



Fundamentals of Visualization

Illustration of the “Who, What, and How”



What's the “who” here?



“What”

Program was a
success

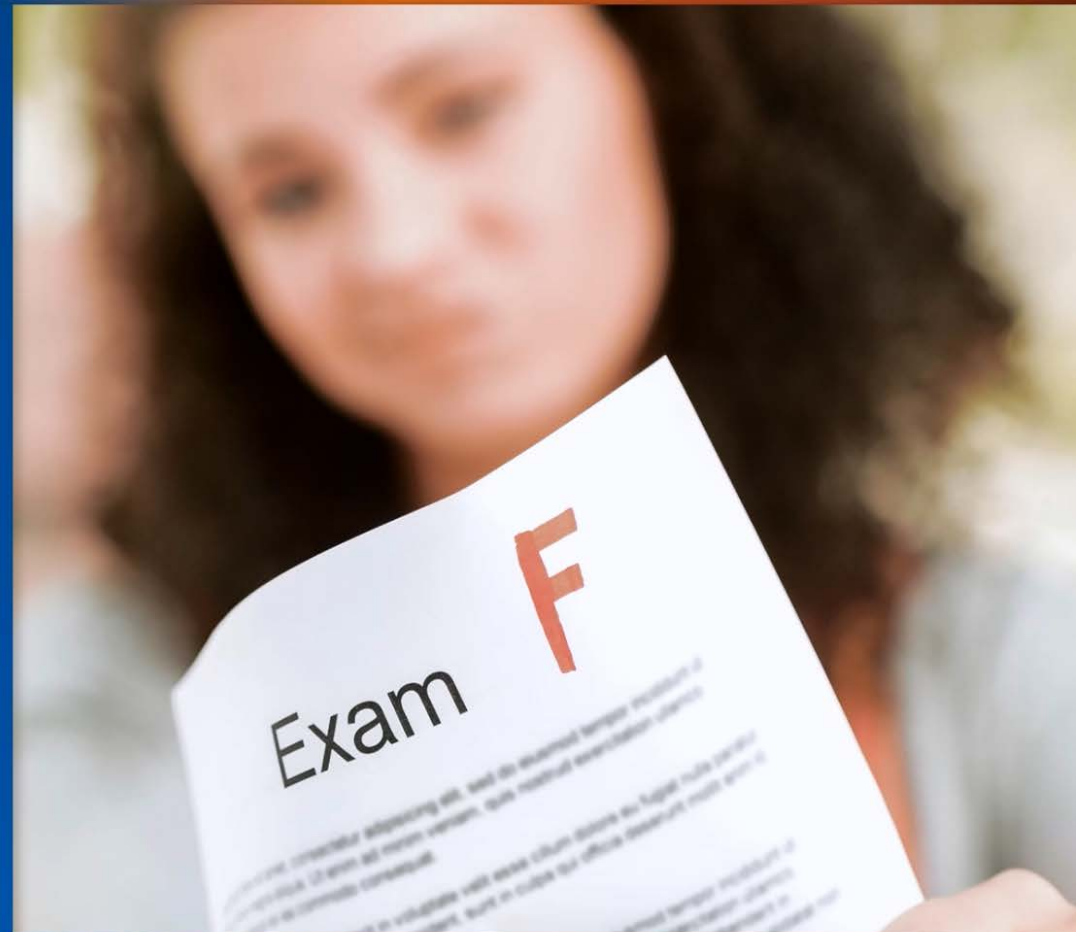
Funding rationale





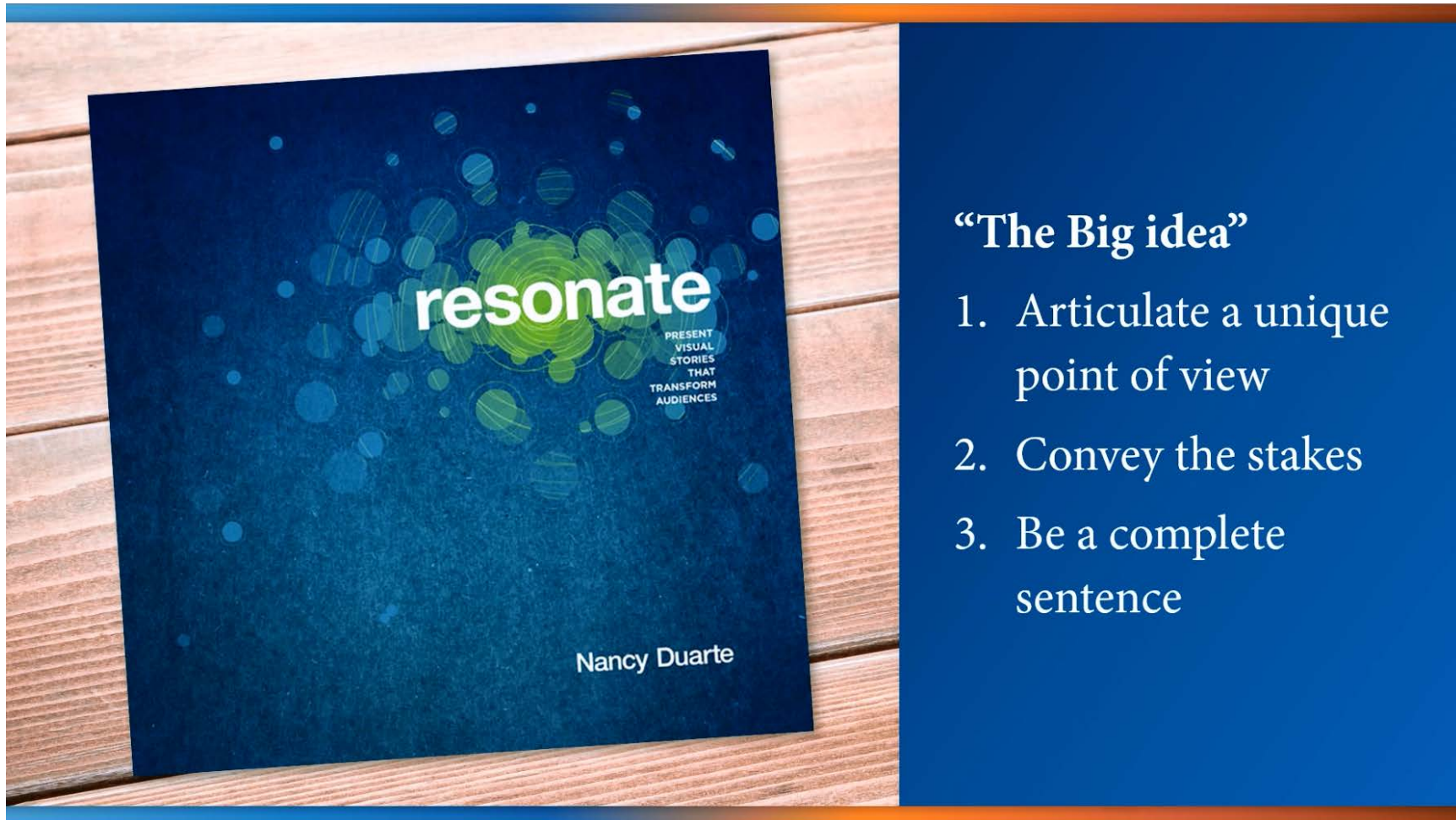
Define Success
Show the difference
between the two
groups

Include any
non-supporting
data so decision
makers have the
full story





There might be other reasons to continue funding



“The Big idea”

1. Articulate a unique point of view
2. Convey the stakes
3. Be a complete sentence

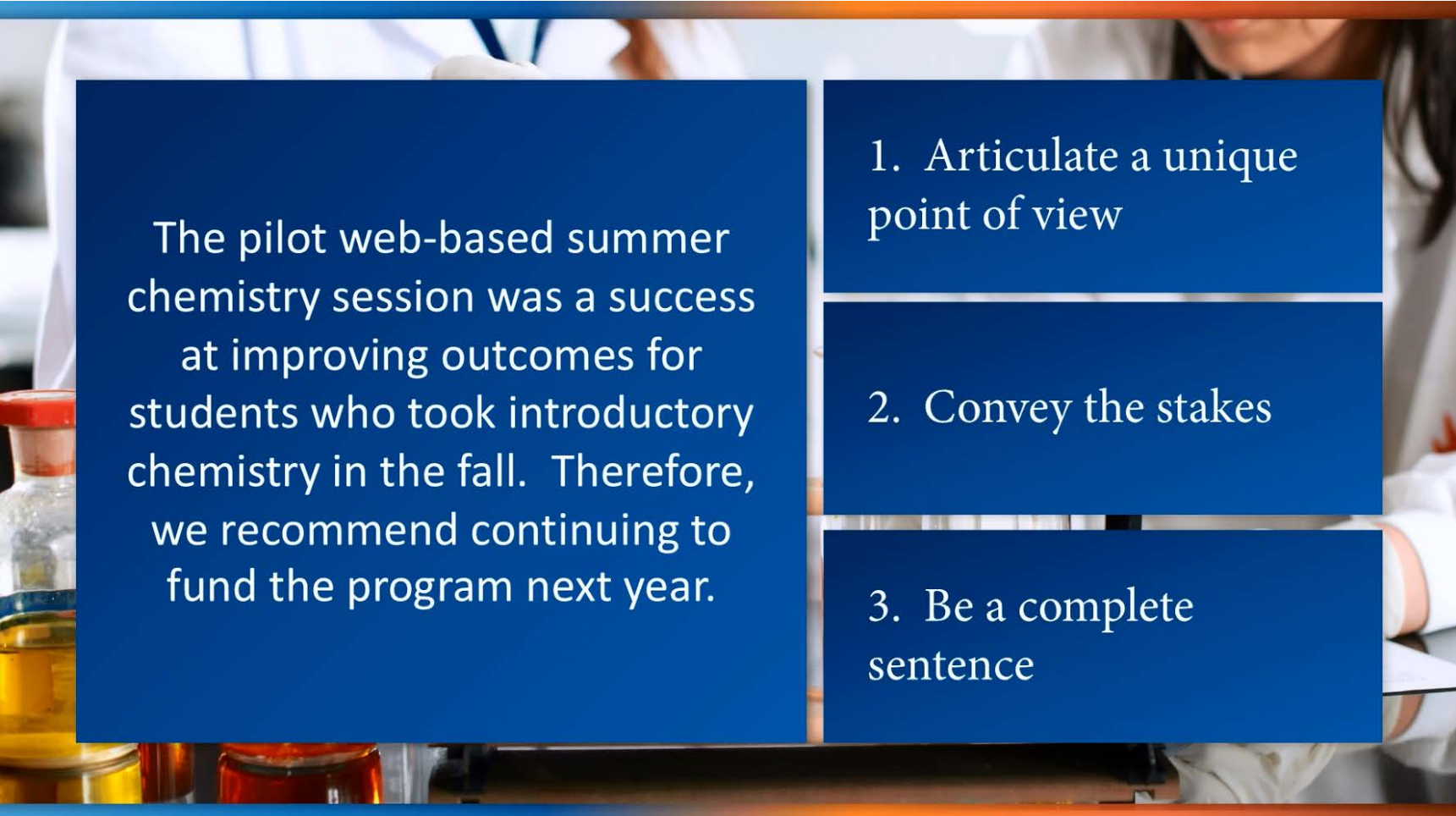


What is the “big idea” for the chemistry class visualization?

1. Articulate a unique point of view

2. Convey the stakes

3. Be a complete sentence

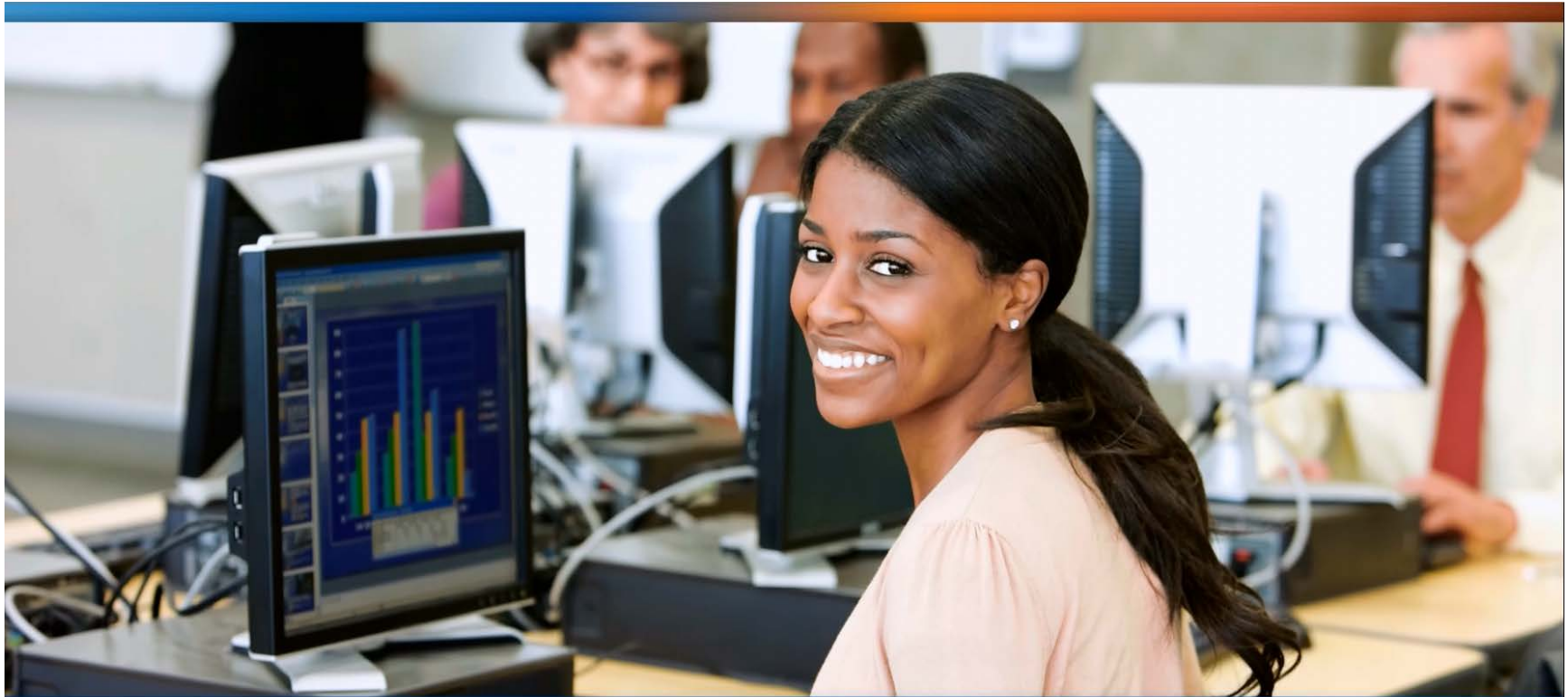


The pilot web-based summer chemistry session was a success at improving outcomes for students who took introductory chemistry in the fall. Therefore, we recommend continuing to fund the program next year.

1. Articulate a unique point of view

2. Convey the stakes

3. Be a complete sentence



What can you come up with from your own work experience?

“I would have written a shorter letter but I didn’t have the time.”

-Blaise Pascal

