

GRAPHICS SCIENTISTS MAKE

Presentations

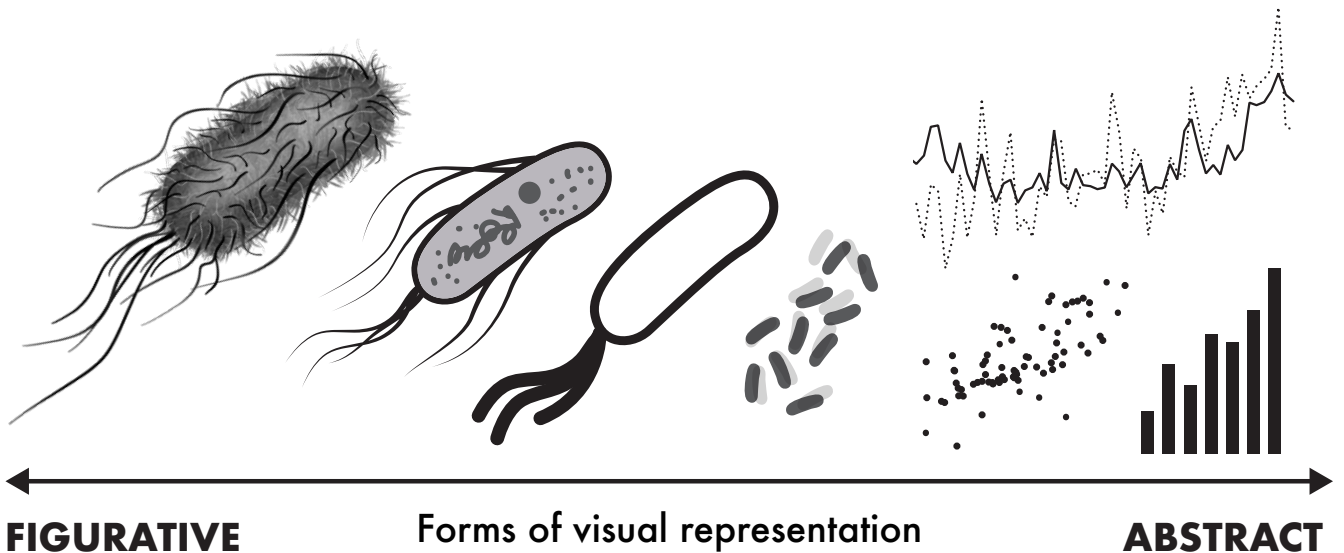
Posters (sometimes)

Posters

Covers and Press Releases

Graphical Abstracts

Journal and Grant Figures



6 STEPS TO MAKING A GOOD FIGURE

1. WHAT IS THE FORMAT?

Large or small?

Image heavy or text heavy?

2. WHAT IS THE CONTENT?

What is the message/story?

Main elements, “characters” or data?

3. USE YOUR VISUAL TOOLS

Eye-flow, Layout, Typography

Choose Colors

4. EDIT YOUR FIGURE

Remove what's unnecessary

Emphasize the most important part

5. CHECK YOUR WORK

Does it work in its final size?

Does it read in grayscale?

Is it accessible/ colorblind-friendly?

6. STEP AWAY

Repeat 4 if necessary

MAAYAN VISUALS
visual storytelling for science