



24 Hour
Company

*...bid-winning
proposal graphics*

Designing Winning Proposals

presented by
Mike Parkinson

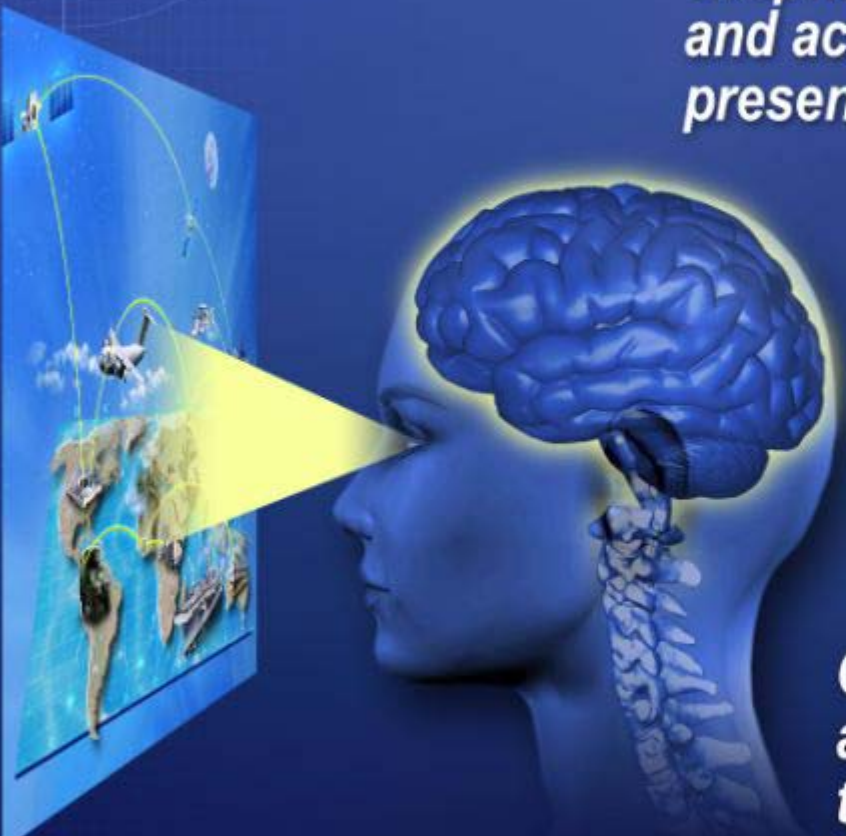




Graphics Research

Graphics lead to a more profound and accurate understanding of the presented material.

—Bobrow, D. & Norman, D. (1975). *Some principles of memory schemata*. In D. Bobrow, & A. Collins (Eds.), *Representation and understanding: Studies in cognitive science* (pp. 131-149). New York: Academic Press.



Graphics grab our attention and may influence how (and whether) we attend to the rest of a story.

—Center for Media Literacy, *The Power of Numbers*, Julie Dubrow

Graphics enhance or affect emotions and attitudes. And emotions influence the very mechanisms of rational thinking.

—Levie, W.H. & Lentz, R. (1982). *Effects of text illustrations: A review of research*. *Educational Communications and Technology Journal*, 30 (4), 195-232. and Gostendorp H van, Preece J and Arnold A G (1999) *Designing multimedia for human needs and capabilities* (Guest editorial, *Interacting With Computers* Volume 12 Issue 1 September p1-5).



Why Should You Care?

Graphics influence the Government's buying decision



Graphic Benefits

- Your document and its graphics may form the audience's first impression of you. (*First impressions are lasting impressions.*)
- Graphics give you the chance to highlight your:

Features

Benefits

Discriminators

That may otherwise be lost in a sea of words



Text Description

“Take a seat on a flat bench and grab 2 dumbbells. Start with your palms facing toward you as if you just finished a seated dumbbell biceps curl. Now, begin to rotate your wrists while lifting your elbows to the standard dumbbell military press position. Without stopping, continue to press the dumbbells above your head, to the center. Slowly lower the weight and once your upper arms are parallel with the floor, rotate your wrists and bring your elbows back to the lower starting position.”

—Muscle Media, April 2003.

Graphic Description



Start & Finish



Midpoint



Proposal Basics

Understand that your proposal must:

- **Be compliant** (*regarding: media to be delivered, page limits, fonts, color, margins, etc.*)
- **Address every question in the RFP**
- **Be communicative** (*clear and concise*)
- **Be engaging and compelling** (*like marketing*)
- **Tell the story that solves their challenge**



Choose Your Design/Production Resource(s)

- You are the *expert* at what you do—your design/production resource(s) should be *experts* at proposal design and proposal production
- Things to look for when choosing a design/production resource:
 - Experience
 - Clear communicative design
 - Ability to handle the demanding schedule
 - Professionalism
 - An understanding of and ability to protect sensitive data

- **Be sure the design/production resource is experienced in the following software:**

- Adobe Illustrator and/or Macromedia Freehand
- Microsoft PowerPoint
- Adobe Photoshop
- Microsoft Word and/or Adobe Pagemaker and/or QuarkXpress and/or Adobe InDesign
- Adobe Acrobat



Define Your Scheduling

- **Assume an average of 4 hours/graphic** *(includes revisions)*
- **Assume an average 8 pages/hour for page layout** *(don't forget to multiply total page count by the number of iterations)*
- **Assume 1 graphic/page or slide**
- **Assume 1 page/minute for full color printing** *(adds time for the unexpected)*
- **Communicate your needs and timeline to your design/production resource** *(defines scheduling, staffing, and manages expectations)*

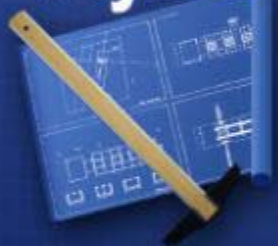




Define Look and Feel

Do you have a preconception?

Styles



Colors



Fonts

AaBb

Icons



Styles

Styles



Colors



Fonts



Icons



Traditional



Corporate



Cutting-edge



Styles (cont.)

Styles



Colors



Fonts



Icons



Vector Imagery



Example: "Clip Art"

Resolution independent

Easily manipulated

Visually more rudimentary

Rasterized Imagery



Example: Photograph

Resolution dependent (*file size varies greatly when creating*)

Time consuming to manipulate

More visually appealing (*if done improperly, less communicative*)

Colors

Styles

Colors

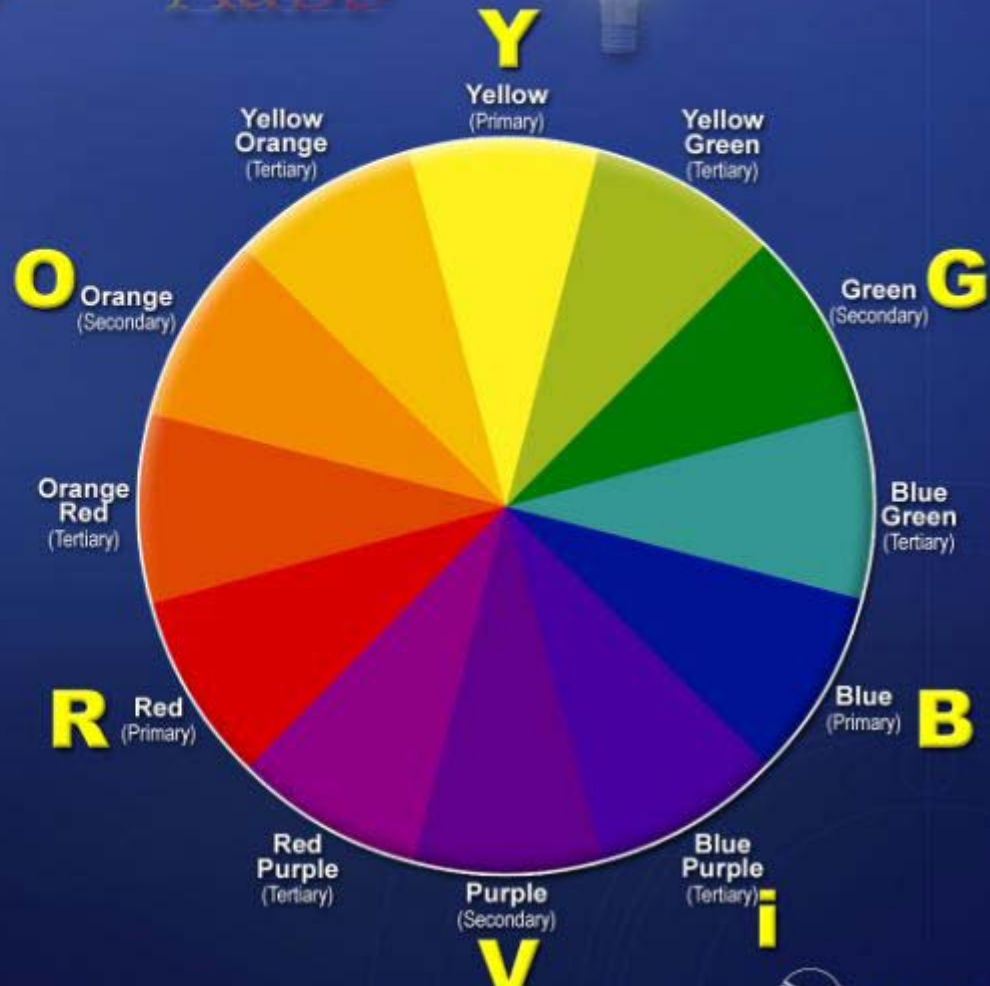
Fonts

Icons



Basic Color Theory

- ROY G BIV
- Color consists of 3 variables
 - Hue—where the color appears in a rainbow
 - Saturation—how intense the color is
 - Value—how light or dark the color is
- Complementary and Analogous Colors
- Color = Mood
 - Red = Empowering, bold
 - Orange = Warmth, happiness
 - Yellow = Happiness, energy
 - Green = Balances, refreshing
 - Blue = Relaxing, cool
 - Violet = Comforting
 - White = Pure, associated with cleanliness
 - Black = Authoritative, shows discipline



Colors (cont.)—RGB vs. CMYK

Styles



Colors



Fonts



Icons



On-screen vs. Print



RGB



CMYK

Fonts

Styles



Colors



Fonts

AaBb

Icons



- **Fonts**

- 2 types of fonts
 - Serif (ex. Times) = Easiest to read for large quantities of text
 - Sans Serif (ex. Arial) = Best for clean looking, modern oral presentations
- Choose font styles for specific instances
 - Regular, bold, italic, bold italic
 - Leading (line spacing)



- **When delivering an electronic format it is best to use a ubiquitous font so that font substitution does not occur.** *(I suggest Times and Arial. If you are delivering a PDF, be sure to embed the fonts.)*

Icons

Styles



Colors



Fonts



Icons



- **Icons**
 - Iconify repeated elements or concepts
- **Create a library when necessary**

Financial icons



Military icons



Global icons



Business icons



Icon Samples

Vector Icons



Team



Partners



Process



Classroom



Remote Conference



Meeting



Server



Database



Firewall



Internet

Raster Icons



Integration



Ideas



Reports



Planning



Firewall



Partners



Goal



Global Connectivity



Image Resolution

- **Resolution**—quality of an image referred to as DPI (dots per inch) or PPI (pixels per inch) (*A low resolution image will appear jagged especially around curves; however, it will have a smaller file size.*)
- **Dimension**—size of the final image, such as 7.5"x10"

Remember the differences between **vector** (*resolution independent*) and **raster** (*resolution dependent*)

High



Low



Templates

- **Create a template that includes:**
 - Color palette
 - Fonts
 - Icons and other repeated graphic elements
 - Graphics samples
 - All data that helps maintain consistency
- **Templates help ensure a professional, compelling, easy-to-follow story**
- **Be consistent!** Keep icons, colors, formats, etc. consistent. *(The reader assumes a change in style = a change in meaning.)*



Templates

colors:

font no smaller than 8 pt, with 8 pt leading unless Section 1, where otherwise:

Arial Black
Arial Narrow Bold
 Arial Narrow
 Arial Narrow Italic

effects:

- Always Resources
- Always against Company Name

drop shadow settings for graphics:

EffectStyle/No Drop Shadow...
 Fill a complex vector shape to sure to create a simplified version and add the drop shadow to that and place it behind the complex vector art.

Mode: Multiply
 Opacity: 25%
 x offset: 0.01
 y offset: 0.01
 Blur: 0.02
 Color: black

drop shadow settings for text:

EffectStyle/No Drop Shadow...
 Mode: Multiply
 Opacity: 70%
 x offset: 0.01
 y offset: 0.01
 Blur: 0.01
 Color: black

export for Word/Paperwork/Design:

300 DPI CMYK TIF
 with:
 • LZW compression
 • IBM Byte Order
 • Anti Alias

export for PowerPoint/PDF:

300 DPI RGB JPG
 with:
 • Quality = 8
 • Baseline Optimised
 • Anti Alias

boxes:

examples:

Critical Path

example of multi-tiered tables (use 2 spaces per tier)

SOW	CWBS	PWBS	FTEs	Title
X.X.X Integrated Master Schedule	XX	XX	XX	XX
1.1.10 Training Management	XX	XX	XX	XX
1.1.10.1 Comprehensive Modular	XX	XX	XX	XX
1.1.10.2 Mission	XX	XX	XX	XX
1.1.10.3 ZORANS	XX	XX	XX	XX
1.1.10.4 Advanced Plans	XX	XX	XX	XX

Yes Findings? No

Arial
 Arial Bold
 Arial Italic
 Arial Bold Italic

Trade Studies Trade Studies Trade Studies

Trade Studies Trade Studies Trade Studies

Trade Studies Trade Studies Trade Studies

1.5pt



Legibility

- **Legibility**
 - Be sure to use light fonts on dark backgrounds or dark fonts on light backgrounds
 - No busy backgrounds
- **Wordy slides or graphics distract from the message**

Legibility Issues

Drawing & Formatting
 Show/Hide Guides (toggle) CTRL+G
 Switch from Normal View to Master View
 Shift+Click Slide View Button

Resize while Maintaining Proportions
 Shift+Resize
 Resize from Center while Maintaining Proportions CTRL+Shift+Resize
 Rotate in 15 degree increments Shift+Rotate tool

Too Much Content

<p>Drawing & Formatting Show/Hide Guides (toggle) CTRL+G Switch from Normal View to Master View Shift+Click Slide View Button</p> <p>Resize while Maintaining Proportions Shift+Resize Resize from Center while Maintaining Proportions CTRL+Shift+Resize Rotate in 15 degree increments Shift+Rotate tool</p> <p>Nudge object one grid unit Arrow Key Nudge object one pixel CTRL+Arrow Key Temporarily Release Grid/Guide Snap ALT Create Multiple Guides CTRL+Drag Guide Resize while Maintaining Proportions Shift+Resize</p> <p>Resize from Center while Maintaining Proportions CTRL+Shift+Resize Rotate in 15 degree increments Shift+Rotate tool</p>	<p>From Normal View to Master View Shift+Click Slide View Button</p> <p>Resize while Maintaining Proportions Shift+Resize Resize from Center while Maintaining Proportions CTRL+Shift+Resize Rotate in 15 degree Nudge object one grid unit Arrow Key Nudge object one pixel CTRL+Arrow Key Temporarily Release Grid/Guide Snap ALT Create Multiple Guides CTRL+Drag Guide Resize while Maintaining Proportions Shift+Resize</p> <p>Rotate in 15 degree increments Shift+Rotate tool Resize while Maintaining Proportions Shift+Resize Resize from Center while Maintaining Proportions CTRL+Shift+Resize while Maintaining</p>
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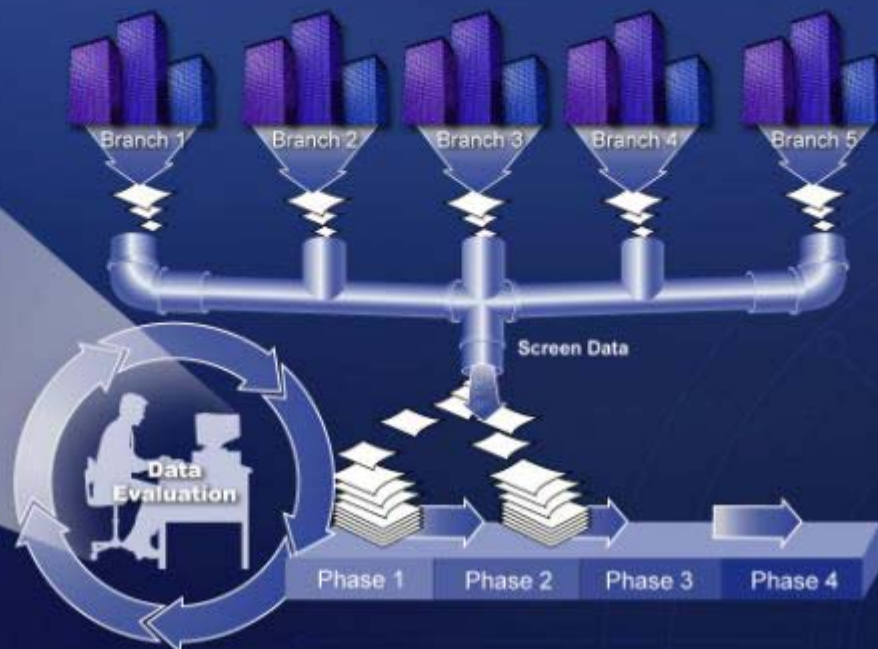
Legends

- Use legends sparingly
 - Legends are difficult to follow
 - When possible—label the elements



Your Story

- Keep the story simple
- Don't over complicate the visuals with too many variables
- For complex ideas, create an overview graphic and use "detail" graphics to show complexities

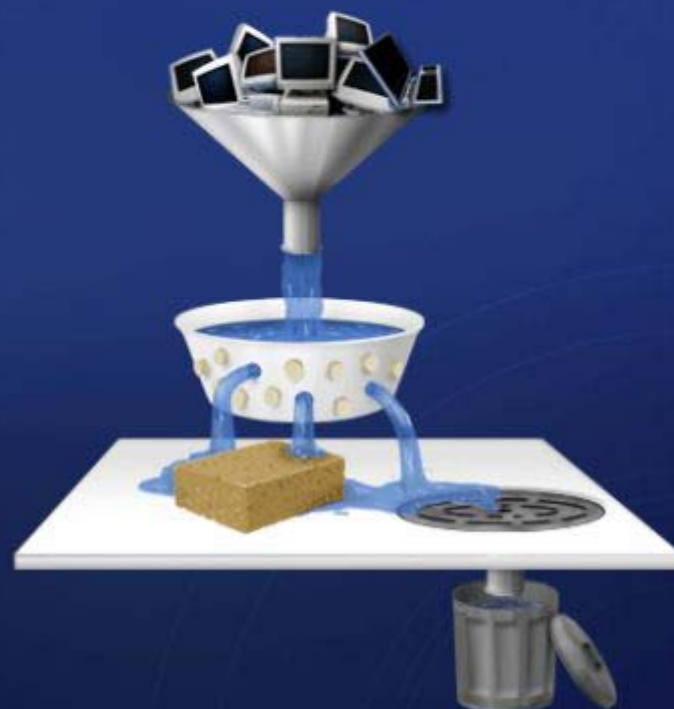


Note: The main portion of this graphic would be smaller and the "detail" portion would be larger in an actual proposal.



Animations

- Use animations sparingly
- Use basic animation techniques to ensure predictable playback:
 - Built in PowerPoint animation effects
 - Animated GIFs (*however, playback speed is often inconsistent*)
- High-end animation needs additional resources:
 - AVI movies—needs appropriate multimedia settings “on” and needs AVI movie included
 - Quicktime movies—needs Quicktime application and needs Quicktime movie file included
 - Flash movie—needs Flash player and needs Flash movie file included



Animation Example



Your Message

- “Take Away” or “Headline”
- Ensure that the audience takes away the **right idea** from each graphic



“Digital global communication to any source”
or “Connectivity”

ROSSE Proposal

The Future of Virtual War Games

1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
RTN Award	RTN Award	RTN Award	RTN Award	RTN Award	RTN Award	RTN Award	RTN Award	RTN Award	RTN Award	RTN Award

UNIVERSITY OF FLORIDA

We have led virtual war game system development since 1992

“We have led virtual game system development since 1992”

Logging Graphics

Use this tracking scheme:

RFP Name/log number/version number (ex: BOGL_005v3)





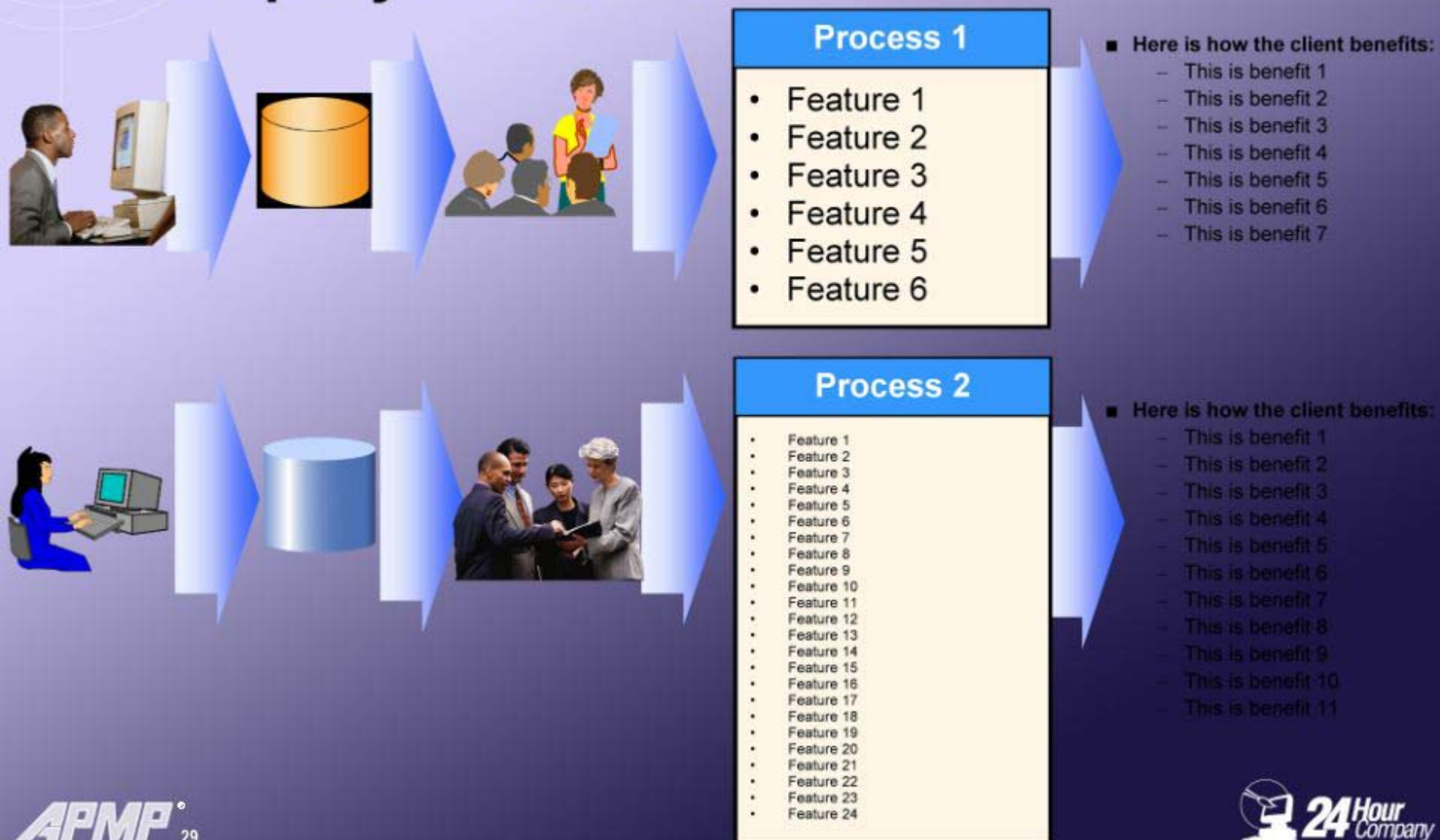
Critique

- The following two slides contain graphics that have design and layout problems
- Your assignment:
 - Identify any inconsistencies and stylistic issues
 - Provide possible solutions



Critique—Bad Version of Graphic 1

Company Processes



Critique—Good Version of Graphic 1

Process 1



Features

- Feature 1
- Feature 2
- Feature 3
- Feature 4

Benefits

- Benefit 1
- Benefit 2
- Benefit 3
- Benefit 4

Process 2



Features

- Feature 1
- Feature 2
- Feature 3
- Feature 4

Benefits

- Benefit 1
- Benefit 2
- Benefit 3
- Benefit 4

Critique—Bad Version of Graphic 2

**ONGO
Quality Council**



- Engineering
- Testing
- Integrating

Increased
quality assurance



Lower risk

Critique—Good Version of Graphic 2

**ONGO
Quality Council**



Results In

**Increased
Quality Assurance**



Lower Risk



Questions and Answers



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