



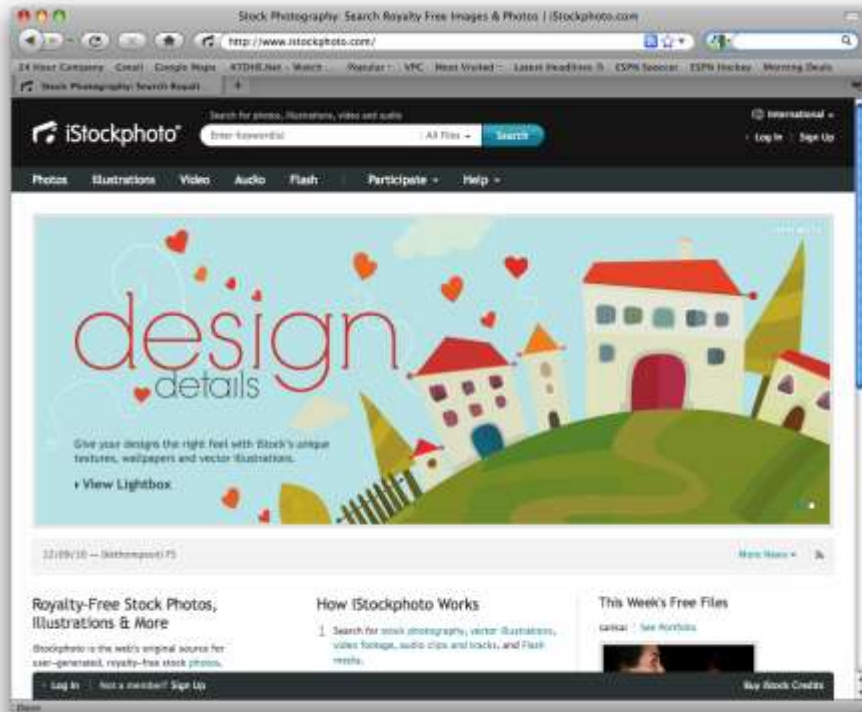
Quick-turn, Do-it-yourself Proposal Graphics

Mike Parkinson (PPF.APMP)
24 Hour Company • www.24hrco.com

APMP®

APMP SOCAL Training Day
October 21, 2011

1. iStockPhoto



Price: \$1-40 per *photo* or *illustration*, \$20-\$150 for *videos*, and \$1-\$46 for *Flash*
URL: www.iStockPhoto.com

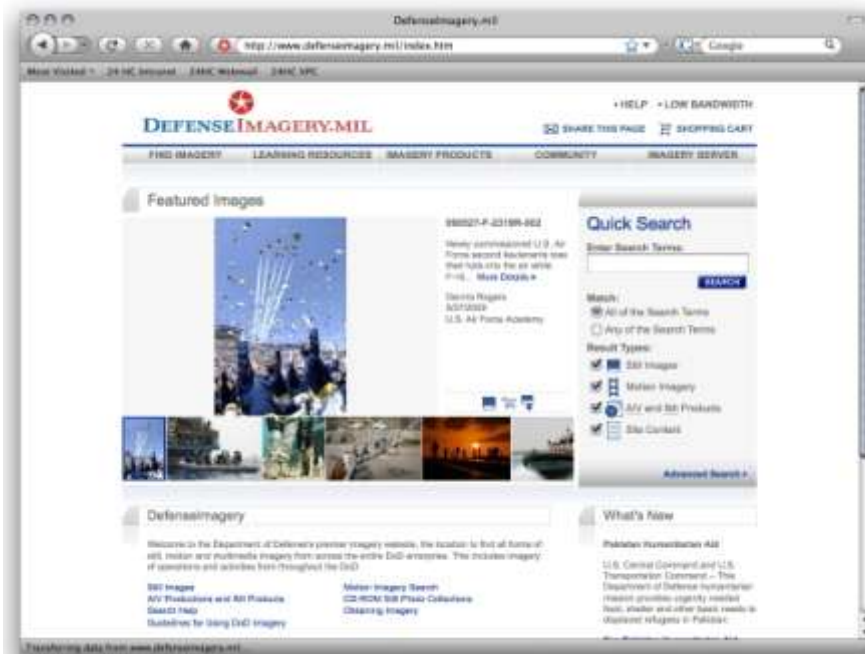
Free Samples: Yes

Model: Pay-as-you-go or Subscription

Best for: Photographs and symbols/icons

Software needed: Photoshop (or similar) for photos and Illustrator (or similar) for vector images

2. Defense Imagery



Price: Free, public domain *photos*

URL: www.DefenseImagery.mil

Free Samples: NA

Model: Repository

Best for: U.S. military photographs

Software needed: Photoshop (or similar)

More Government Sites



Defense LINK

<http://www.defenselink.mil/multimedia>



U.S. Army

<http://www.army.mil/media>



U.S. Navy

http://www.navy.mil/view_photos_top.asp



U.S. Air Force

<http://www.af.mil/photos>



U.S. Marines

<http://www.marines.mil/news/Pages/photos.aspx>

MORE Government Sites



U.S. National Guard

http://www.ng.mil/resources/photo_gallery/index.html



U.S. Coast Guard

<http://www.uscg.mil/top/downloads>



NOAA

<http://www.photolib.noaa.gov>



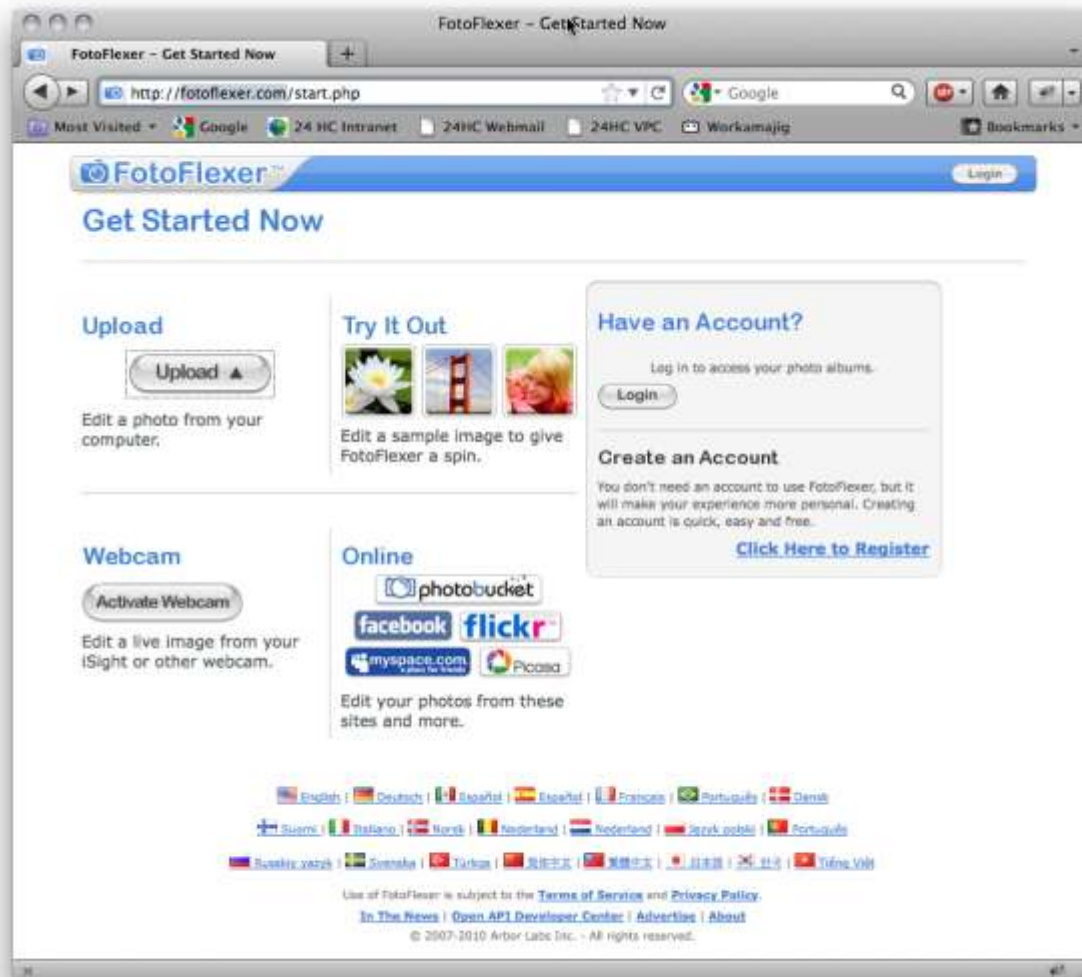
USA.gov

<http://www.usa.gov/Topics/Graphics.shtml>



NASA

<http://www.nasa.gov/multimedia/imagegallery>



3. BizGraphics On Demand

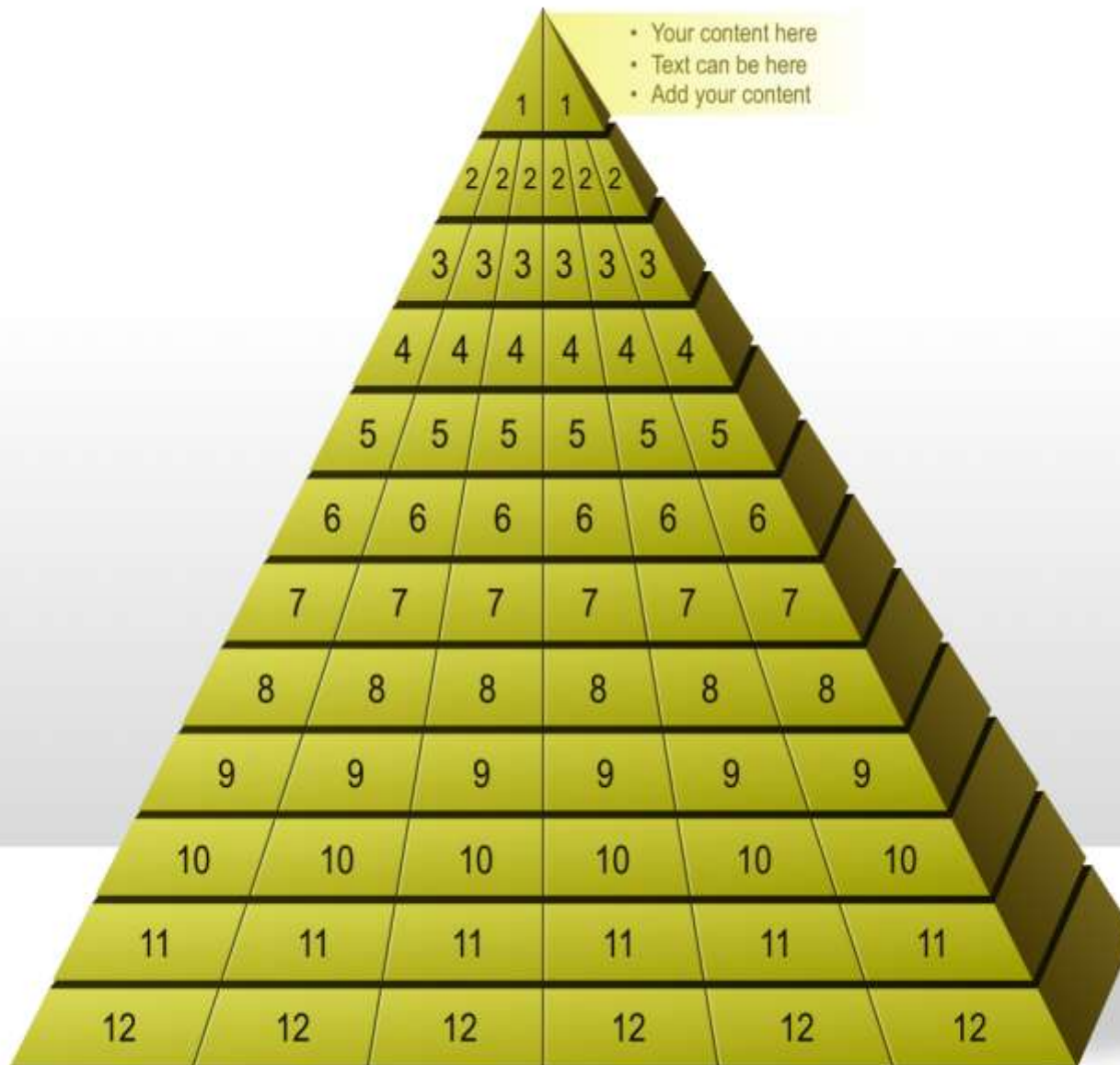


Price: \$3-33 per *PowerPoint* graphic
URL: www.BizGraphicsOnDemand.com
Free Samples: Yes
Model: Pay-as-you-go or Subscription

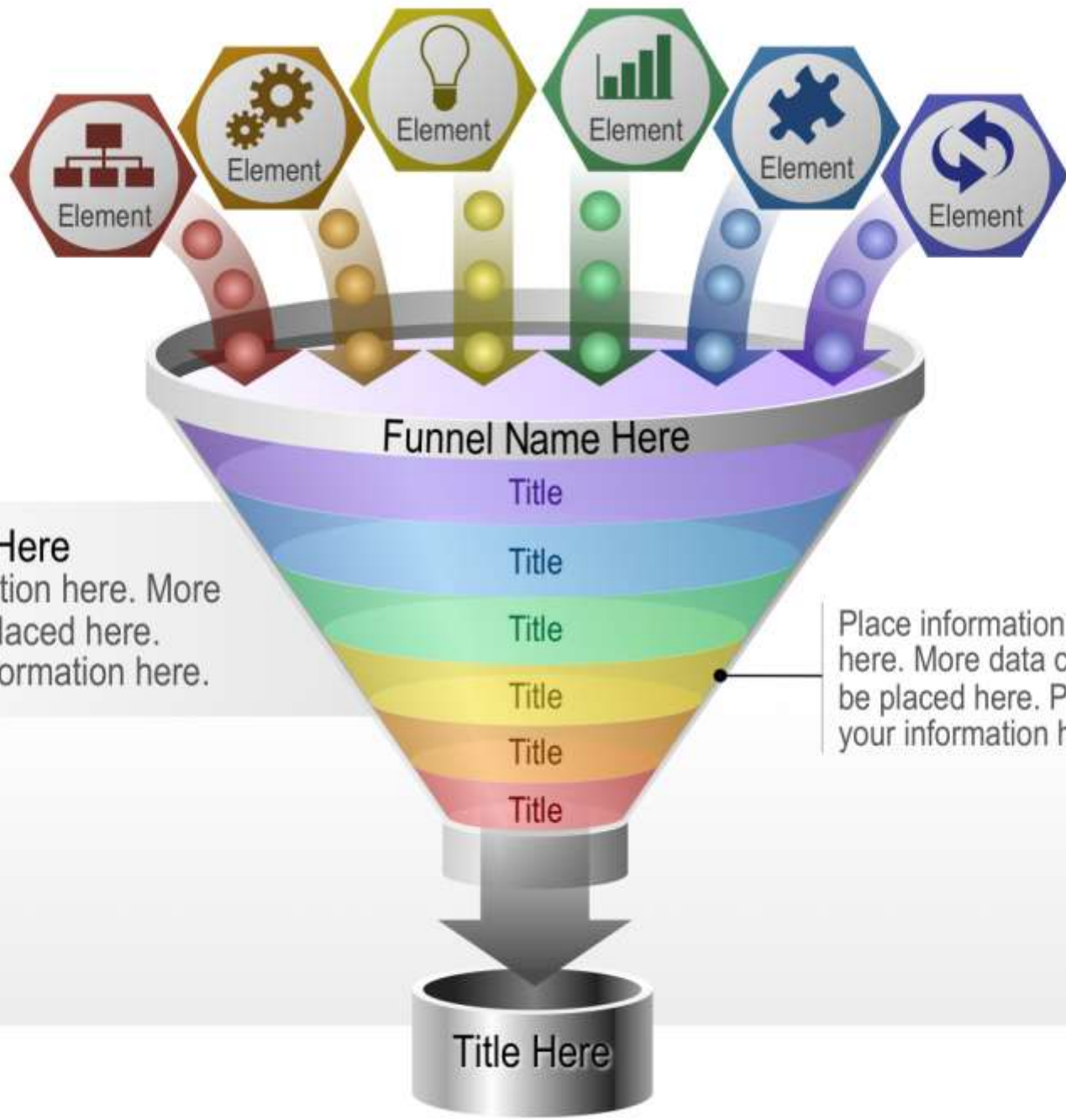
Best for: Proposal and presentation graphics (and ideas)

Software needed: PowerPoint 2007 or newer



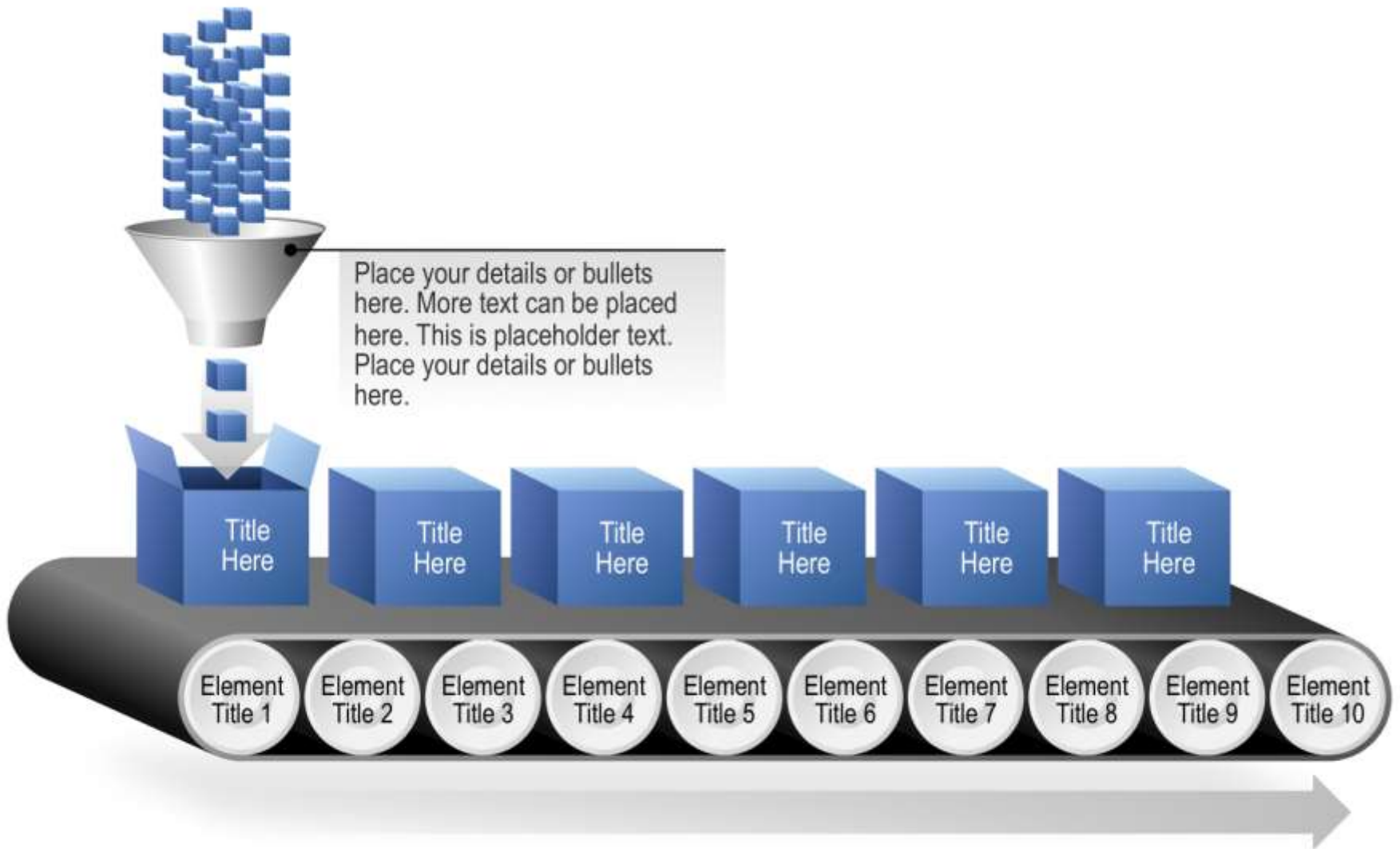


When scaling, group all elements to be scaled. Scale as needed. Use the "Increase Font Size," "Decrease Font Size" buttons or manually change the font size for the editable text.

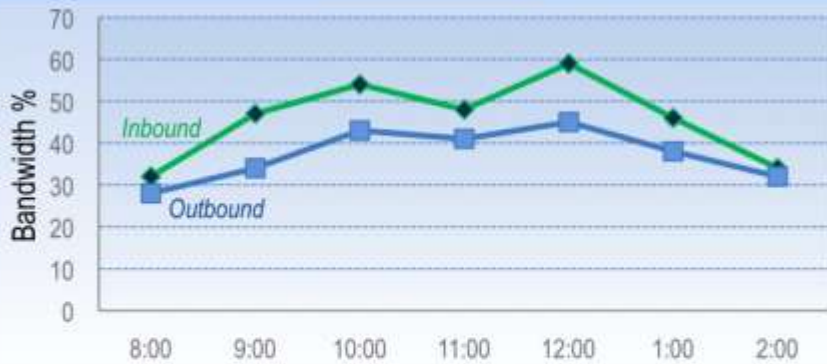


Funnel Info Here
Place information here. More data can be placed here.
Place your information here.

Place information here. More data can be placed here. Place your information here.



Bandwidth Usage



Active Users



Memory Usage

Drive A



■ Used ■ Free Space

Drive B



■ Used ■ Free Space

Active Users

United States

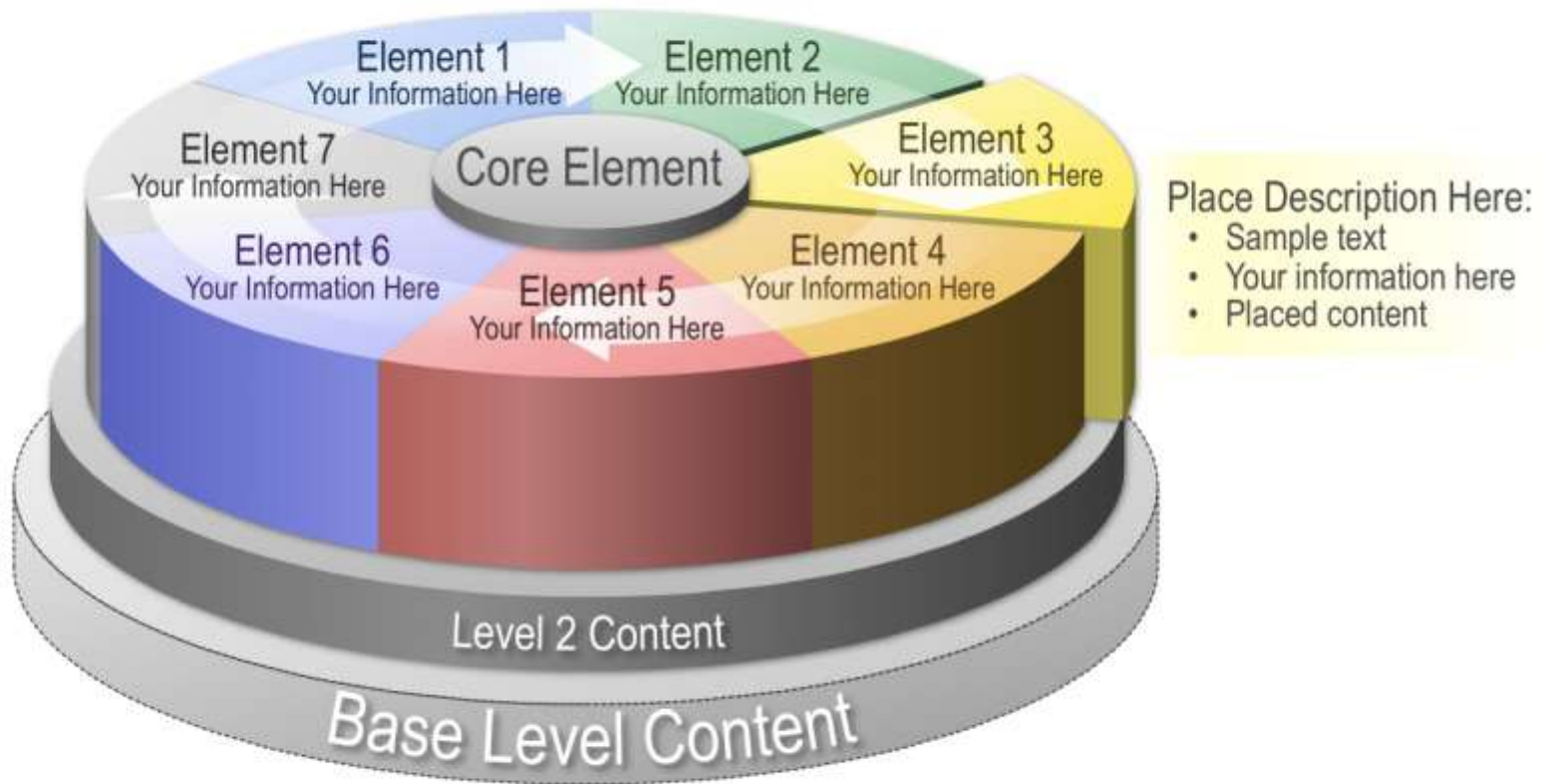


England



Australia





Location X

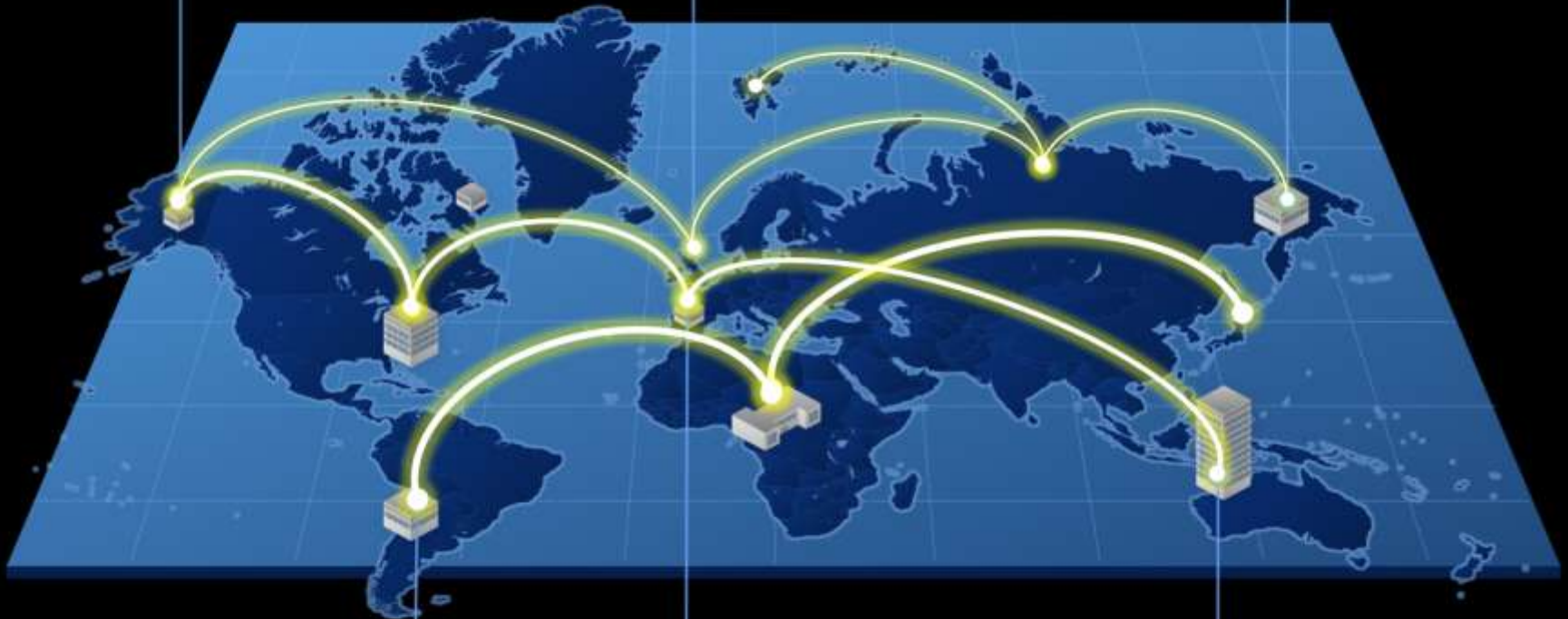
Place your details or bullets here. More text can be placed here.

Location X

Place your details or bullets here. More text can be placed here.

Location X

Place your details or bullets here. More text can be placed here.



Location X

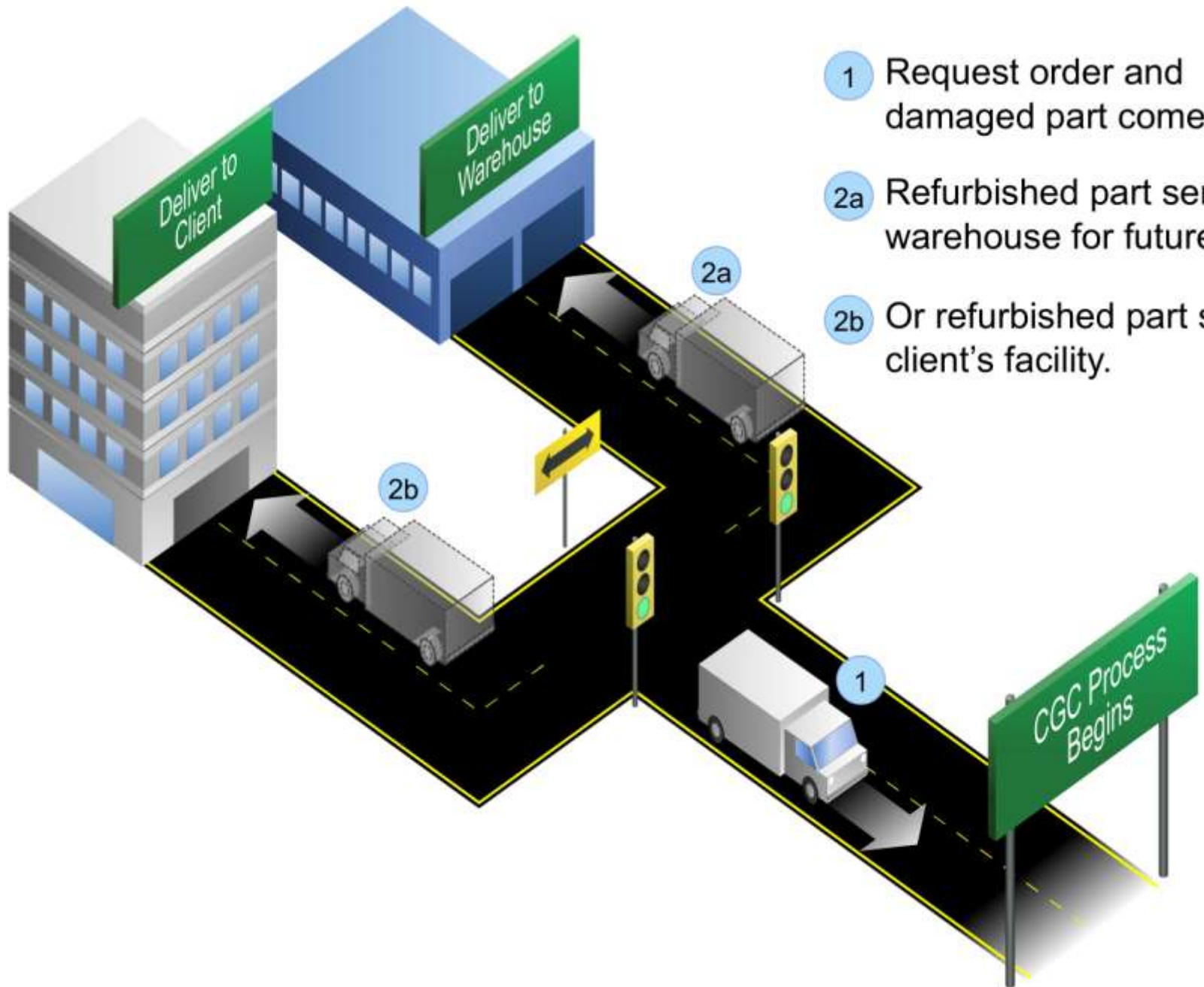
Place your details or bullets here. More text can be placed here.

Location X

Place your details or bullets here. More text can be placed here.

Location X

Place your details or bullets here. More text can be placed here.



BIZGRAPHICS GRAPHICS CHEAT SHEET
1000+ icons for graphics

	Simple	Complex	Quantitative
Hierarchy	[Icons: simple trees, boxes]	[Icons: complex trees, boxes]	[Icons: bar charts, line graphs]
Architecture or Structure	[Icons: simple floor plans, boxes]	[Icons: complex floor plans, boxes]	[Icons: bar charts, line graphs]
Process or Flow	[Icons: simple flowcharts, arrows]	[Icons: complex flowcharts, arrows]	[Icons: bar charts, line graphs]
Cause and Effect	[Icons: simple cause-effect diagrams]	[Icons: complex cause-effect diagrams]	[Icons: bar charts, line graphs]
Comparison <small>Use this category to compare two or more items. The icons in this category are designed to help you compare and contrast different items or people.</small>	[Icons: simple comparison icons]	[Icons: complex comparison icons]	[Icons: bar charts, line graphs]
Systems	[Icons: simple system diagrams]	[Icons: complex system diagrams]	[Icons: bar charts, line graphs]
Relationship <small>Use this category to show the relationship between two or more items. The icons in this category are designed to help you show the relationship between different items or people.</small>	[Icons: simple relationship icons]	[Icons: complex relationship icons]	[Icons: bar charts, line graphs]
Iteration	[Icons: simple iteration diagrams]	[Icons: complex iteration diagrams]	[Icons: bar charts, line graphs]
Aspect or Value <small>Use this category to show the aspect or value of an item. The icons in this category are designed to help you show the aspect or value of different items or people.</small>	[Icons: simple aspect/value icons]	[Icons: complex aspect/value icons]	[Icons: bar charts, line graphs]
Time <small>Use this category to show the time of an event. The icons in this category are designed to help you show the time of different events or people.</small>	[Icons: simple time icons]	[Icons: complex time icons]	[Icons: bar charts, line graphs]
Physical Description	[Icons: simple physical description icons]	[Icons: complex physical description icons]	[Icons: bar charts, line graphs]
Location or Distance	[Icons: simple location/distance icons]	[Icons: complex location/distance icons]	[Icons: bar charts, line graphs]
Proportion or Features	[Icons: simple proportion/features icons]	[Icons: complex proportion/features icons]	[Icons: bar charts, line graphs]

Customize these graphic types and insert icons and symbols to communicate an infinite number of visuals.

Download 1000's of editable graphics at BizGraphicsOnDemand.com

Need custom graphics?

Four Staffing Stages (Cyclic Process):

1. Recruiting:

- Job Fairs
- Recruiters
- Online Sites
- Competitors
- Colleges

2. Training:

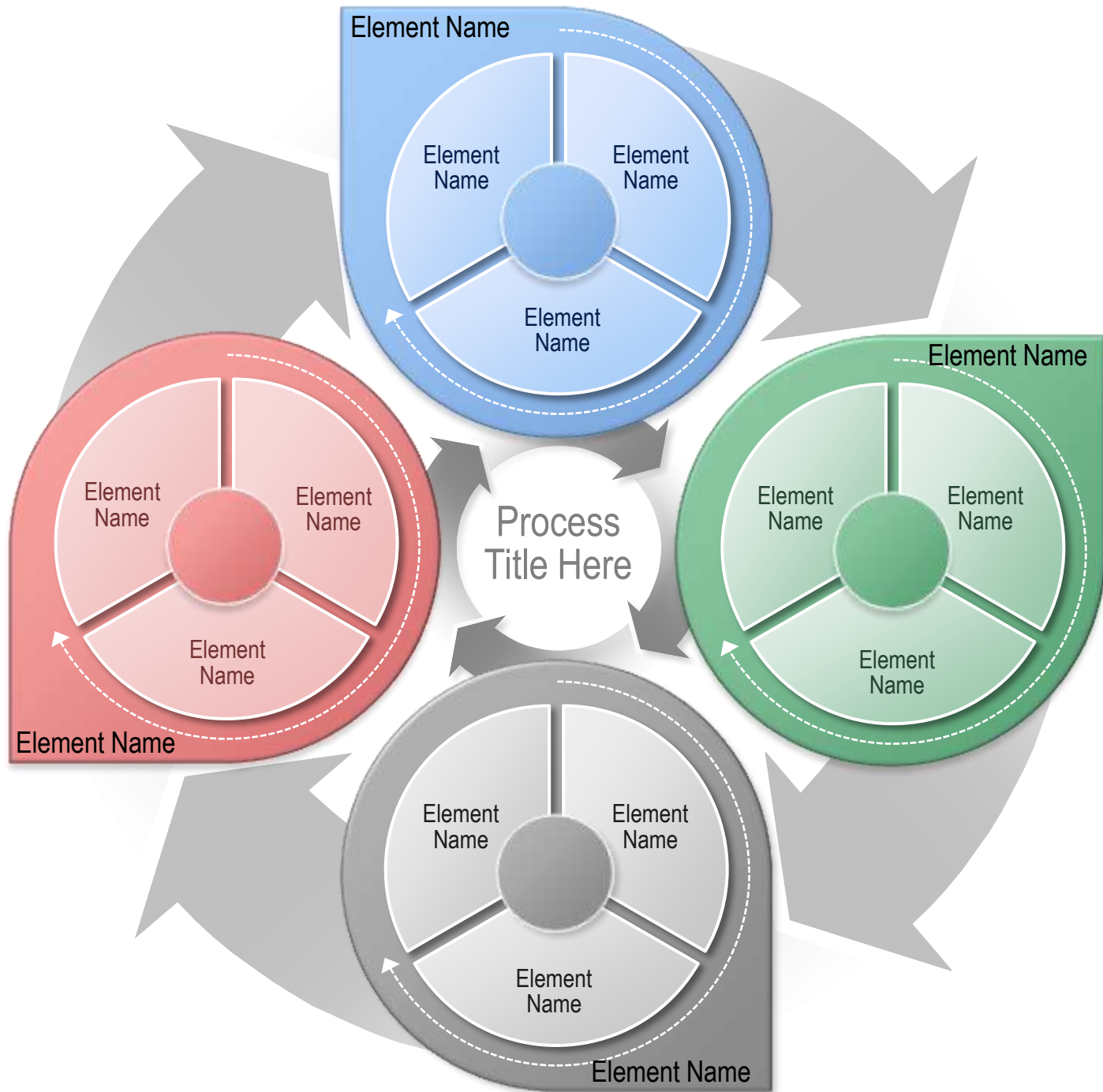
- Evaluate Skills
- Train for 2 Months
- Emersion
- Monitor and Improve

3. Upskilling:

- Determine Path
- Assign Mentor
- Mentor
- Monitor and Improve

4. Promotion:

- Advance as Skills Improve
- Assigned as Mentor
- Evaluate New Recruits



Software Development Approach

- 16 month development cycle:
 - 2 repeating phases:
 - Planning: Analyze Requirements, Confirm Requirements with Client, Write Plan and Assign Resources
 - Development: Develop Software, Test in Controlled Environment, Client Approves? (If no, return to planning/analyze requirements. If yes, go to deployment/
- Phased deployment at month 16: Collect Feedback, Modify/Test, Repeat (software evolves over time)

Software Development Approach



Plan

Analyze Requirements

Confirm Requirements with Client

Write Plan and Assign Resources

Develop

Develop Software

Test in Controlled Environment

No Client Approves? Yes

Deploy (and Evolve)

Deploy in Phases

Collect Feedback

Modify and Test

What are Your Challenges?



mike@24hrco.com or (703) 533-7209

Sign up for our **free** e-zine to get this presentation:
www.24hrco.com/ezine.html

Win More, Spend Less...

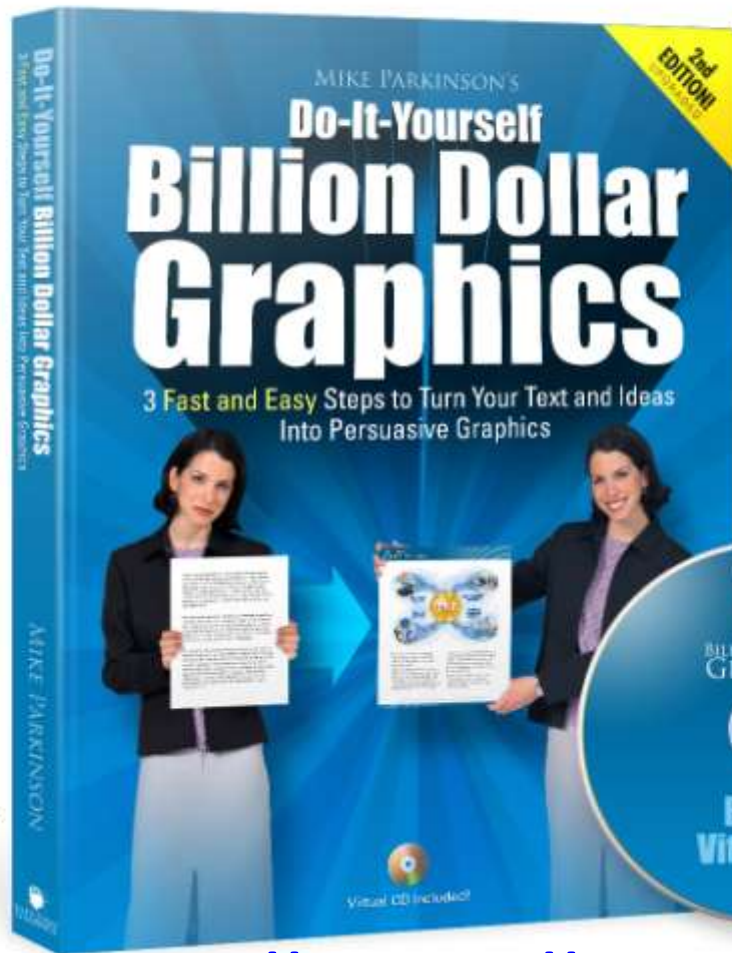
amazon.com[®]
reviewers



"The **best book** there is (and the best methodology) for conceptualizing persuasive proposal graphics."

"It is **my first resource as a writer...**"

"If you need graphics for proposals - this is **the BIBLE on graphics** for proposals!!!!"



new graphics, easier to use, and more

Amazon.com or BillionDollarGraphics.com

(and other bookstores and proposal websites)