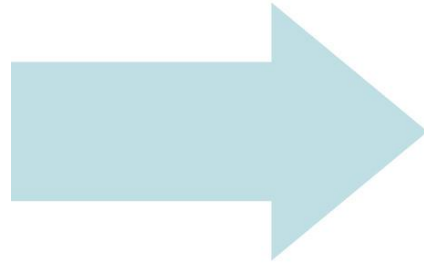




“

**By failing to prepare,
you are preparing to fail.”**

- Benjamin Franklin -





Complete understanding

Q & A



Audiences



Suitable wearing

Prepare
Well preparation



Handouts



Relax

Good Presenter



Optimistic view



Location



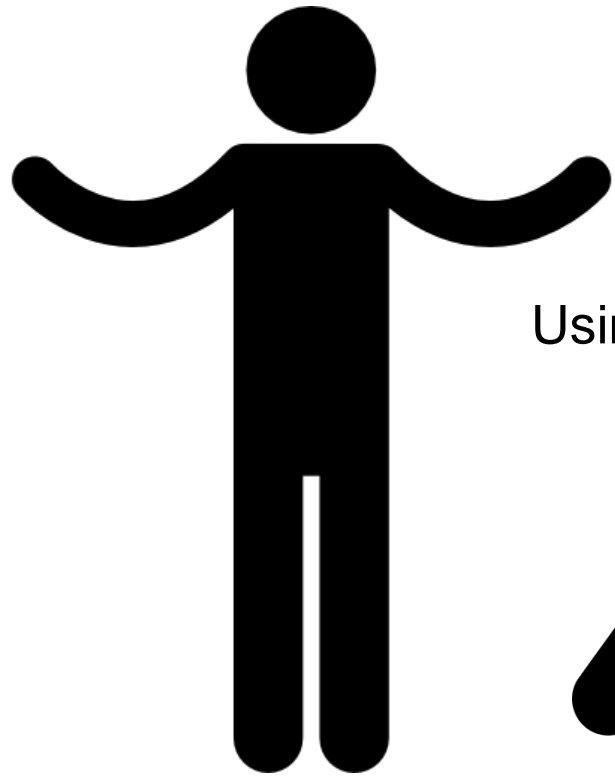
Plan of participation

A photograph of the character Mr. Bean, played by Rowan Atkinson. He is wearing his signature brown tweed jacket, a white dress shirt, and a red tie with small white polka dots. He has a wide-eyed, slightly mischievous expression on his face. His hands are on his hips, and he is looking directly at the camera. The background is plain white.

“Nonverbal language is the most powerful language in the world.”

Non-verbal use

Describing the size



Using "Visual verbs"



Using "Action verbs"



Look – Lock – Talk



Move your hands



Express your feeling



Using pointer



Mind the gap



Avoid shading



Don't put your hand in the pocket



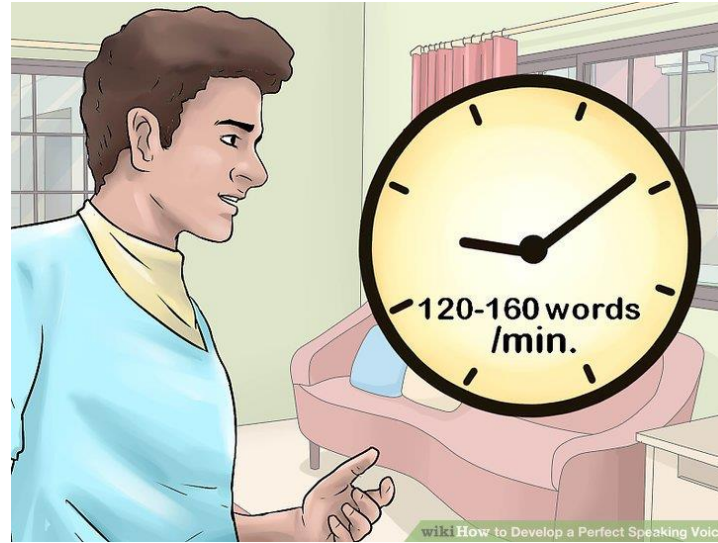
VOICE

Technique

Developing good speech habits



1. Speak up



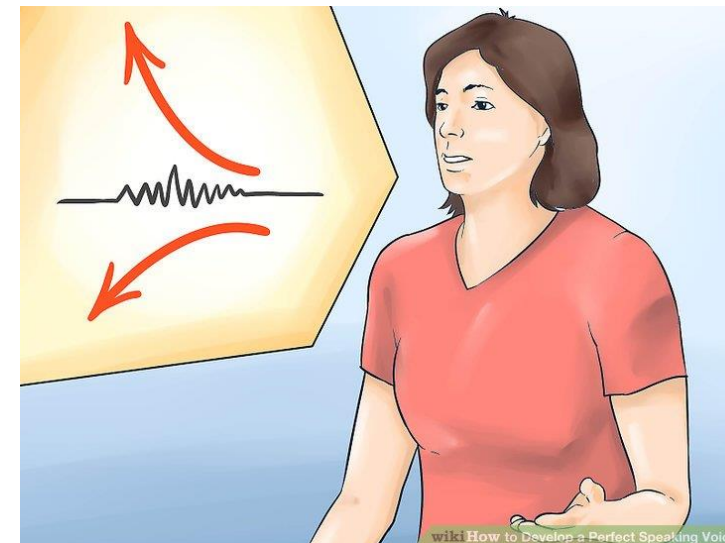
2. Slow down



3. Enunciation



4. Practice deep breathing



5. Vary your pitch

Practicing your speech



1. Do some vocal exercise



2. Practice reading aloud



3. Record yourself



4. See a voice coach



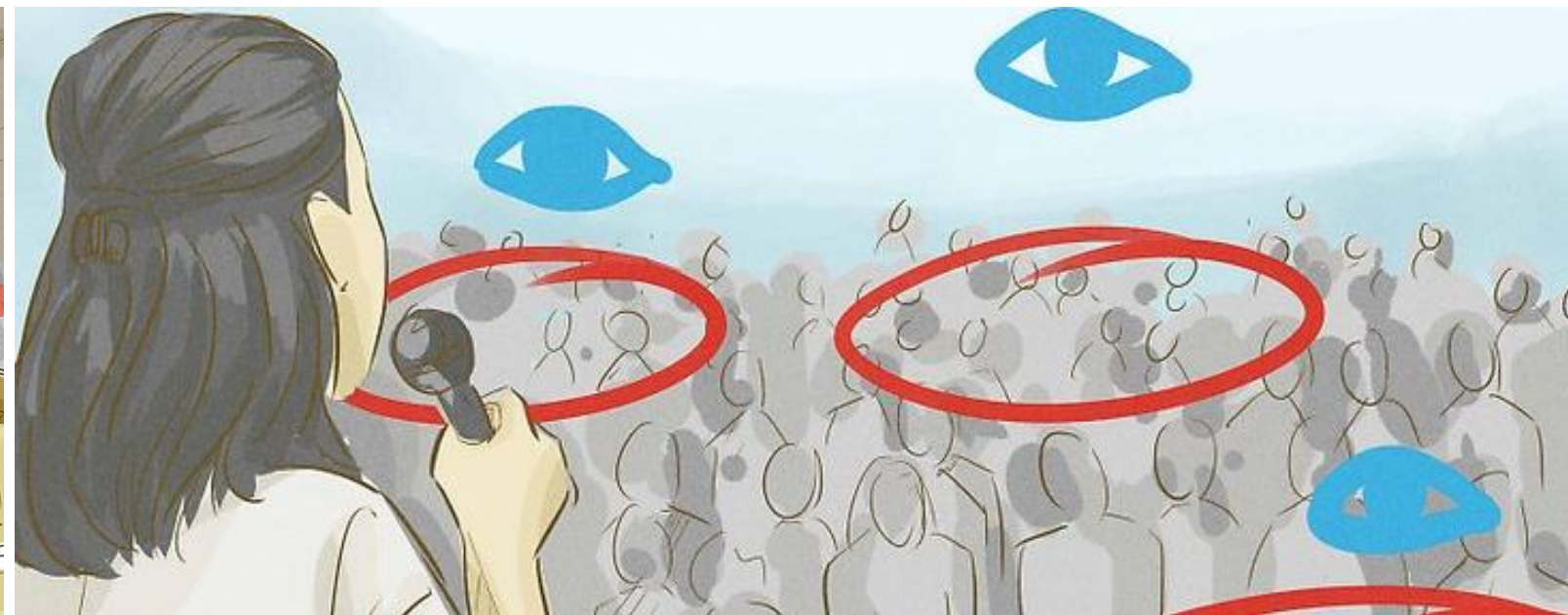
5. Smile as you speak

5 Eye Contact Rules

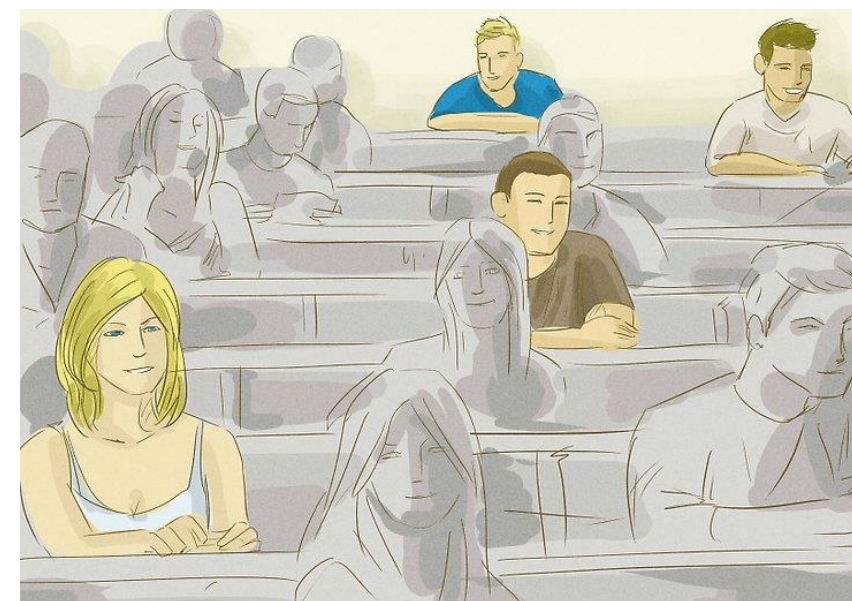




1. Look slightly above the crowd



2. Shift your gaze every every few sentences.



3. Choose 4-5 people to look at.



4. Rotate your gaze from person to person in small groups.



5. Make full eye-contact when someone else is speaking in a group.

TIPS FOR EFFECTIVE PUBLIC SPEAKING





INFOGRAPHIC PRESENTATION

Infographic Power

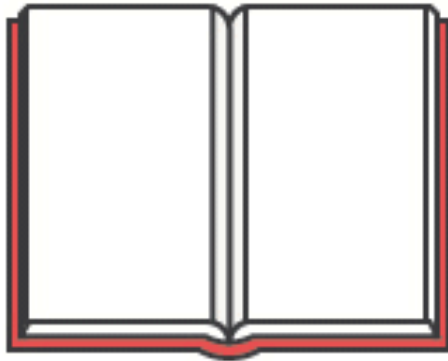
13 REASONS WHY YOUR BRAIN CRAVES INFOGRAPHICS



Infographics are everywhere
but what made them so successful?

This infographic exposes the science behind the boom

THE HUGE INCREASE IN VISUALIZED INFORMATION...



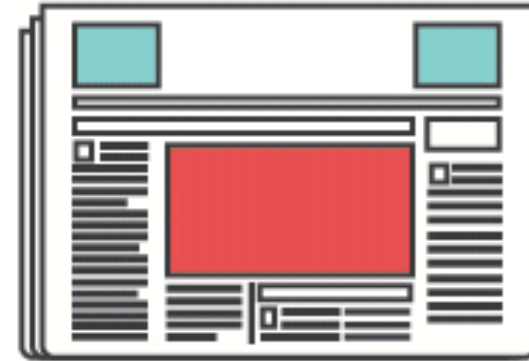
400%

in literature
(since 1990)




9900%

on the internet
(since 2007)



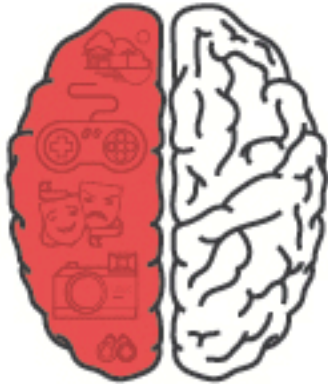
142%

in newspapers
(between 1985 & 1994)



...IS DUE TO
THE FACT WE ARE
'VISUALLY WIRED'

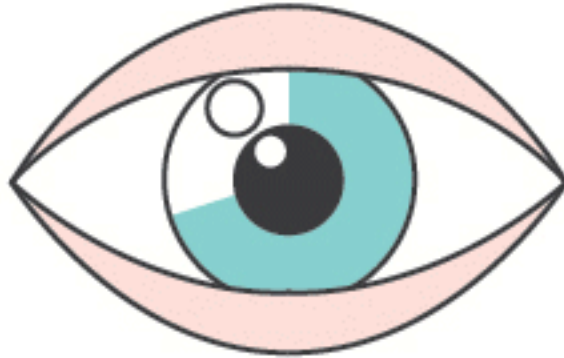
1



ALMOST
50%

of your brain is involved
in **visual processing**

2



70%

of all your **sensory**
receptors are in your eyes

3



1/10
OF A SECOND

is all it takes you to
understand a **visual scene**

4

Actually, it only takes us

150ms

to process a symbol



and 100ms

to attach a meaning to it

1ms

1second

EXAMPLE:



VS

While you are travelling down this road there is a chance that one or more rocks of a varying size may fall from the slopes on one or both sides of you. You should be aware of this before you travel this way so that you are cautious of this particular type of hazard.

WE NEED TO UNDERSTAND THINGS FAST BECAUSE WE SUFFER FROM INFORMATION OVERLOAD...



5

We receive

5x



1986

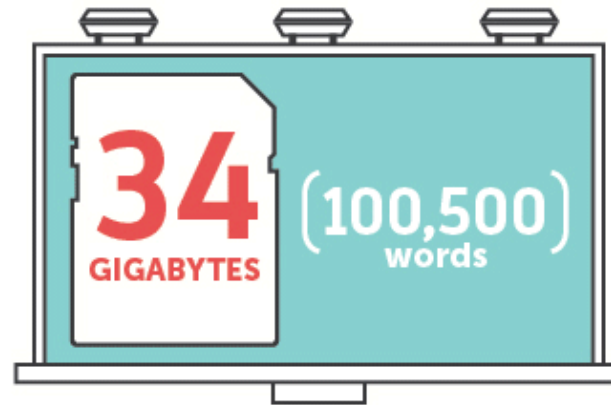


2014

as much **information**
today as we did in 1986

6

We consume



of information **on an average day** –
just outside work



7

28%

of words on a web
page are actually read
on an average visit

**INFOGRAPHICS HELP US
GET OUR INFORMATION
MORE QUICKLY BECAUSE...**

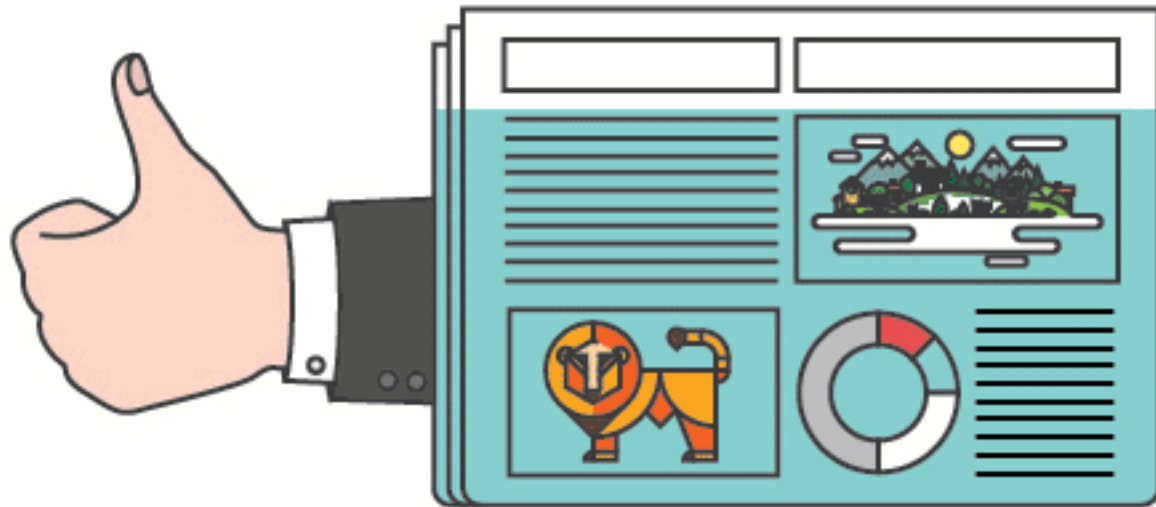


THEY ARE MORE ENGAGING

8

Researchers found that **color visuals** increase willingness to read by

80%



9

A study on comprehension rates of medicine labels found a:

70%



rate of understanding for labels with **text only**

95%



rate of understanding for labels with **text and pictures**

10



People following directions with text and illustrations do

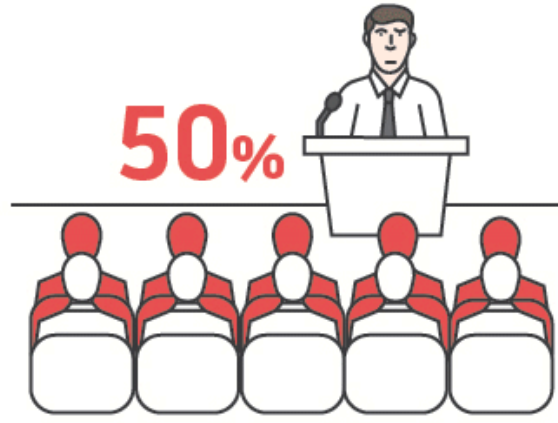
323%

better than people following directions without illustrations

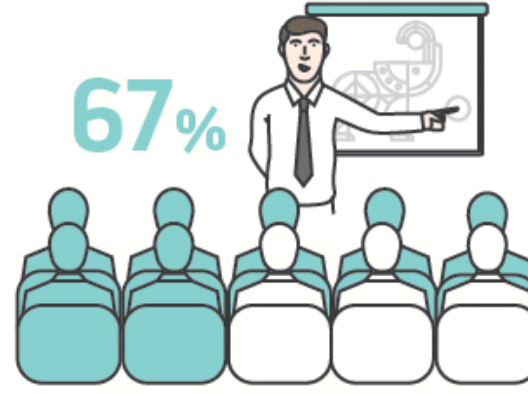


11

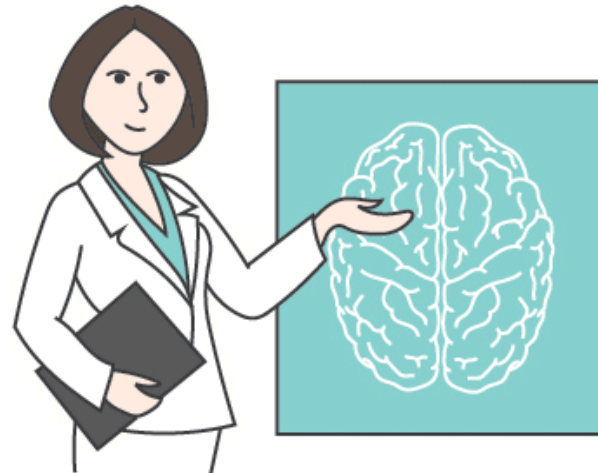
A study conducted at the Wharton School of Business found that:



of the audience were persuaded by a purely **verbal presentation**



of the audience were persuaded by the verbal presentation with **accompanying visuals**



12

Adding pictures of brain scans and mentioning cognitive neuroscience make people more inclined to believe what they are reading

THEY ARE EASIER TO RECALL

13

People remember:



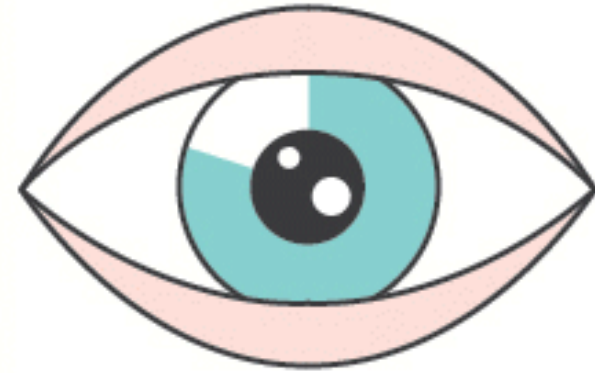
10%

of what they **HEAR**



20%

of what they **READ**

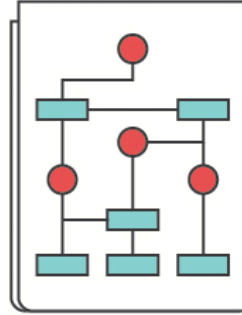


80%

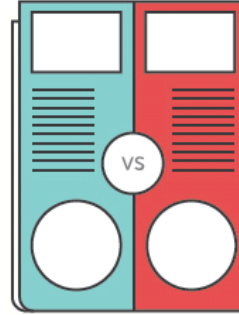
of what they **SEE and DO**

INFOGRAPHICS CAN TAKE MANY ENGAGING FORMS...

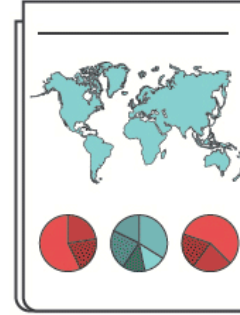
Flow charts



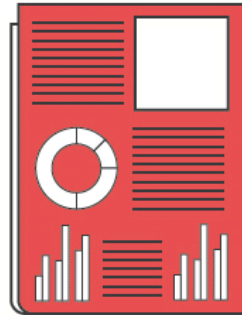
Versus comparisons



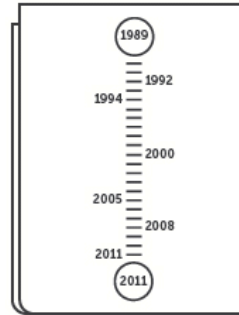
Maps



Visual articles



Timelines



Data visualizations

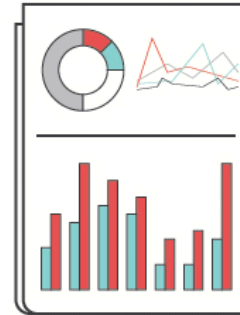
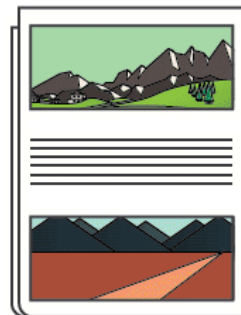
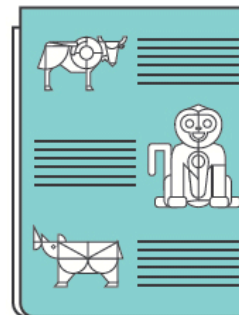


Photo lists

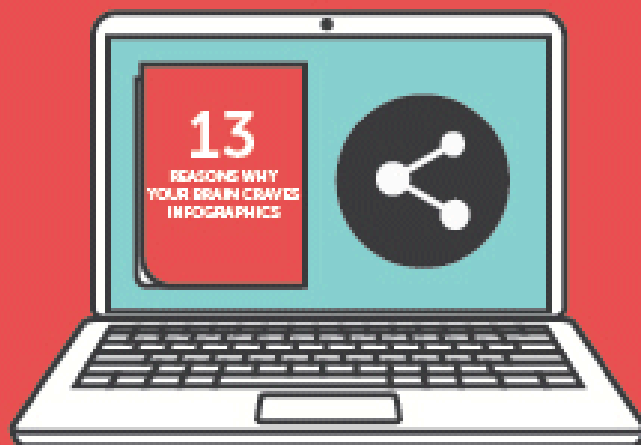


Illustrated lists





EASY TO DIGEST



FUN TO SHARE



EXTREMELY ENGAGING

It is no wonder infographics have been so successful.

For more information, check out the full visual article:
neomam.com/blog/13reasons

Document

Slide pages

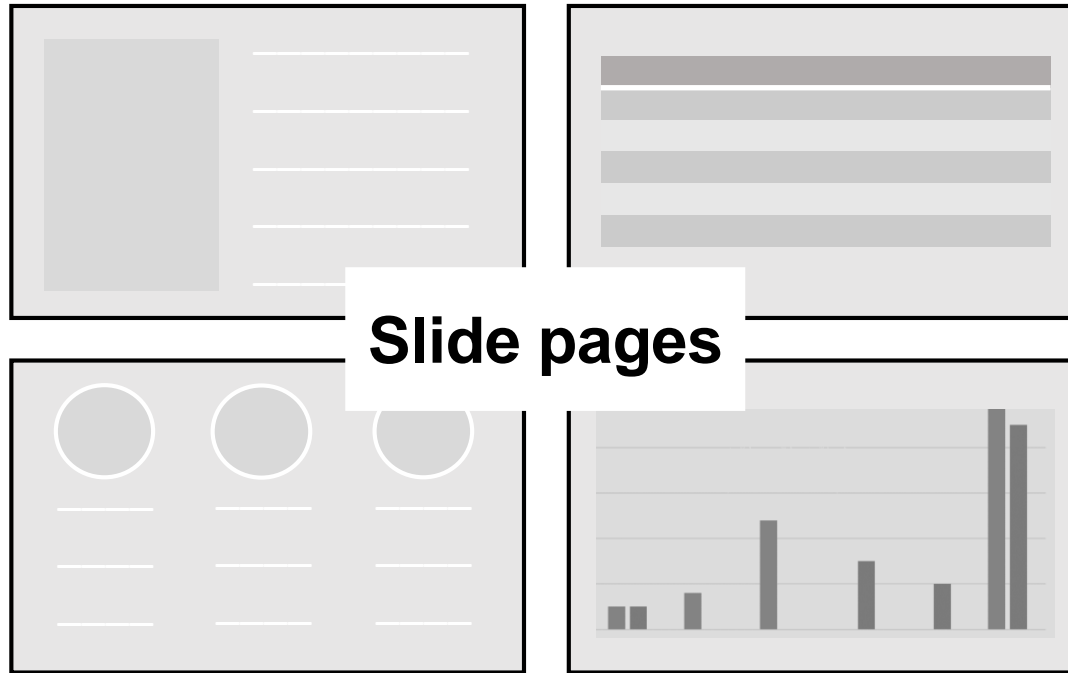
Presentation

- Informative
- To be read
- Text
- Self-guided

- Educational
- To be understood
- Visual and text
- Self-guided

- Transformative
- To be heard
- Visual
- Presenter-guided

Slide Pages vs. Presentation



External communication

Proposal, Earning Research

Internal communication

Research finding, Plan, Report, Strategy

Size

4:3

Animation

Static

Word density

One concept

Press Brief, Product launch,
Sales presentation, Cooperate overview
Training, Board meeting, Project overview

16:9

Animate

Big idea

Principles of Data Communication

Data
(IN)

Communication
(FO)

Design
(GRAPHIC)

1 Big idea /
1 Concept



Data management

Story flow
With visualization

Story board



Story telling models

Story organizing

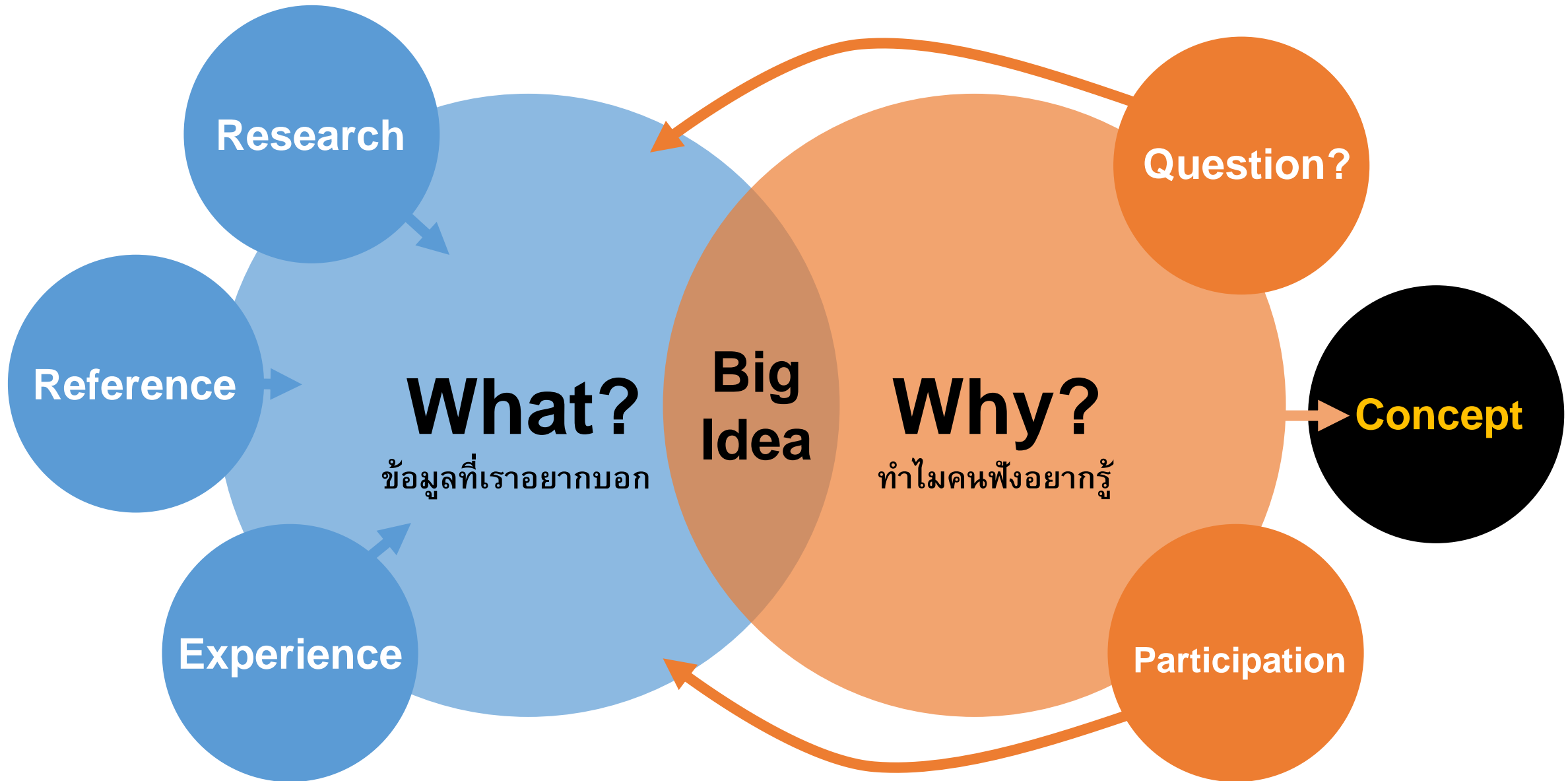


Layout

Design principle

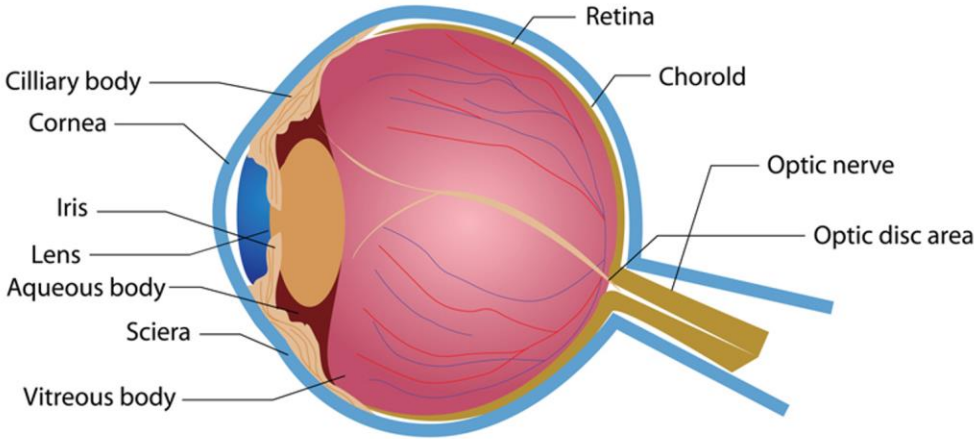
Animate

1 Big idea / 1 Concept



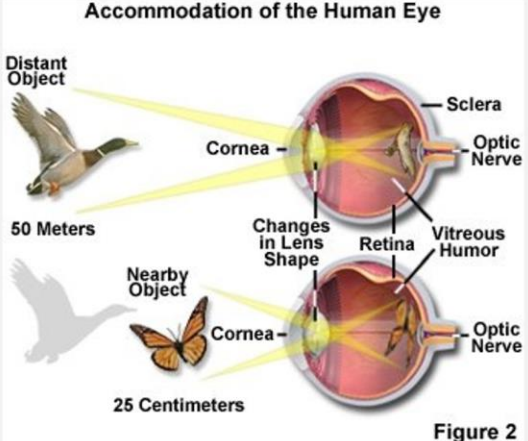
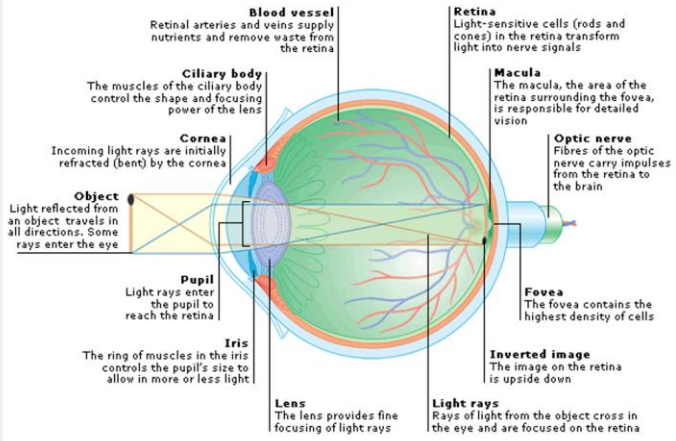
1 Slide 1 Message

Anatomy of the eye



Do

Anatomy and physiology of the eye



Don't

Communication

วิธีการนำเสนอ



Informative

เน้นการสร้างความเข้าใจ ด้วยการอธิบายเป็นขั้นตอน องค์กรประกอบที่มาที่ไป ที่ชัดเจนและเข้าใจง่าย



Emotional

ถ่ายทอดใจความหลัก โดยเน้นการถ่ายทอดอารมณ์ร่วมของผู้ฟัง เพื่อสร้างความประทับใจ และการจดจำที่ดี



Persuasive

เปลี่ยนความคิดของผู้ฟังการนำเสนอให้เป็นไปตามจุดประสงค์ที่ตั้งไว้ ด้วยการตอบประเด็นของผู้ฟังอย่างตรงจุด

Principles of Data Communication

Data
(IN)

Communication
(FO)

Design
(GRAPHIC)

1 Big idea /
1 Concept



Data
management



Story flow
With visualization

Story board



Story telling
models



Story organizing



Layout

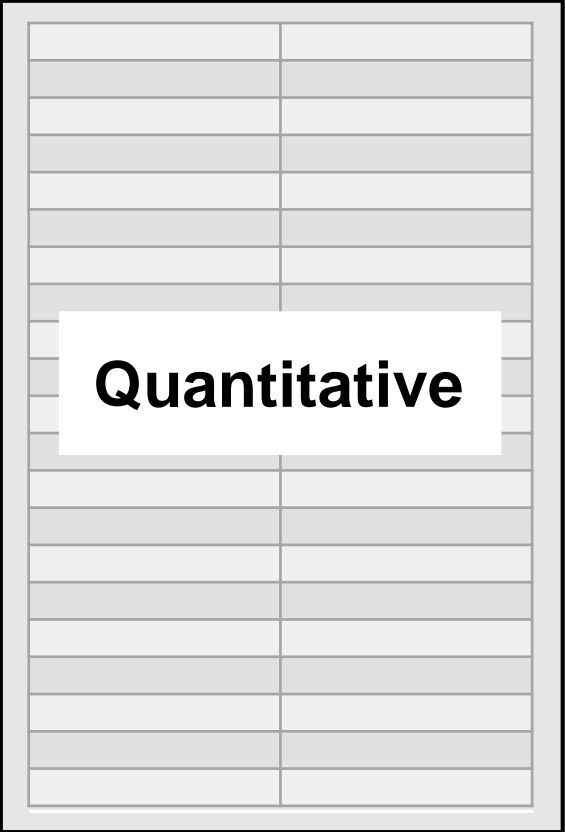
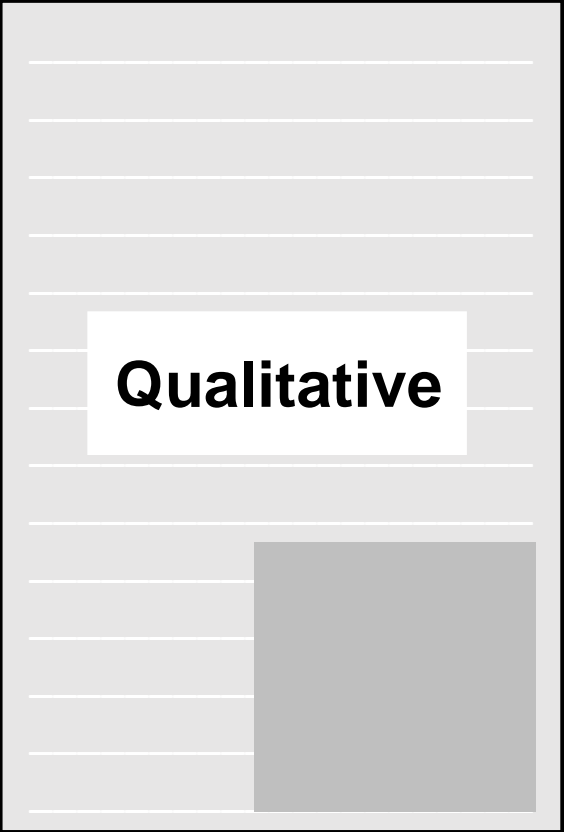


Design principle



Animate

Types of data



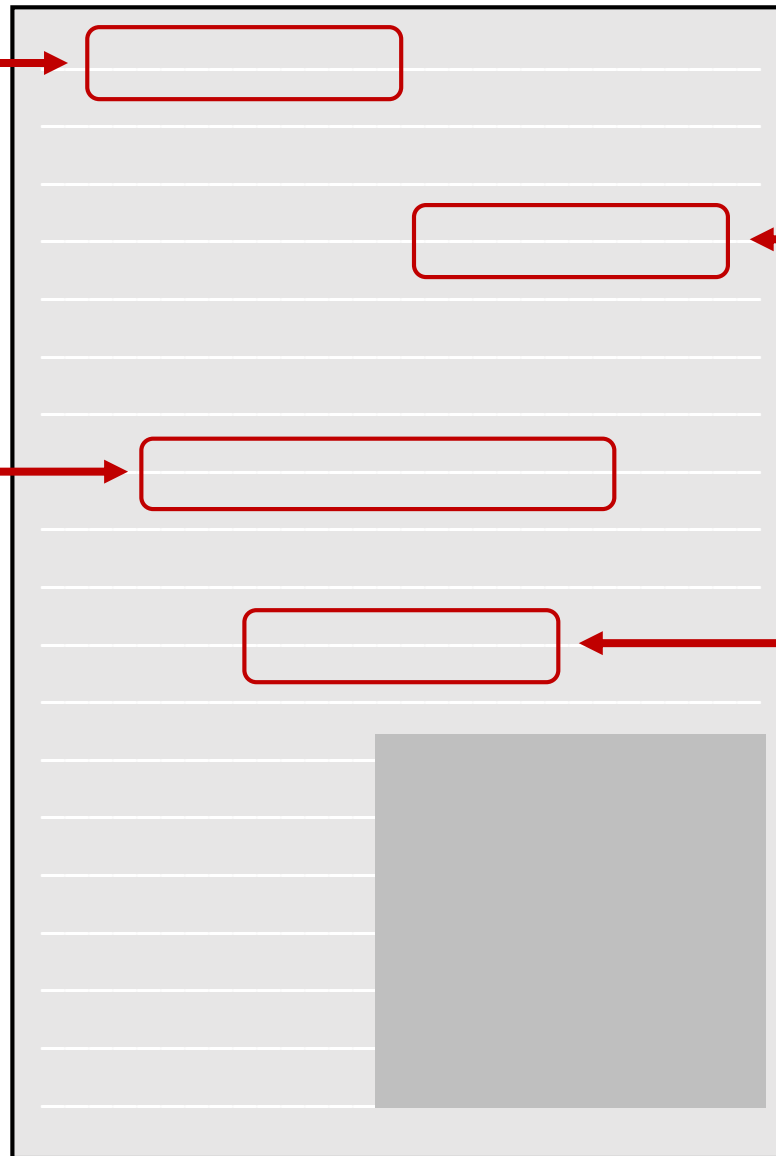
Data —————> **Main idea**

Main idea

- 70% = Title / 1st paragraph
- 20% = Last paragraph

2. Reasons

แสดงเหตุผลที่ส่งผลหรือ
ทำให้เกิดใจความหลัก



1. Processes

บอกความสัมพันธ์ของข้อมูล
ต่างๆมีผลต่อเนื้องกัน เช่น
ขั้นตอน ลำดับการเกิด
ผลกระทบต่อนื่อง

3. Components

แจกแจงองค์ประกอบที่แต่ละ
ชุดข้อมูลไม่มีความสัมพันธ์ซึ่ง
กันและกัน

3 supporting ideas
Qualitative data

Main idea

- 70% = Title / 1st paragraph
- 20% = Last paragraph

2. Correlation

อธิบายผลกระทบจากชุดข้อมูลหนึ่งที่มีผลต่ออีกชุดข้อมูลหนึ่ง

4. Components

แจกแจงองค์ประกอบที่แต่ละชุดข้อมูลไม่มีความสัมพันธ์ซึ่งกันและกัน

1. Comparison

เปรียบเทียบขนาดและปริมาณของข้อมูล เน้นความแตกต่างชัดเจนของกันและกัน

3. Ordering

จัดลำดับขนาด ปริมาณ หรือความสัมพันธ์ของชุดข้อมูลต่างๆที่มีหน่วยเดียวกัน

4 supporting ideas
Quantitative data

Principles of Data Communication

Data (IN)

1 Big idea /
1 Concept



Data
management



Story flow
With visualization

Communication (FO)

Story board



Story telling
models



Story organizing

Design (GRAPHIC)

Layout



Design principle



Animate

- Qualitative data
- _____
- _____
- _____



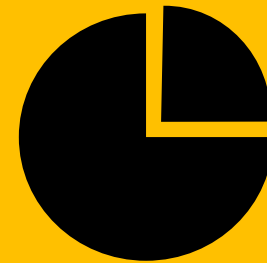
Bullet point



Story flow

Quantitative data

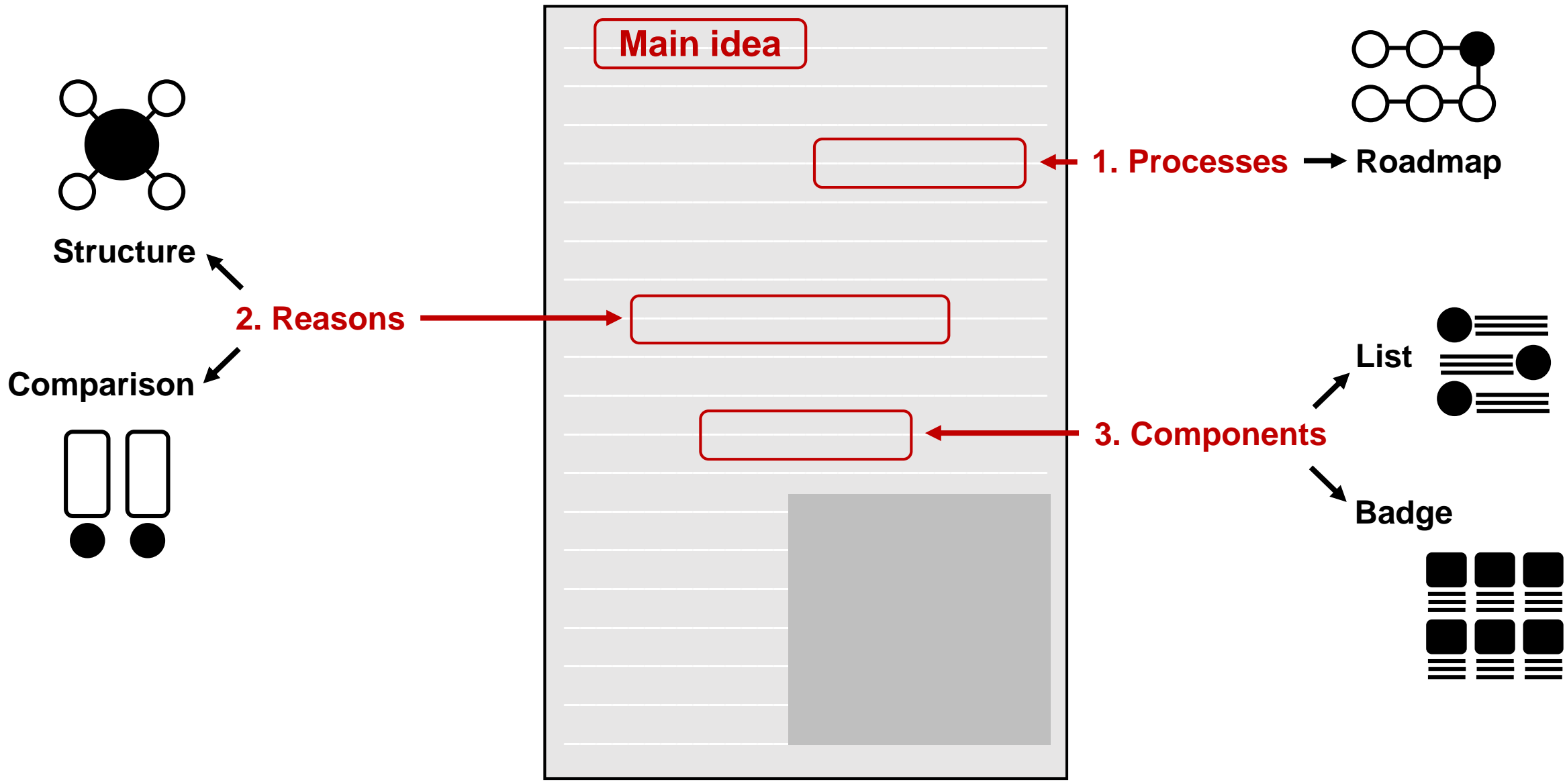
Quantitative data	



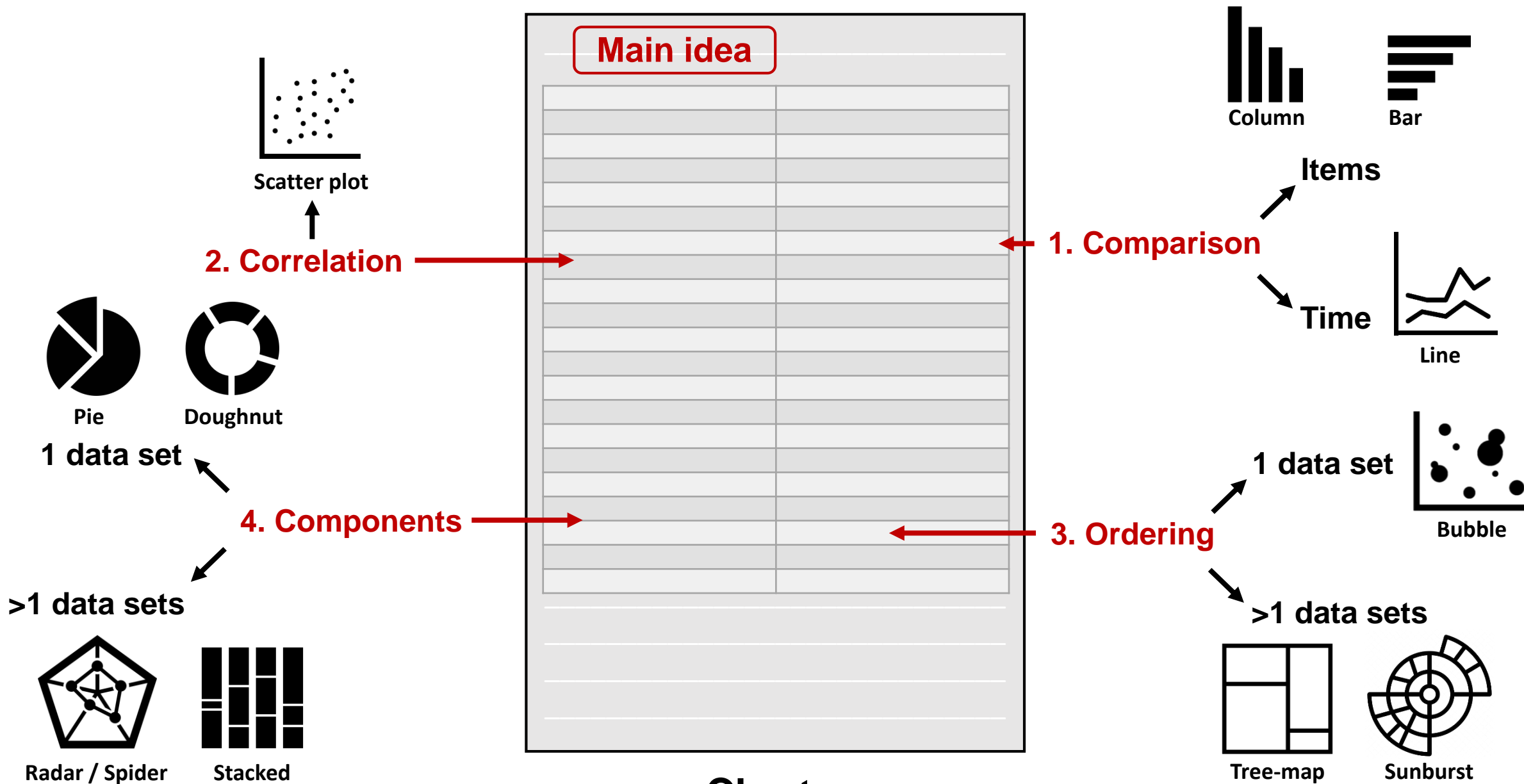
Table



Chart



Story flows
Qualitative data



Charts

Quantitative data

Principles of Data Communication

Data (IN)

1 Big idea /
1 Concept



Data
management



Story flow
With visualization

Communication (FO)

Story board



Story telling
models



Story organizing

Design (GRAPHIC)



Layout

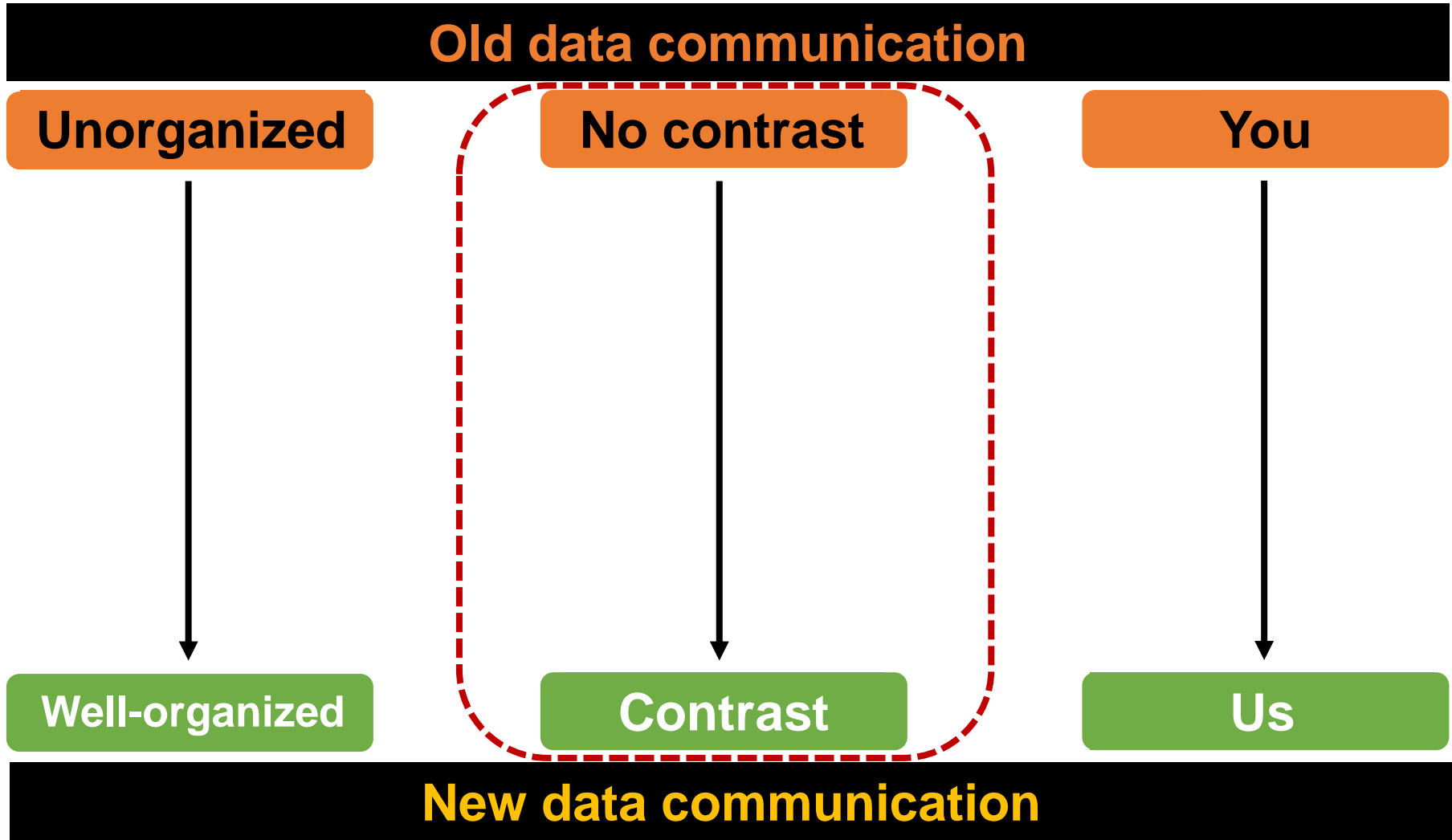


Design principle



Animate

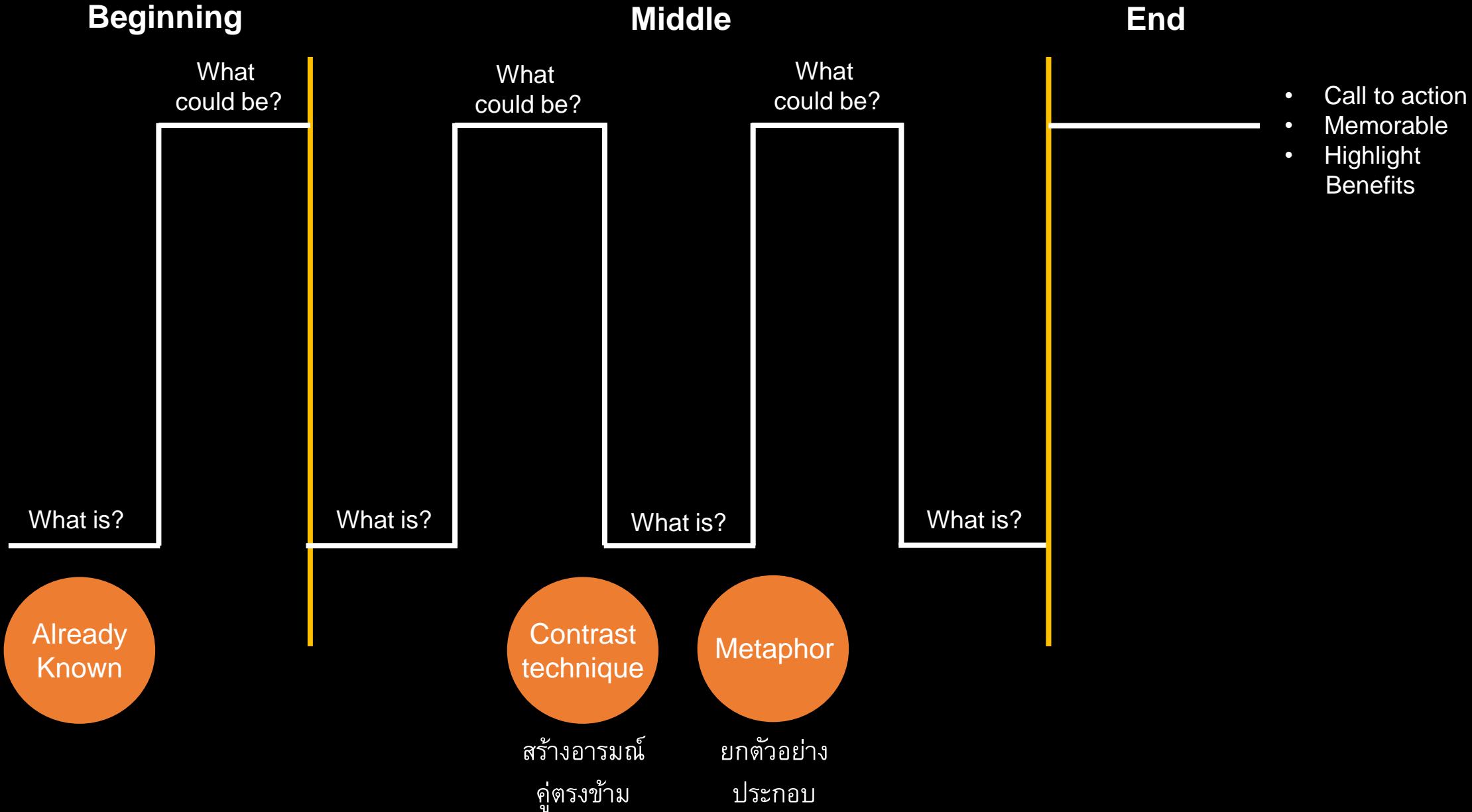
Boring Points



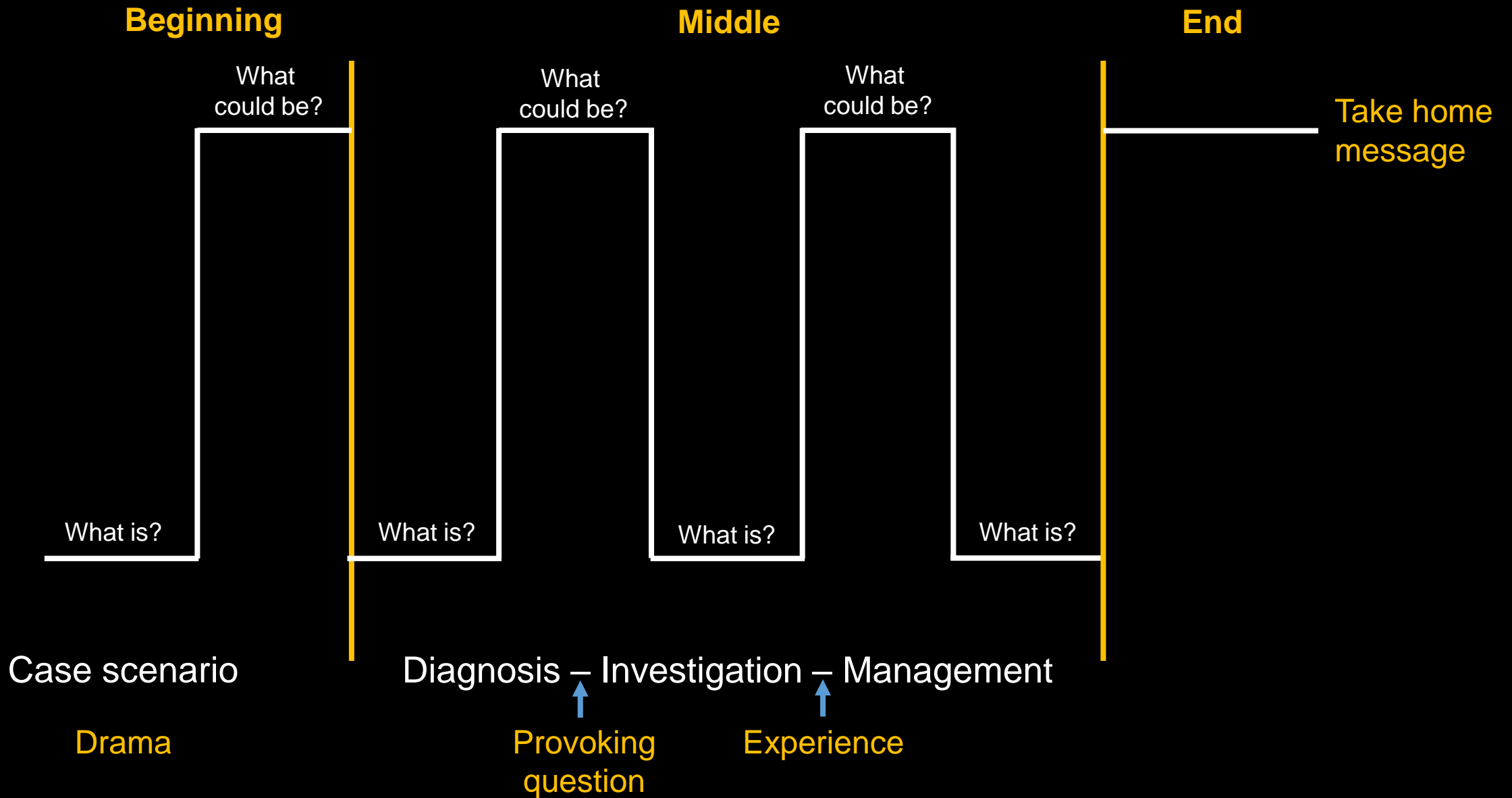


Movie Storyline

The Classic Storyline



Example: Acute stroke



The Classic Storyline

Beginning



Emotional

Middle



Analytical

End



How to

Heart First, Head Later, Hand Last.

Principles of Data Communication

Data (IN)

1 Big idea /
1 Concept



Data
management



Story flow
With visualization

Communication (FO)

Story board



Story telling
models



Story organizing

Design (GRAPHIC)



Layout

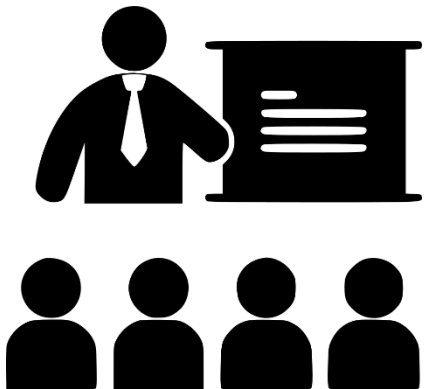


Design principle



Animate

4 Storytelling Models



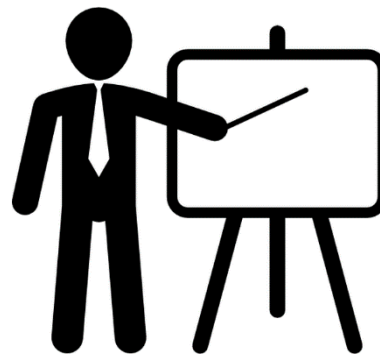
Informative Model

รายละเอียดมากและชัดเจน



Traditional Model

ประชุมทั่วไป



Pitch Deck Model

ธุรกิจ Startup



Ted-like Model

Ted talk



Principles of Data Communication

Data (IN)

1 Big idea /
1 Concept



Data
management



Story flow
With visualization

Communication (FO)

Story board



Story telling
models



Story organizing

Design (GRAPHIC)



Layout



Design principle



Animate

Story board

Informative Model



Cover Slide



ชื่อเรื่อง
บอกรายละเอียดของ
สิ่งที่ต้องการนำเสนอ

Table of Contents



สารบัญ
บอกบทของเนื้อหา
ที่ต้องการนำเสนอ

Section Head 1



ขึ้นหัวข้อใหญ่ 1

Text and visual 1



คำอธิบายประกอบหัวข้อใหญ่
= 1 Message เท่านั้น

Section Head 2



ขึ้นหัวข้อใหญ่ 2

Text and visual 2



คำอธิบายประกอบหัวข้อใหญ่
= 1 Message เท่านั้น

Ending



สรุปใจความสำคัญของเรื่อง
ว่ามีกี่ประเด็น

Principles of Data Communication

Data (IN)

1 Big idea /
1 Concept



Data
management



Story flow
With visualization

Communication (FO)

Story board



Story telling
models



Story organizing

Design (GRAPHIC)



Layout



Design principle



Animate

Layout

ภาพหน้าปก
(เพราะฉะนั้น ต้องสวยและดึงดูด)

หน้าเปิดเรื่อง
หน้าคั่นเวลาขึ้นเรื่องใหม่



Title Slide



Title and Content

ยืดหยุ่นต่อการใส่ข้อมูล



Section Header

แก้ปัญหาเวลาที่มีข้อมูล 1 ชุด
แต่แบ่งข้อมูลเป็น 2 ฝั่ง



Two Content



Comparison

เปรียบเทียบ 2 ชุดข้อมูล



Title Only



Blank



Content with
Caption



Picture with
Caption

ใส่ภาพขนาดใหญ่
แต่ต้องไม่เกินเข้าไปที่ส่วนข้อมูล

Example: Header

Click to add title

Click to add text



Principles of Data Communication

Data (IN)

1 Big idea /
1 Concept



Data
management



Story flow
With visualization

Communication (FO)

Story board



Story telling
models



Story organizing

Design (GRAPHIC)



Layout



Design principle



Animate

Design principle

Focus

การเห็นความสำคัญ

Unity

ความเป็นหนึ่งเดียว

Font

ฟอนต์อ่านง่าย ชัดเจน

Visual

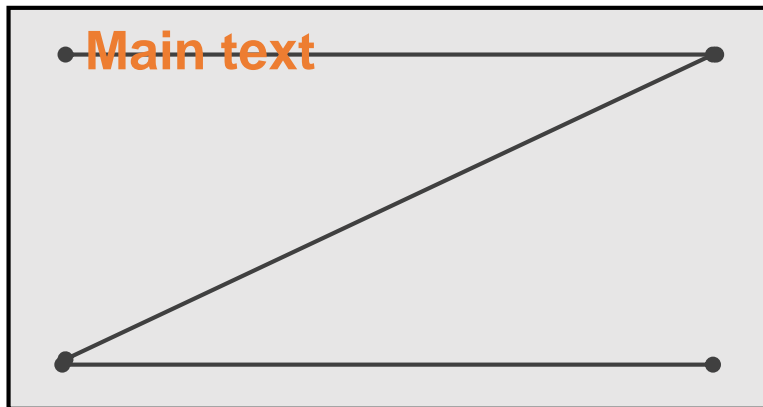
ภาพเหมาะสม
กับเนื้อหา

Color

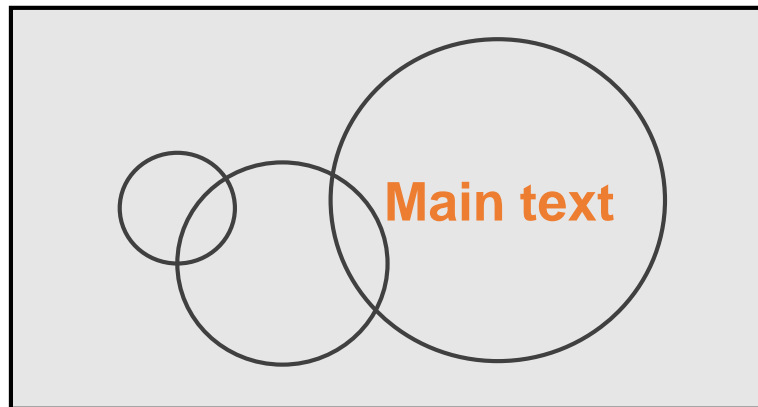
สีในทิศทางเดียวกัน

Focus

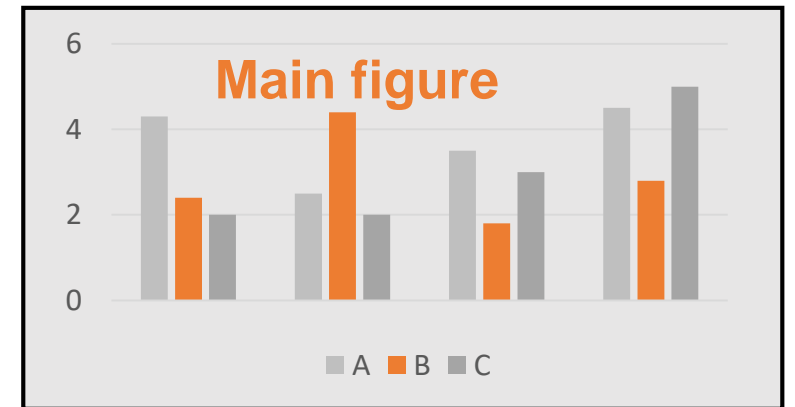
Priority



Size

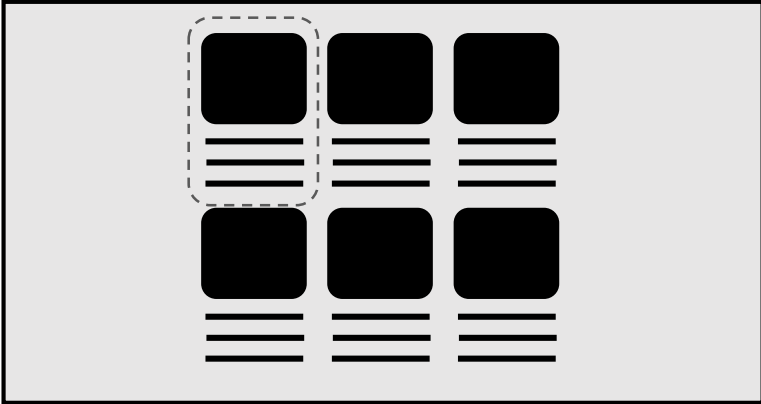


Color

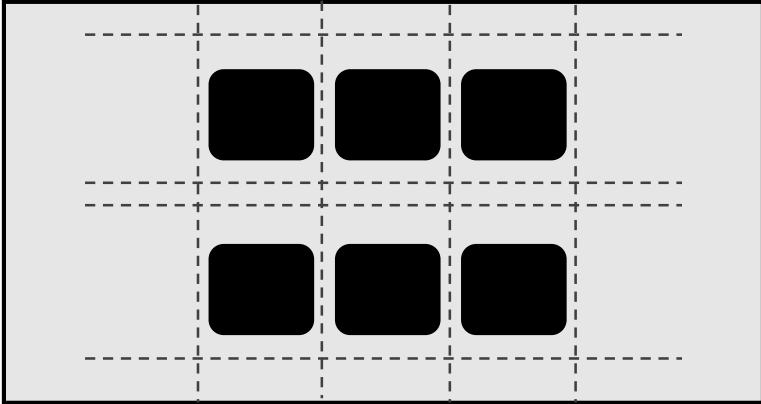


Unity

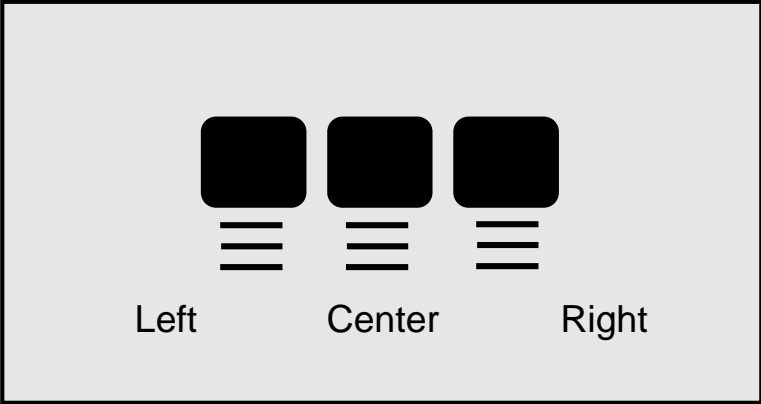
Grouping



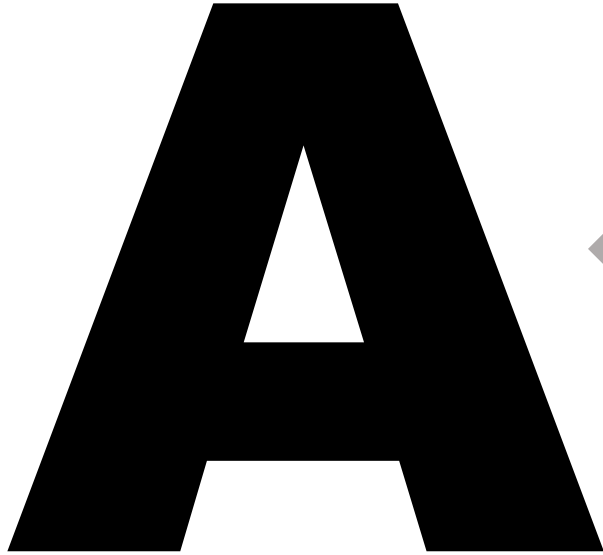
Spacing



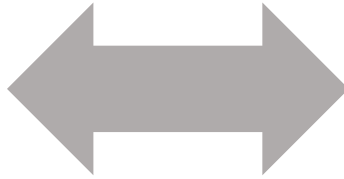
Alignment



Font



Font style
Font color
Font size



Picture and Background

Good Font is easy to read.



Arial



Comic Sans MS



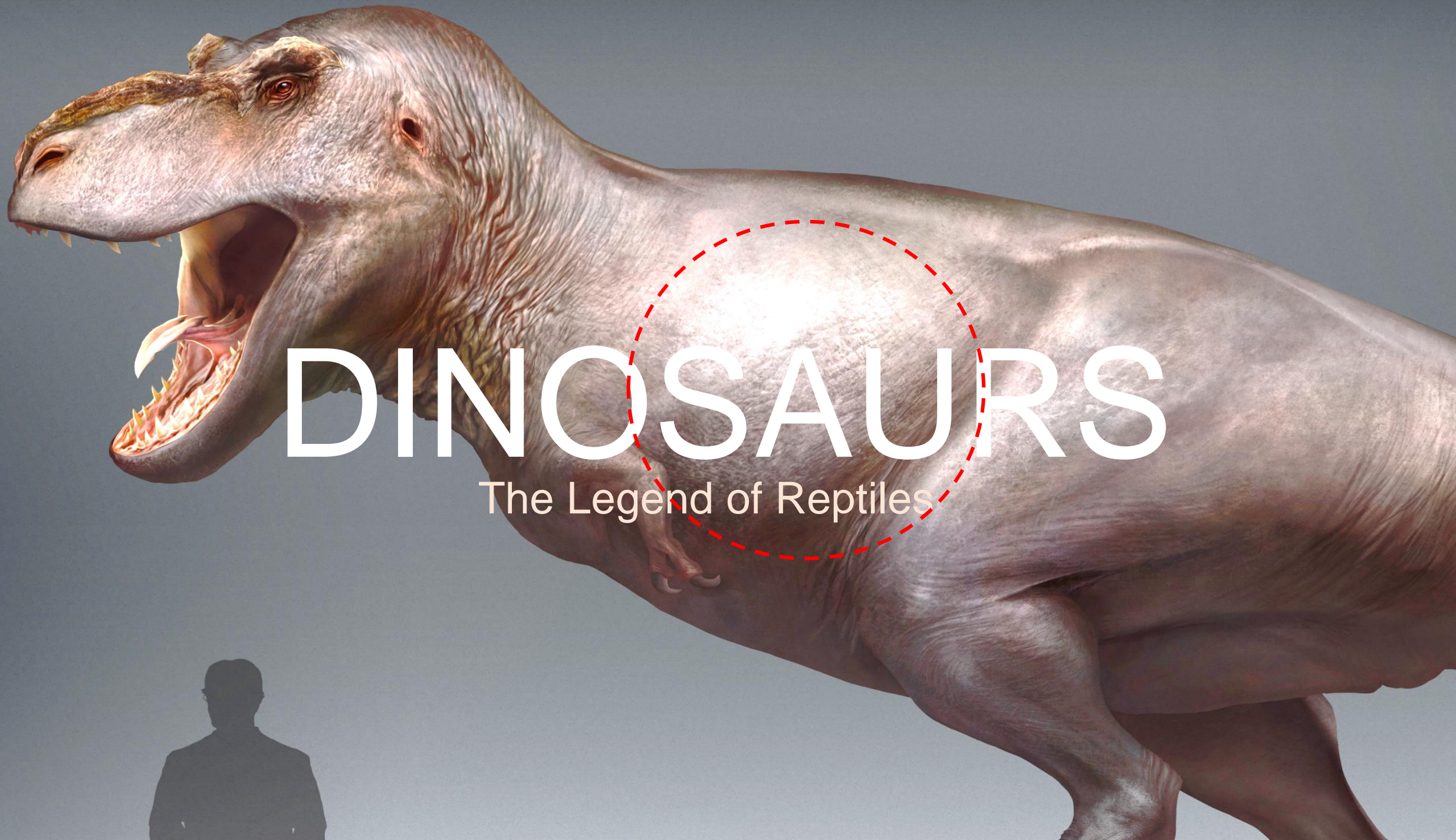
Impact



Times New Roman

Easy

Easy



DINOSAURS

The Legend of Reptiles



Blur background

DINOSAURS

The Legend of Reptiles



Shape Behind Text



DINOSAURS

The Legend of Reptiles

Recolor Background



DINOSAURS

The Legend of Reptiles

Recolor Fonts and Background



DINOSAURS

The Legend of Reptiles

Headline

44+ pt

Subheadline

32+ pt

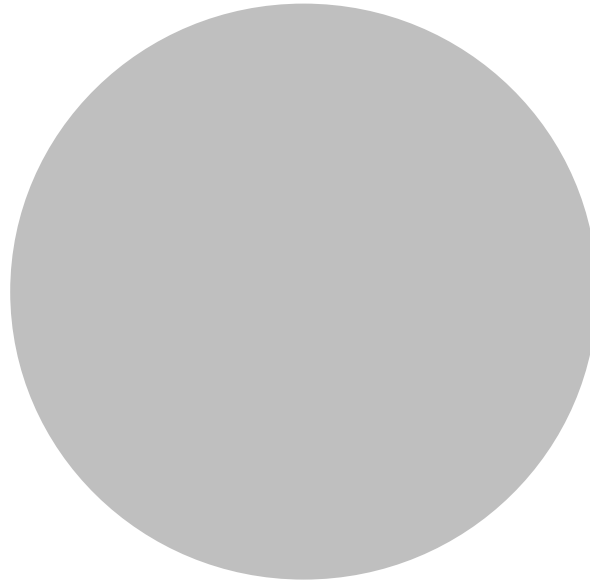
Content, 24+ pt easily add your new grap or chart into any other document in Canva. Up your visual contentClick any of the graph types below to get started and find out just how amazingly simple design



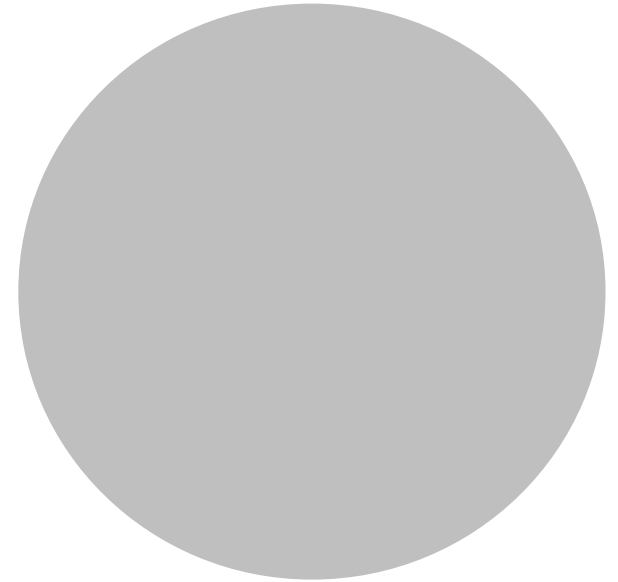
Visual



Photograph



Icon



Chart

**90% of information transmitted
to brain is visual.**



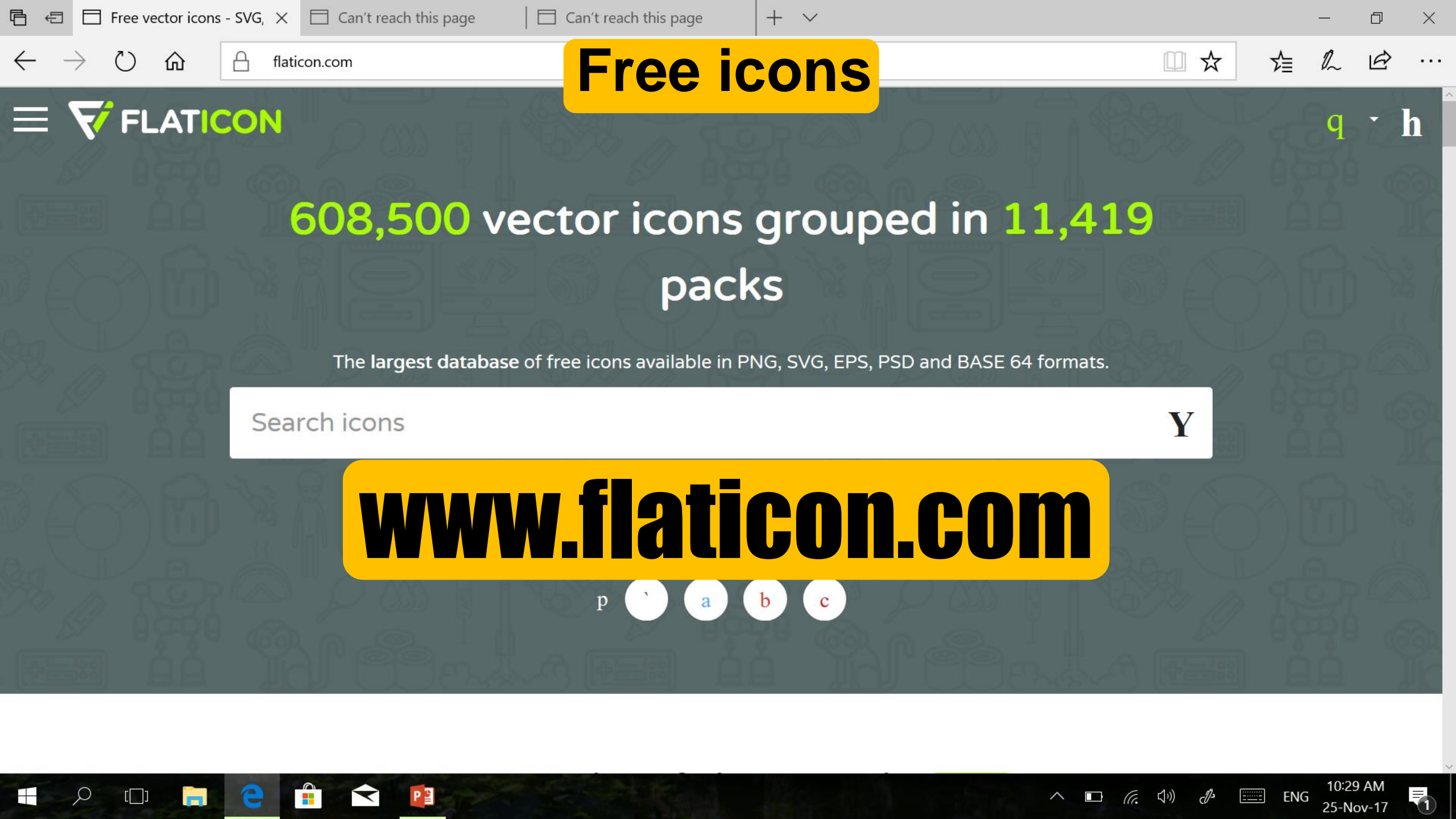
White space $\geq 50\%$



Power

Freedom





Free icons

608,500 vector icons grouped in 11,419 packs

The largest database of free icons available in PNG, SVG, EPS, PSD and BASE 64 formats.

Search icons

Y

www.flaticon.com

p

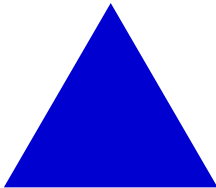
`

a

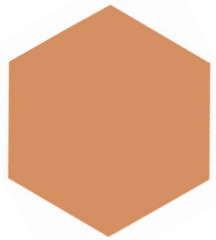
b

c

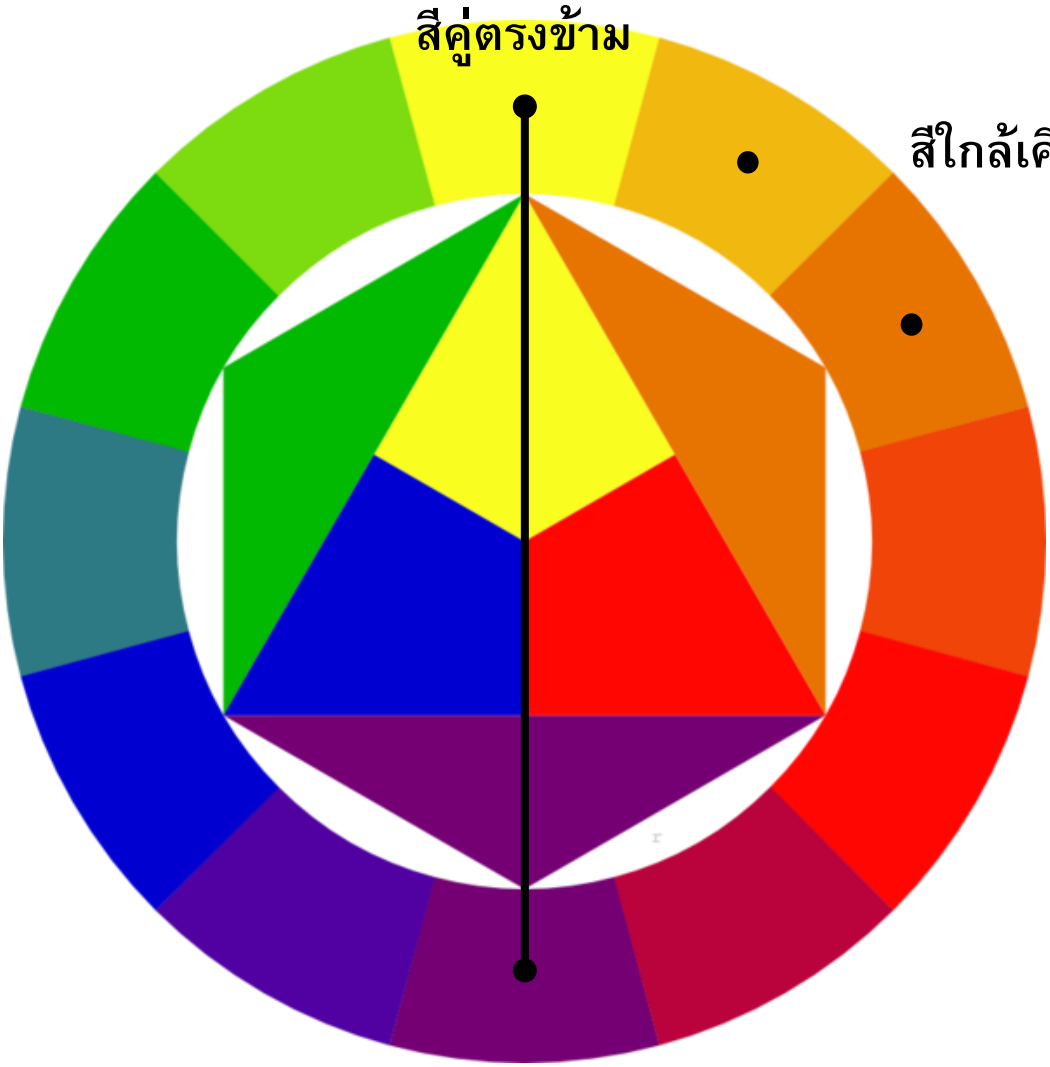
Colors



Primary color



Secondary color



สีคู่ตรงข้าม

สีใกล้เคียง

**What color matches
Your content.**



Cleanliness



A



B



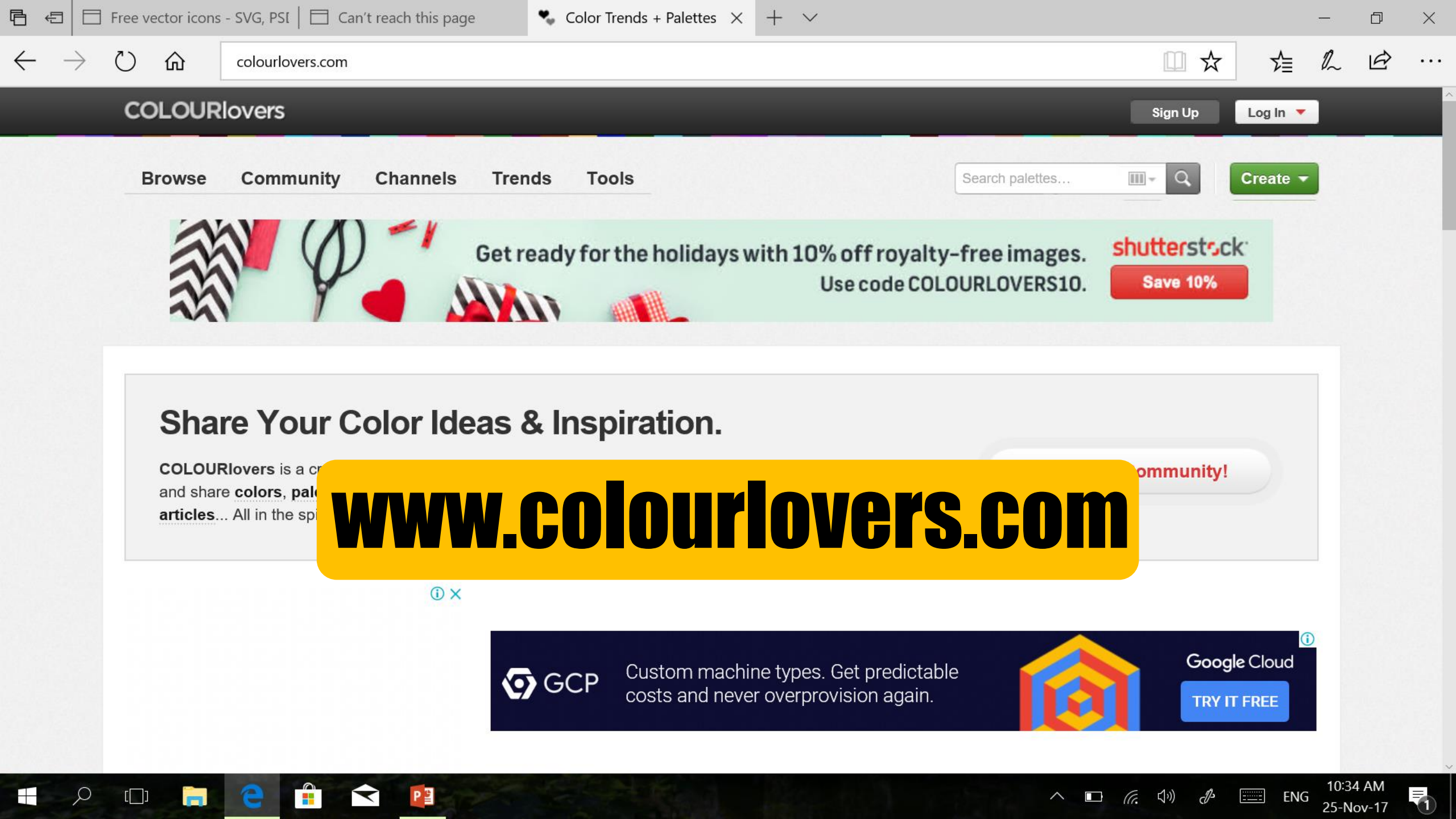
จำนวนสีที่เราใช้ไม่ควรเกิน 3 สี

60 : 30 : 10

Background color

Core color

Highlight



Get ready for the holidays with 10% off royalty-free images. Use code COLOURLOVERS10. **shutterstock** Save 10%

Share Your Color Ideas & Inspiration.

COLOURlovers is a community where you can share colors, palettes, and articles... All in the spirit of sharing!

www.colourlovers.com

Community!

GCP Custom machine types. Get predictable costs and never overprovision again. Google Cloud TRY IT FREE

Principles of Data Communication

Data (IN)

1 Big idea /
1 Concept



Data
management



Story flow
With visualization

Communication (FO)

Story board



Story telling
models



Story organizing

Design (GRAPHIC)



Layout



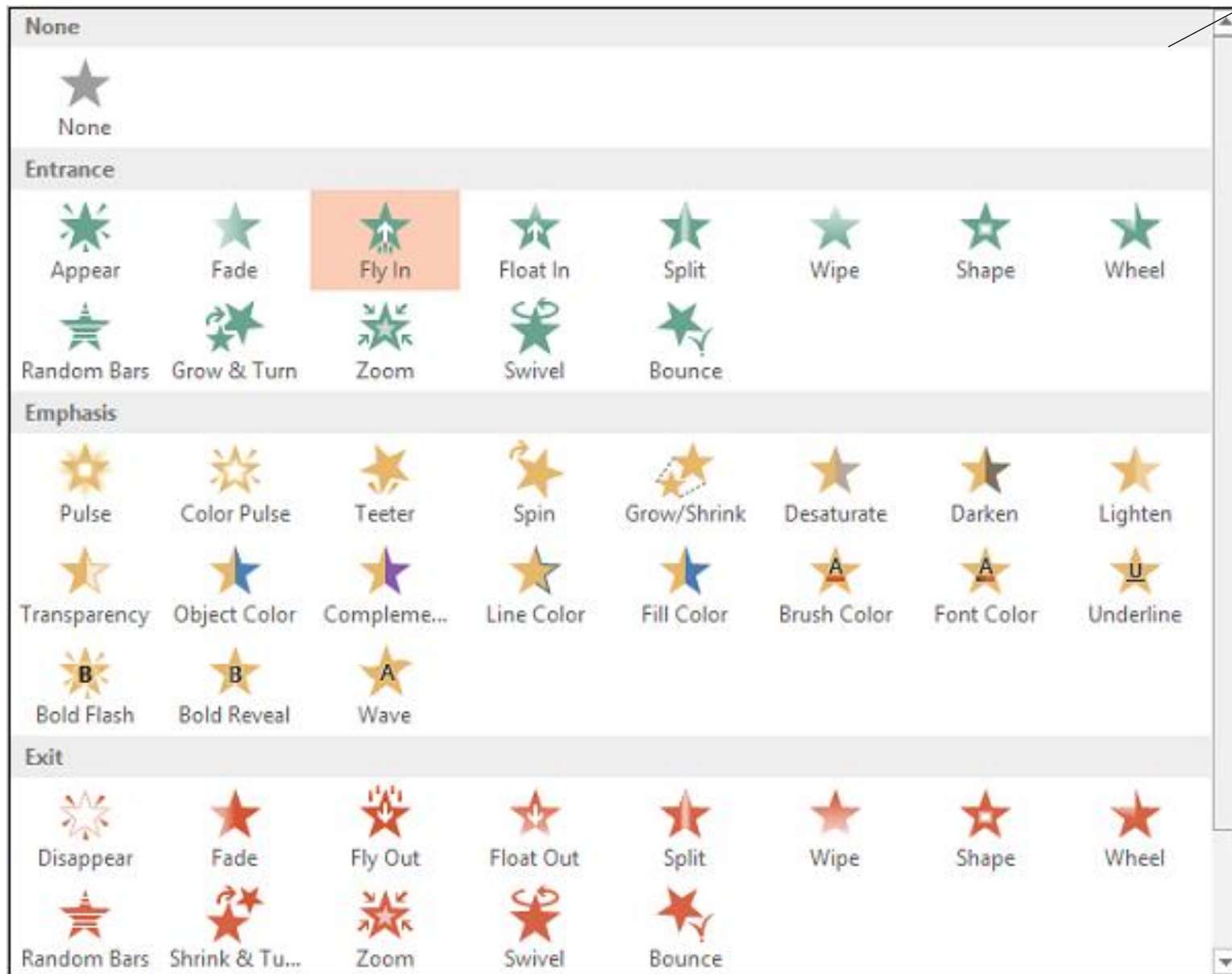
Design principle



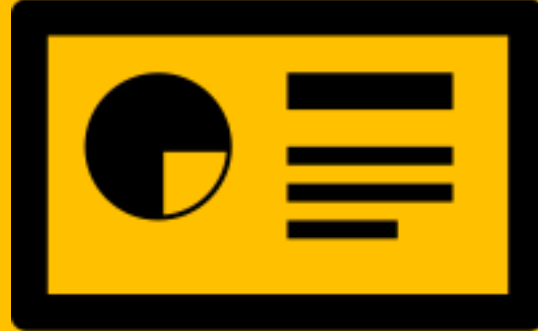
Animate

Animate

ใช้เพื่อเสริมความ
เข้าใจเท่านั้น
(อย่าใส่มากเกินไป)



หลีกเลี่ยงการ์ตูนที่เคลื่อนไหวได้
(GIF file) โดยเด็ดขาด



Good Slide or Bad Slide?

GOOD SLIDE

Pernicious anemia

- Pernicious anemia is caused by intestinal malabsorption due to atrophy of the gastric mucosa and decreased secretion of intrinsic factor.
- One recent hypothesis suggests an autoimmune mechanism, as illustrated by a case of spontaneous remission of pernicious anemia after corticosteroid therapy
- The question of a relationship between pernicious anemia and *Helicobacter pylori* has also been investigated, but evidence for this theory has not been conclusive.

BAD SLIDE

Pernicious anemia

- Pernicious anemia is caused by intestinal malabsorption due to atrophy of the gastric mucosa and decreased secretion of intrinsic factor.
- One recent hypothesis suggests an autoimmune mechanism, as illustrated by a case of spontaneous remission of pernicious anemia after corticosteroid therapy
- The question of a relationship between pernicious anemia and *Helicobacter pylori* has also been investigated, but evidence for this theory has not been conclusive.

GOOD SLIDE

Pernicious anemia

- Pernicious anemia is caused by intestinal malabsorption due to atrophy of the gastric mucosa and **decreased secretion of intrinsic factor**.
- One recent hypothesis suggests an **autoimmune mechanism**, as illustrated by a case of spontaneous remission of pernicious anemia after corticosteroid therapy
- The question of a relationship between pernicious anemia and *Helicobacter pylori* has also been investigated, but evidence for this theory has not been conclusive.

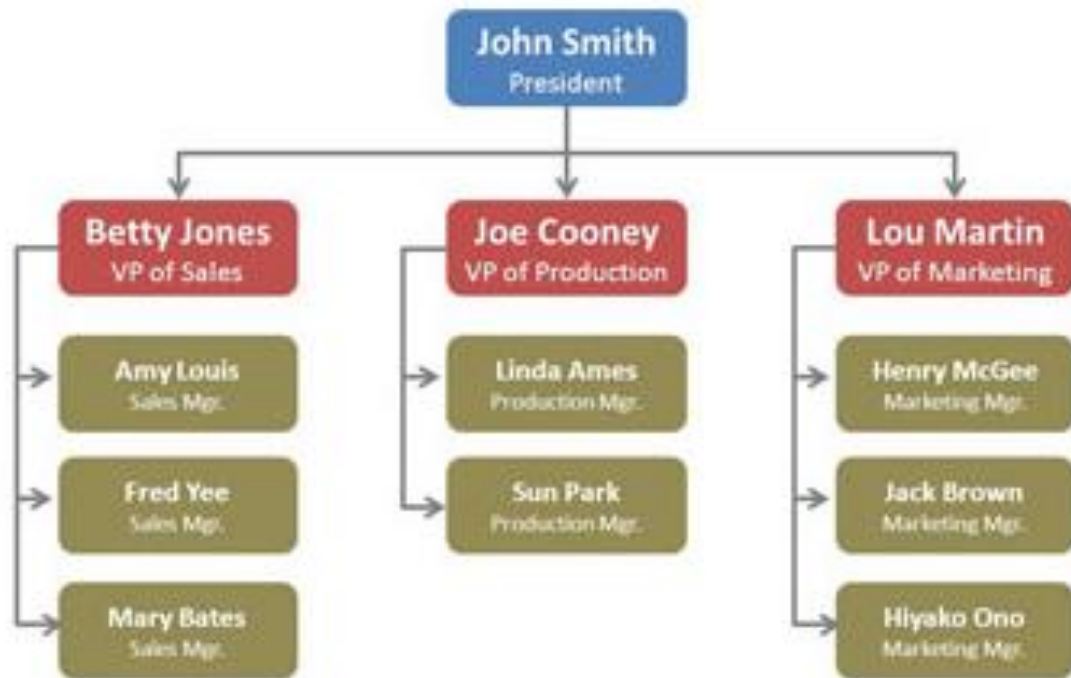
BAD SLIDE

Pernicious anemia

- **Pernicious anemia is caused by intestinal malabsorption** due to atrophy of the gastric mucosa and decreased secretion of intrinsic factor.
- One recent **hypothesis** suggests an autoimmune mechanism, as illustrated by a case of spontaneous remission of pernicious anemia after corticosteroid therapy
- The question of a relationship between pernicious anemia and *Helicobacter pylori* has also been investigated, but **evidence for this theory has not been conclusive**.

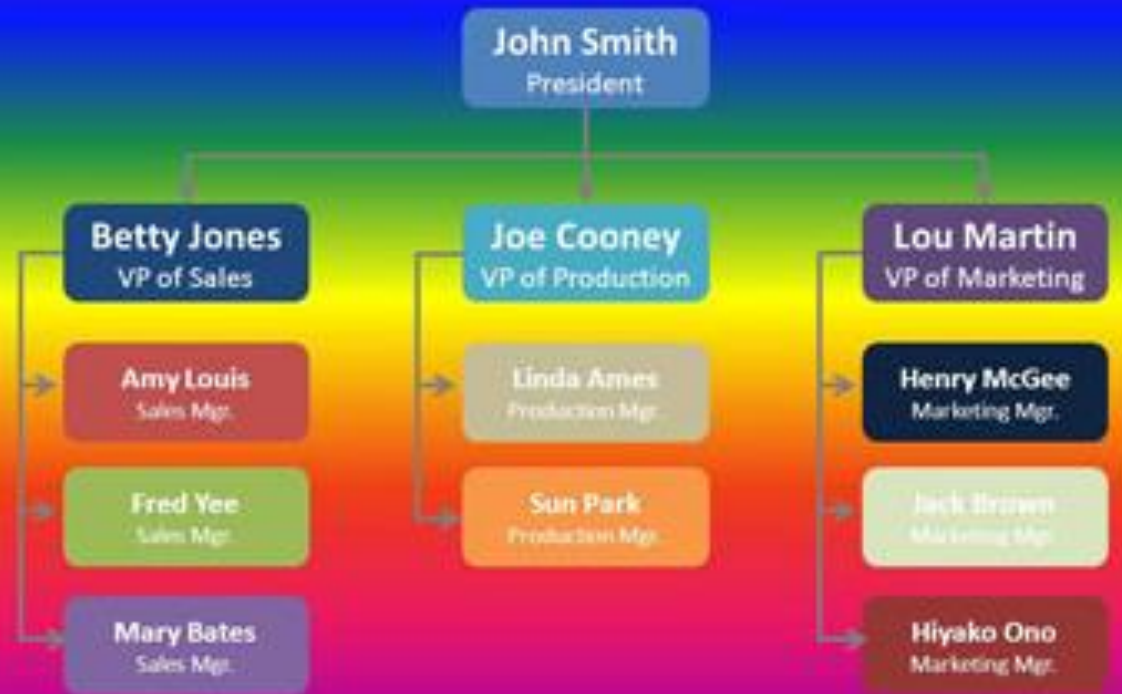
GOOD SLIDE

ABC Company Org Chart



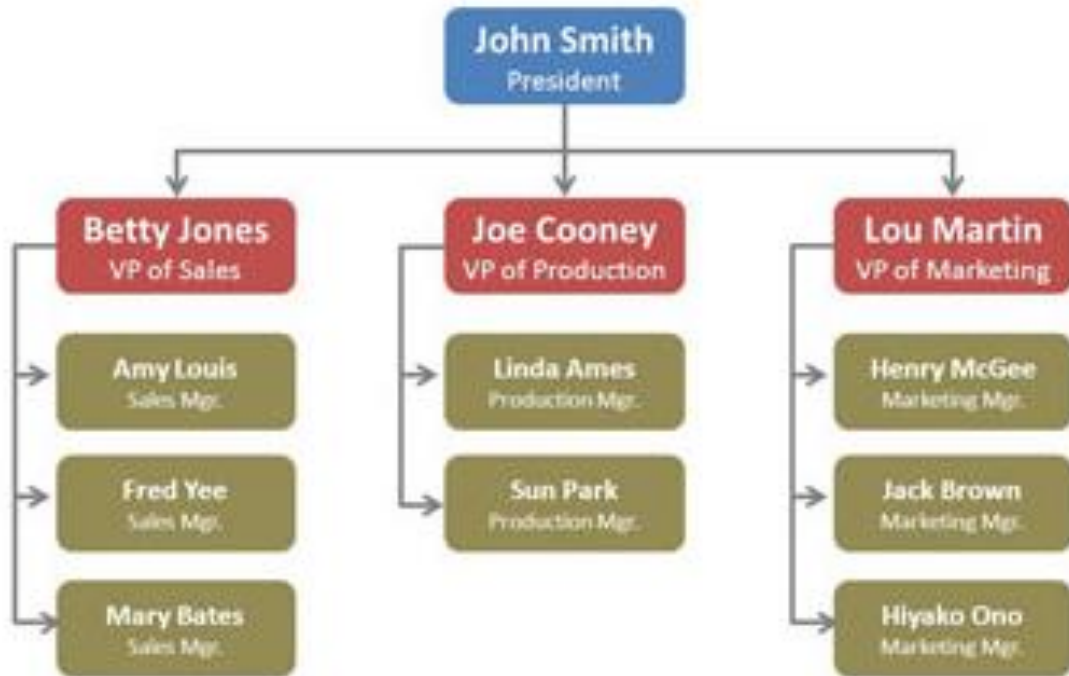
BAD SLIDE

ABC Company Org Chart



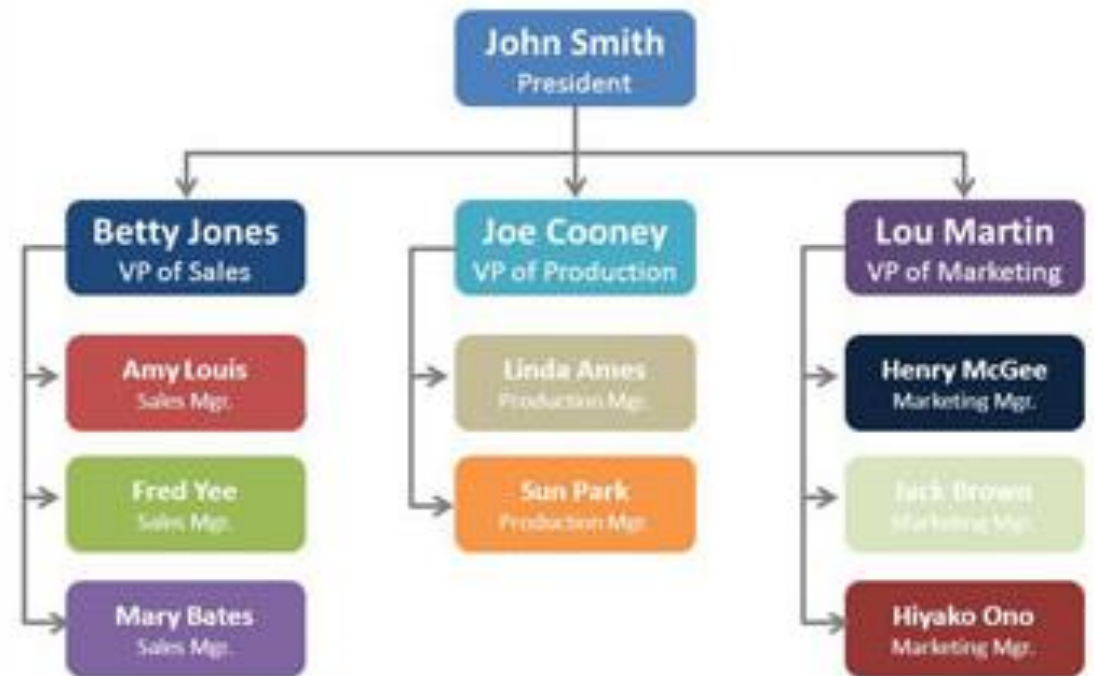
GOOD SLIDE

ABC Company Org Chart



BAD SLIDE

ABC Company Org Chart



GOOD SLIDE

HOW CARROTS CAN BE EATEN

- Sliced, coated in oil, and roasted
- Grated carrots are used in carrot cakes
- The greens are edible as a leaf vegetable

BAD SLIDE

How carrots can be eaten

- Sliced, coated in oil, and roasted
- Grated carrots are used in carrot cakes
- The greens are edible as a leaf vegetable



Workshops

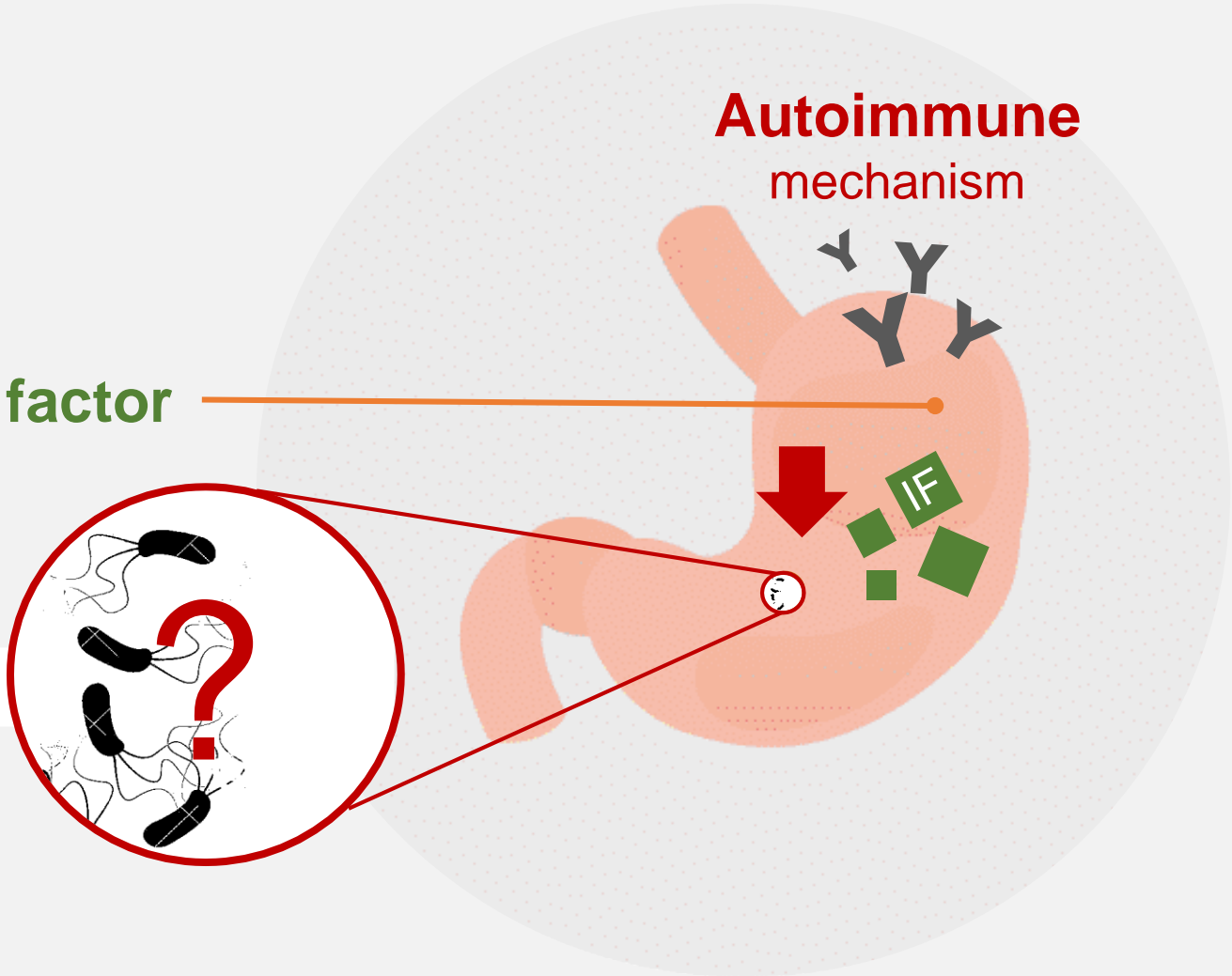
Pernicious anemia

- Pernicious anemia is caused by intestinal malabsorption due to atrophy of the gastric mucosa and decreased secretion of intrinsic factor.
- One recent hypothesis suggests an autoimmune mechanism, as illustrated by a case of spontaneous remission of pernicious anemia after corticosteroid therapy
- The question of a relationship between pernicious anemia and *Helicobacter pylori* has also been investigated, but evidence for this theory has not been conclusive.

Pernicious anemia

Decreased secretion of **intrinsic factor**

Relationship with *Helicobacter pylori*

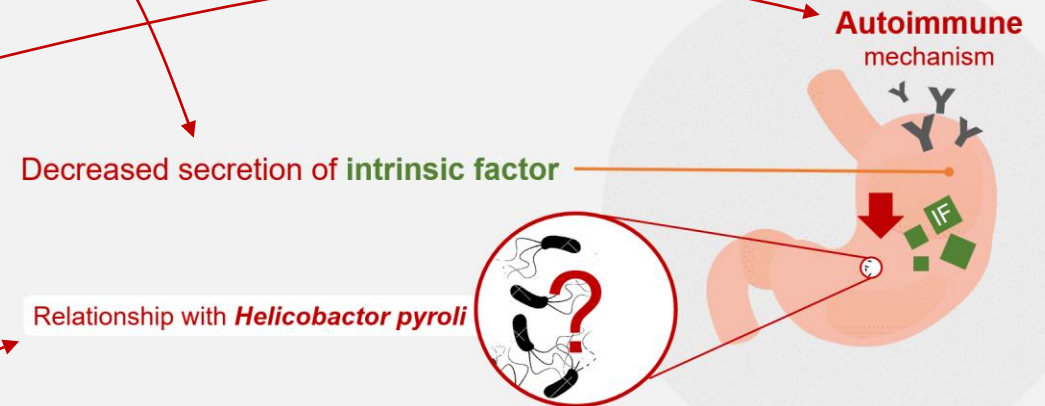


Change Old-fashioned Slide to Infographic Presentation

Pernicious anemia

- Pernicious anemia is caused by intestinal malabsorption due to atrophy of the gastric mucosa and decreased secretion of intrinsic factor.
- One recent hypothesis suggests an autoimmune mechanism, as illustrated by a case of spontaneous remission of pernicious anemia after corticosteroid therapy
- The question of a relationship between pernicious anemia and *Helicobacter pylori* has also been investigated, but evidence for this theory has not been conclusive.

Pernicious anemia



1 Finding the main idea

2 Converting to key messages

3 Infographic designation

World Health Organization case definition for dengue hemorrhagic fever

The following must all present

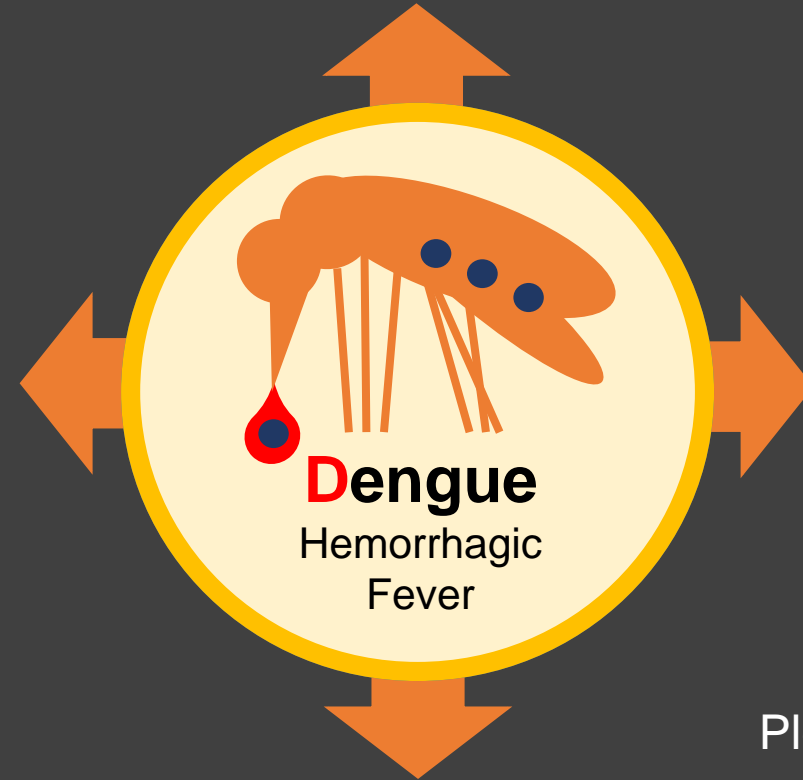
- Fever or history of acute fever, lasting 2-7 days, occasionally biphasic.
- Hemorrhagic tendencies, evidenced by at least one of the following:
 - a positive tourniquet test;
 - petechiae, ecchymoses, or purpura
 - bleeding from the mucosa, GI, injection sites, or other locations
- Thrombocytopenia ($<100,000$ platelets/mm²)
- Evidence of plasma leakage because of increased vascular permeability, manifested by at least one of the following:
 - an increase in the hematocrit $\geq 20\%$ above average for age, sex and population;
 - a decrease in the hematocrit following volume replacement treatment $\geq 20\%$ of baseline
 - signs of plasma leakage such as pleural effusion, ascites and hypoproteinemia

Acute fever

2-7 days with
Biphasic pattern

Hemorrhagic tendencies

+ tourniquet test
or
Petechiae
or
Bleeding



Dengue
Hemorrhagic
Fever

Evidence of plasma leakage

↑ Hct $\geq 20\%$
or
↓ Hct $\geq 20\%$ after volume replacement
or
Pleural effusion / Ascites / ↓ serum protein

Thrombocytopenia

<100,000 platelets/mm²

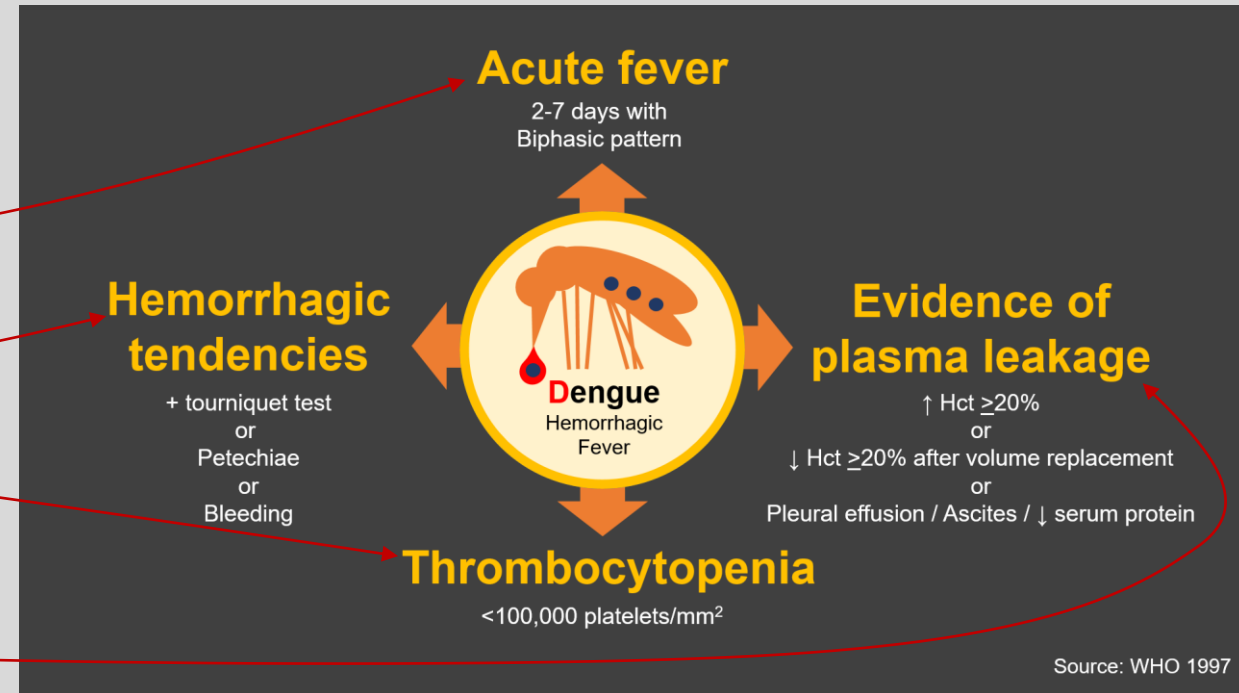
Change Simple Informative Slide to Infographic Presentation

World Health Organization case definition for dengue hemorrhagic fever

The following must all present

- Fever or history of acute fever, lasting 2-7 days, occasionally biphasic.
- Hemorrhagic tendencies, evidenced by at least one of the following:
 - a positive tourniquet test;
 - petechiae, ecchymoses, or purpura
 - bleeding from the mucosa, GI, injection sites, or other locations
- Thrombocytopenia ($<100,000$ platelets/mm²)
- Evidence of plasma leakage because of increased vascular permeability, manifested by at least one of the following:
 - an increase in the hematocrit $\geq 20\%$ above average for age, sex and population;
 - a decrease in the hematocrit following volume replacement treatment $\geq 20\%$ of baseline
 - signs of plasma leakage such as pleural effusion, ascites and hypoproteinemia

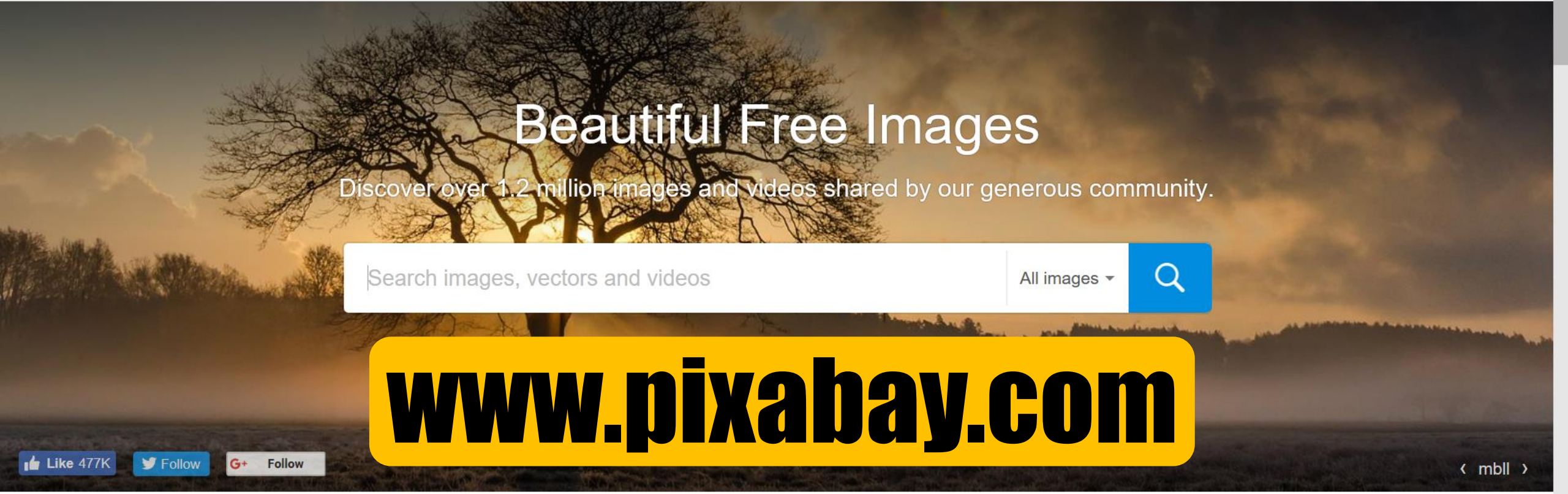
World Health Organization. Dengue haemorrhagic fever: diagnosis, treatment, prevention and control. 2nd ed. Geneva, Switzerland: World Health Organization, 1997.



1 Finding the main idea

2 Data rearrangement

3 Communication with infographics



Beautiful Free Images

Discover over 1.2 million images and videos shared by our generous community.

Search images, vectors and videos All images [Search Icon]

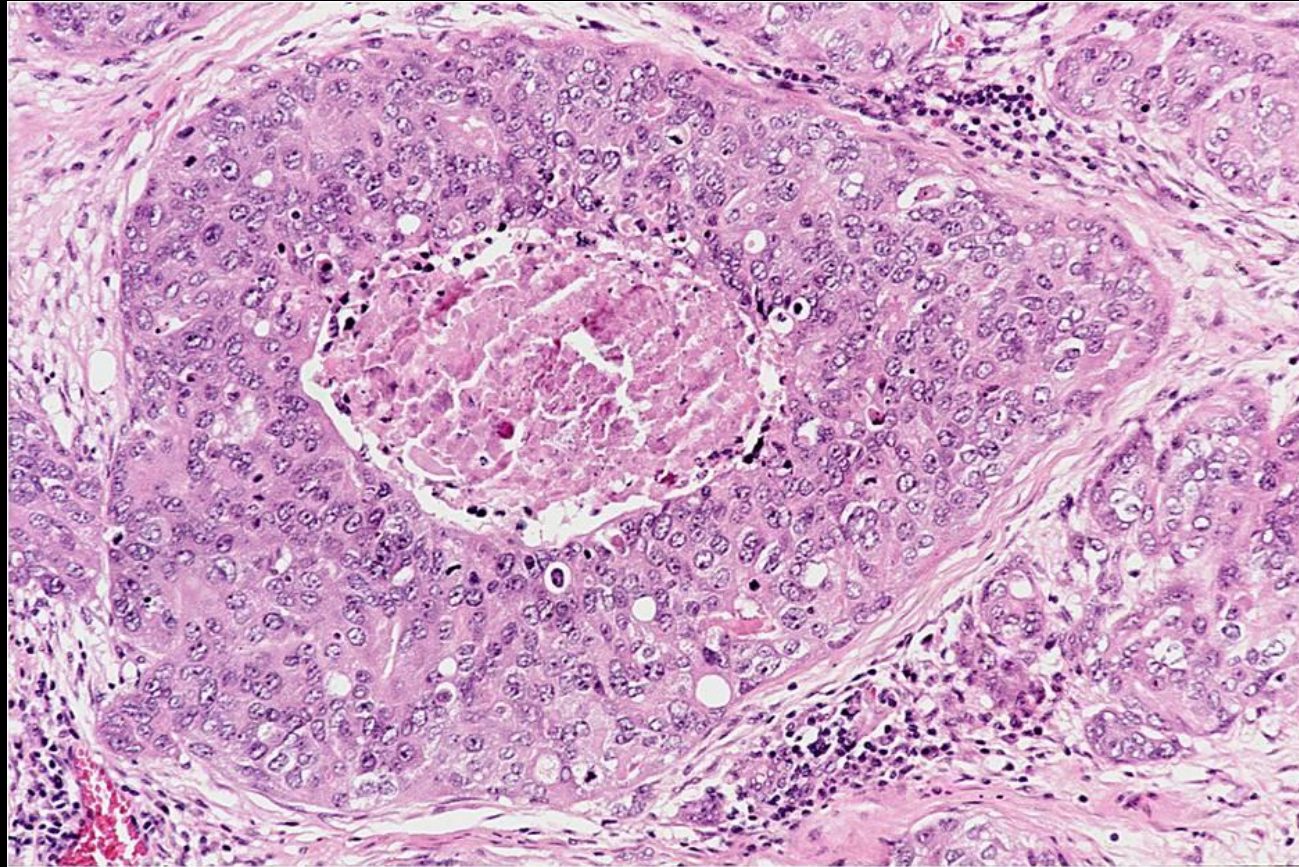
www.pixabay.com

Like 477K Follow G+ Follow

< mbl >

Photos Illustrations Vector graphics Videos More ->





Breast Cancer

Diagnosis and Management

Sithakom Phusanti, M.D.

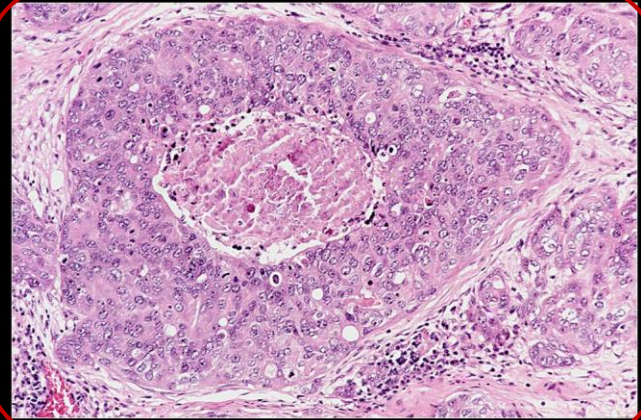


Breast Cancer

The Survivor Stories

Narrated by Sithakom Phusanti, M.D.

Change **Academic Title** to **Emotional Introduction**



Breast Cancer

Diagnosis and Management

Sithakom Phusanti, M.D.



1 Title identification

2 Movie based designation

3 Story telling presentation

Acknowledgements

I would like to express my appreciation to our colleagues;

- Blake Braxton, MD.
- Hugh Grant, MD.
- Brads Kinsey, MD.
- Robert Millers, MD.
- Dahlia Peterson, MD.
- Farrah Winter, MD.
- Wandy Megan, MD.
- Catherline Roxley, MD.
- Amelie Sullivans, MD.
- Gabriela Tatum, MD.
- Donald Donovan, MD.



Acknowledgements

Our MD Colleagues



(Ordering in number) 1. Blake Braxton, 2. Hugh Grant, 3. Brads Kinsey, 4. Robert Millers, 5. Dahlia Peterson, 6. Farrah Winter, 7. Wandy Megan, 8. Catherline Roxley, 9. Amelie Sullivans, 10. Gabriela Tatum, 11. Donald Donovan

Change Acknowledgements to Alumni Book Style

Acknowledgements

I would like to express my appreciation to our colleagues;

- Blake Braxton, MD.
- Hugh Grant, MD.
- Brads Kinsey, MD.
- Robert Millers, MD.
- Dahlia Peterson, MD.
- Farrah Winter, MD.
- Wandy Megan, MD.
- Catherline Roxley, MD.
- Amelie Sullivans, MD.
- Gabriela Tatum, MD.
- Donald Donovan, MD.



Acknowledgements

Our MD Colleagues



(Ordering in number) 1. Blake Braxton, 2. Hugh Grant, 3. Brads Kinsey, 4. Robert Millers, 5. Dahlia Peterson, 6. Farrah Winter, 7. Wandy Megan, 8. Catherline Roxley, 9. Amelie Sullivans, 10. Gabriela Tatum, 11. Donald Donovan

1 Tagging their faces

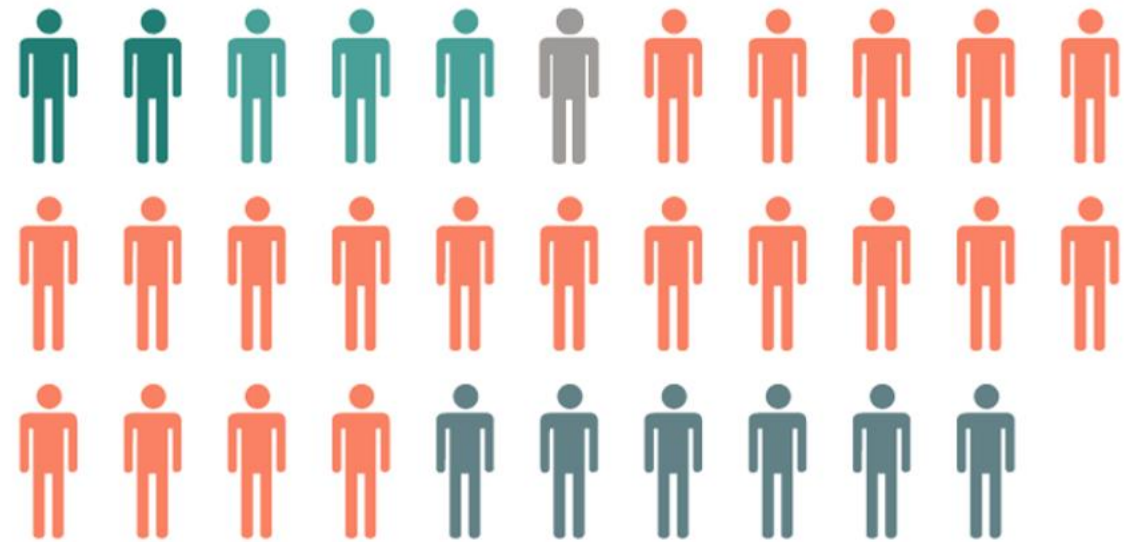
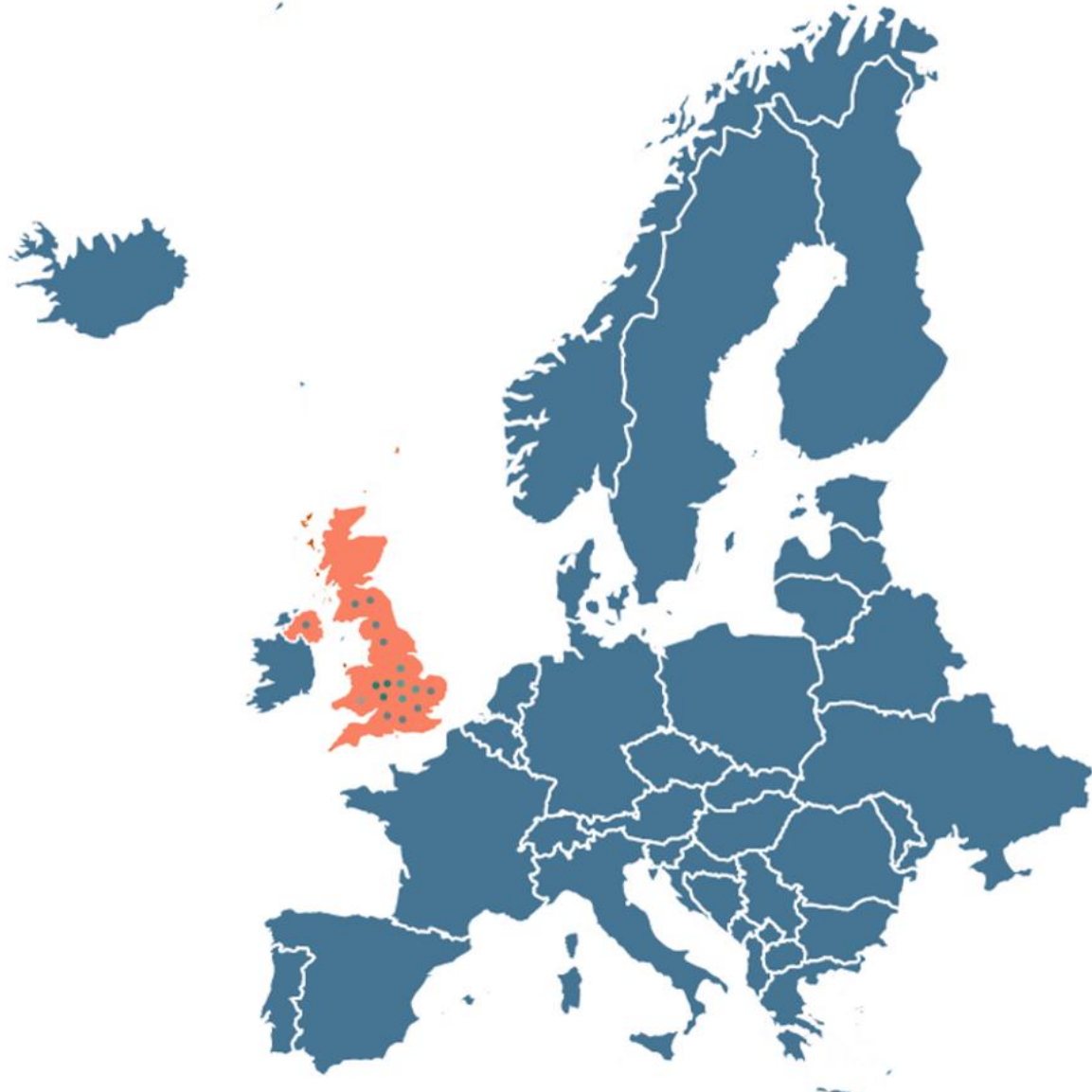
2 Using alumni book theme

3 Appreciative presentation

Genetic risk factors of venous thromboembolism in United Kingdom

Hypercoagulable state	Percentage
Protein C deficiency	6.25%
Protein S deficiency	9.38%
Antithrombin deficiency	3.13%
Factor V Leiden	62.50%
Prothrombin G20210 mutation	18.75%

Genetic risk factors of venous thromboembolism



- Protein C deficiency (6.25%)
- Protein S deficiency (9.38%)
- Antithrombin deficiency (3.13%)
- Factor V Leiden (62.50%)
- Prothrombin G20210A mutation (18.75%)

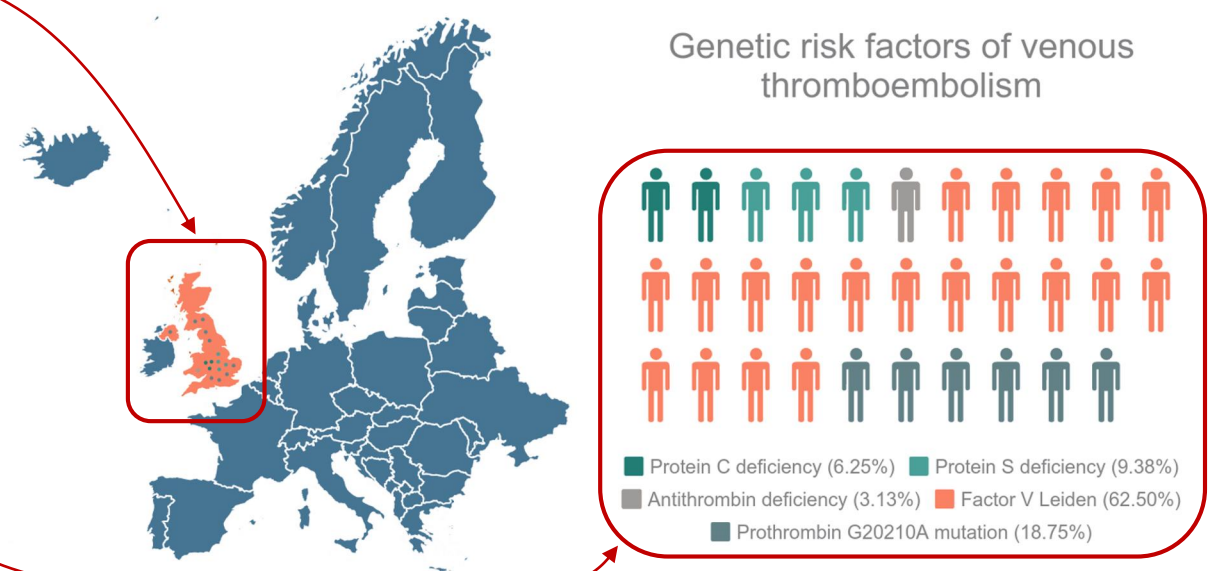
Change **Formal Table** to **Beautiful Graphic Chart**

Genetic risk factors of venous thromboembolism in **United Kingdom**

Hypercoagulable state	Percentage
Protein C deficiency	6.25%
Protein S deficiency	9.38%
Antithrombin deficiency	3.13%
Factor V Leiden	62.50%
Prothrombin G20210 mutation	18.75%

Lancet Haematol. 2013 Sep;26(3):269-74.

Genetic risk factors of venous thromboembolism



Lancet Haematol. 2013 Sep;26(3):269-74.

- 1 Verifying Excel data
- 2 Easy chart making with [Piktochart.com](https://www.piktochart.com)
- 3 Informative presentation

Principles of Data Communication

Data (IN)

1 Big idea /
1 Concept



Data
management

Story flow
With visualization

Communication (FO)

Story board



Story telling
models

Story organizing

Design (GRAPHIC)

Layout



Design principle

Animate