

*fig. 01*  
*Pie Chart*

Speaker

JAKE BURKETT

Publisher

COLUMN  
FIVE

 VISAGE.CO



Title

**INFORMATION  
DESIGN  
101**

Google



facebook.



*WHY DO WORLD CLASS PUBLICATIONS  
HAVE ARMIES OF TALENTED INFORMATION  
DESIGNERS ON STAFF?*

*WHY DID DELOITTE CREATE  
AN INFORMATION DESIGN DIVISION  
FULL OF DATA SCIENTISTS, ARTISTS,  
AND PROGRAMMERS?*

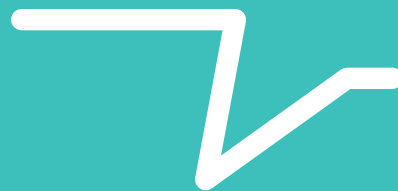
*WHY ARE INFORMATION DESIGN COURSES  
AT DISTINGUISHED UNIVERSITIES LIKE COLUMBIA  
BECOMING COMMONPLACE?*

*WHY DO AGENCIES LIKE COLUMN FIVE  
AND SOFTWARE PLATFORMS LIKE VISAGE  
EXIST, PERSIST AND CONTINUE TO GROW?*

***GOOD INFORMATION DESIGN  
CAN BE AN EXTREMELY  
EFFECTIVE COMMUNICATION  
APPROACH***

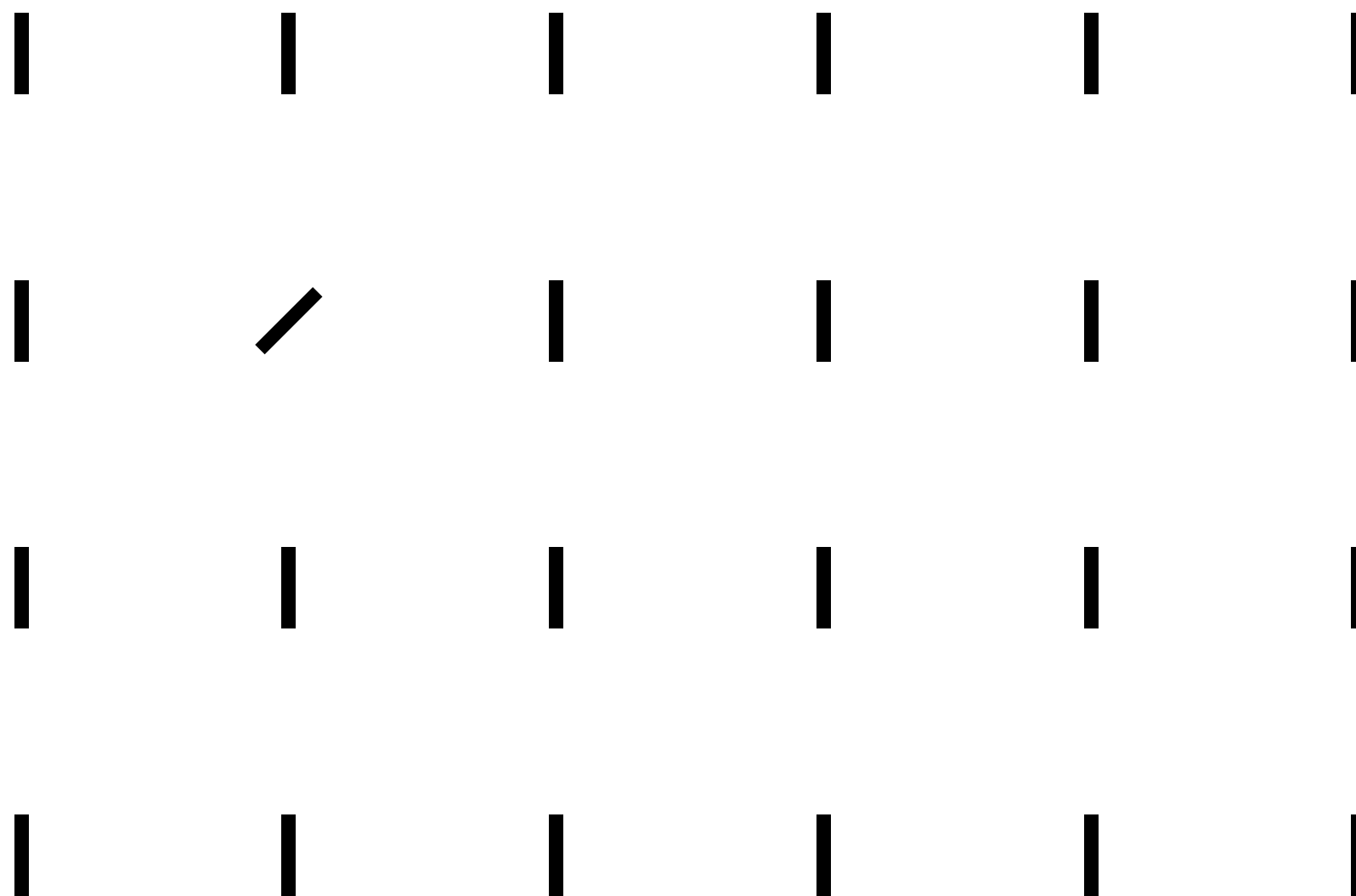
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***UNDERSTAND THE SCIENCE:  
PRE-ATTENTIVE ATTRIBUTES***



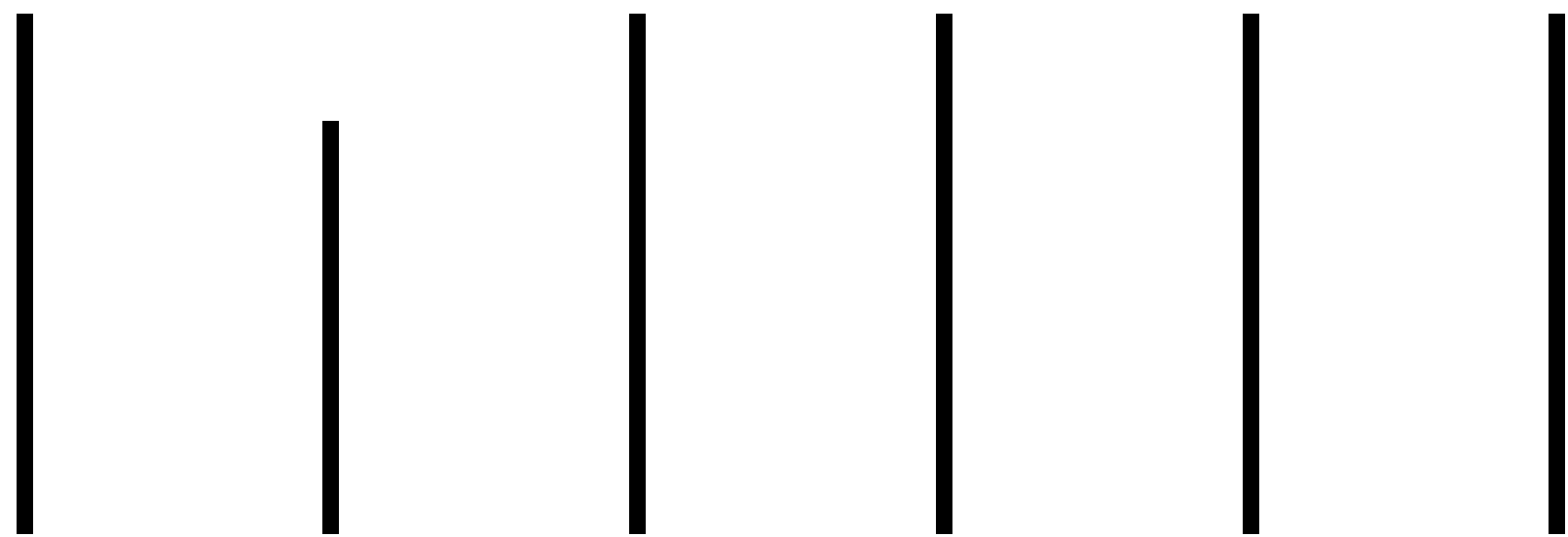


# PRE-ATTENTIVE ATTRIBUTES



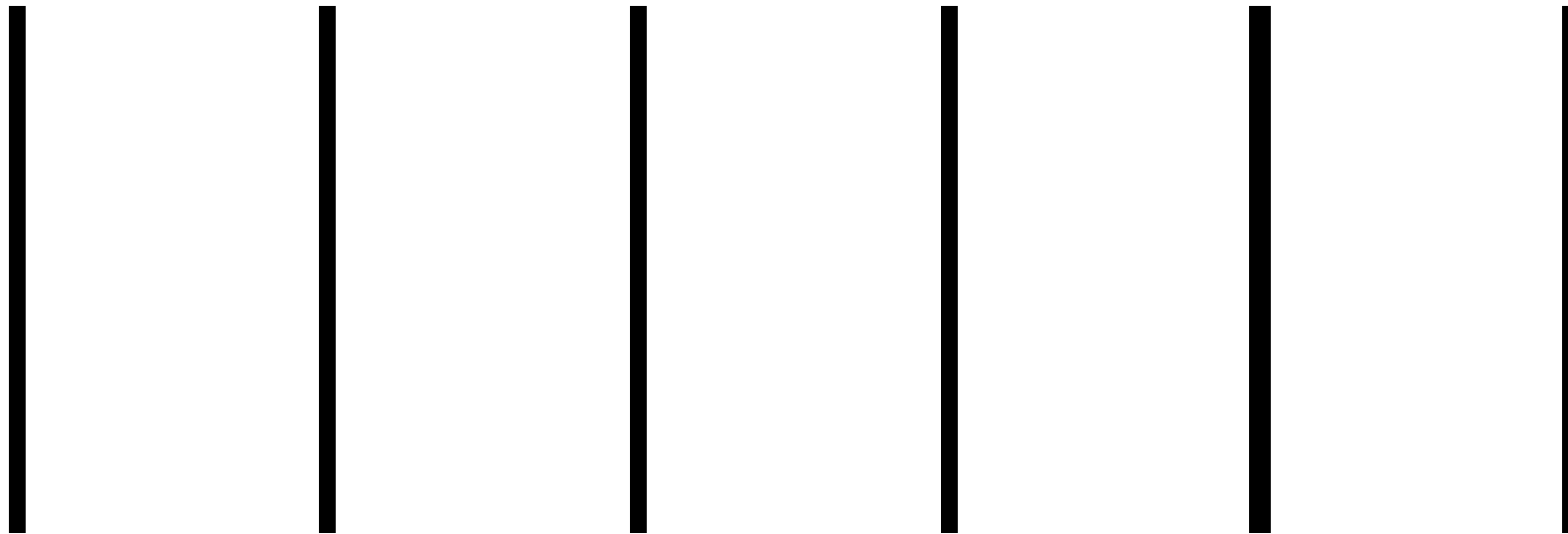
FORM  
ORIENTATION

# PRE-ATTENTIVE ATTRIBUTES



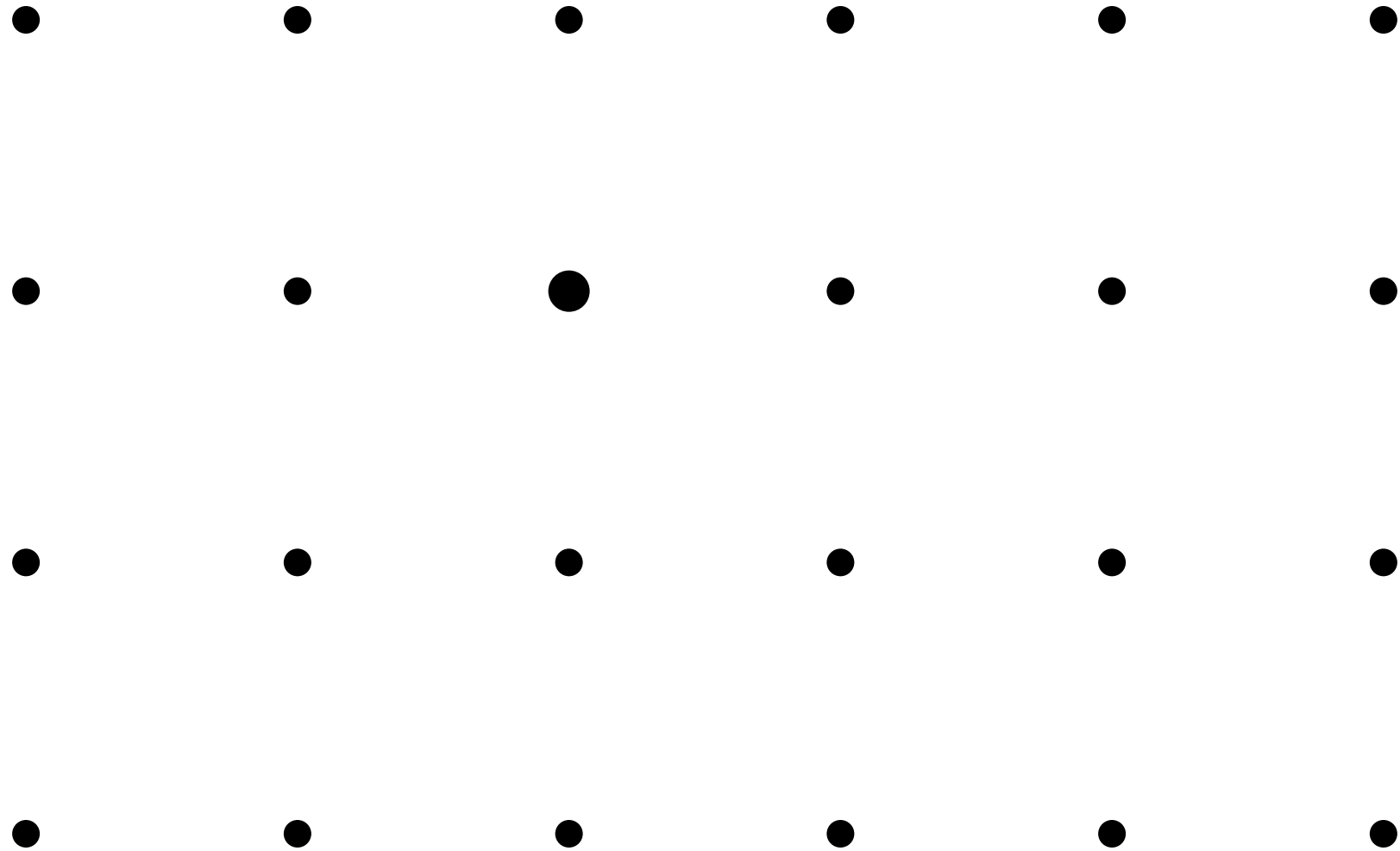
FORM  
LINE LENGTH

# PRE-ATTENTIVE ATTRIBUTES



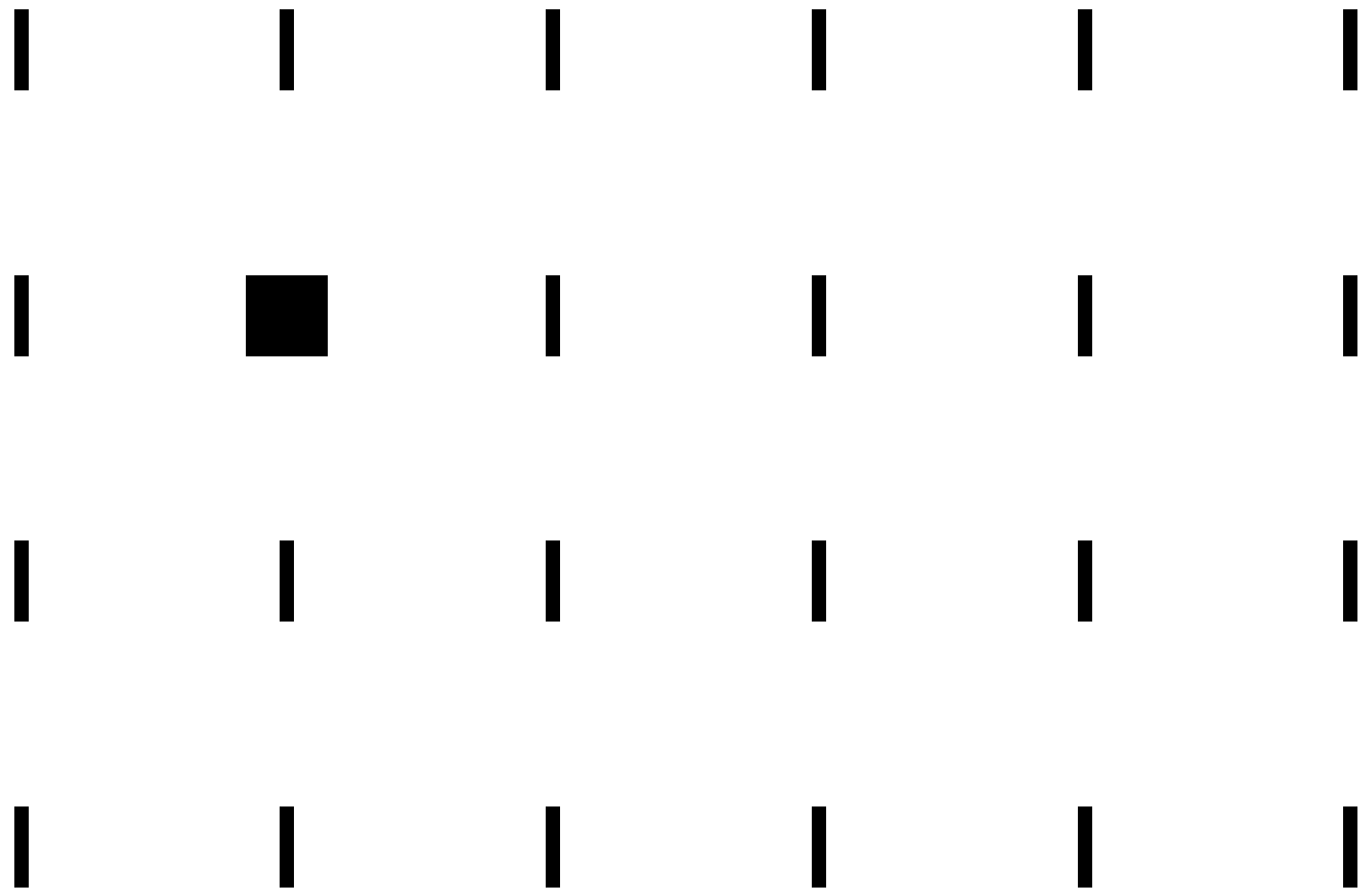
FORM  
LINE WIDTH

# PRE-ATTENTIVE ATTRIBUTES



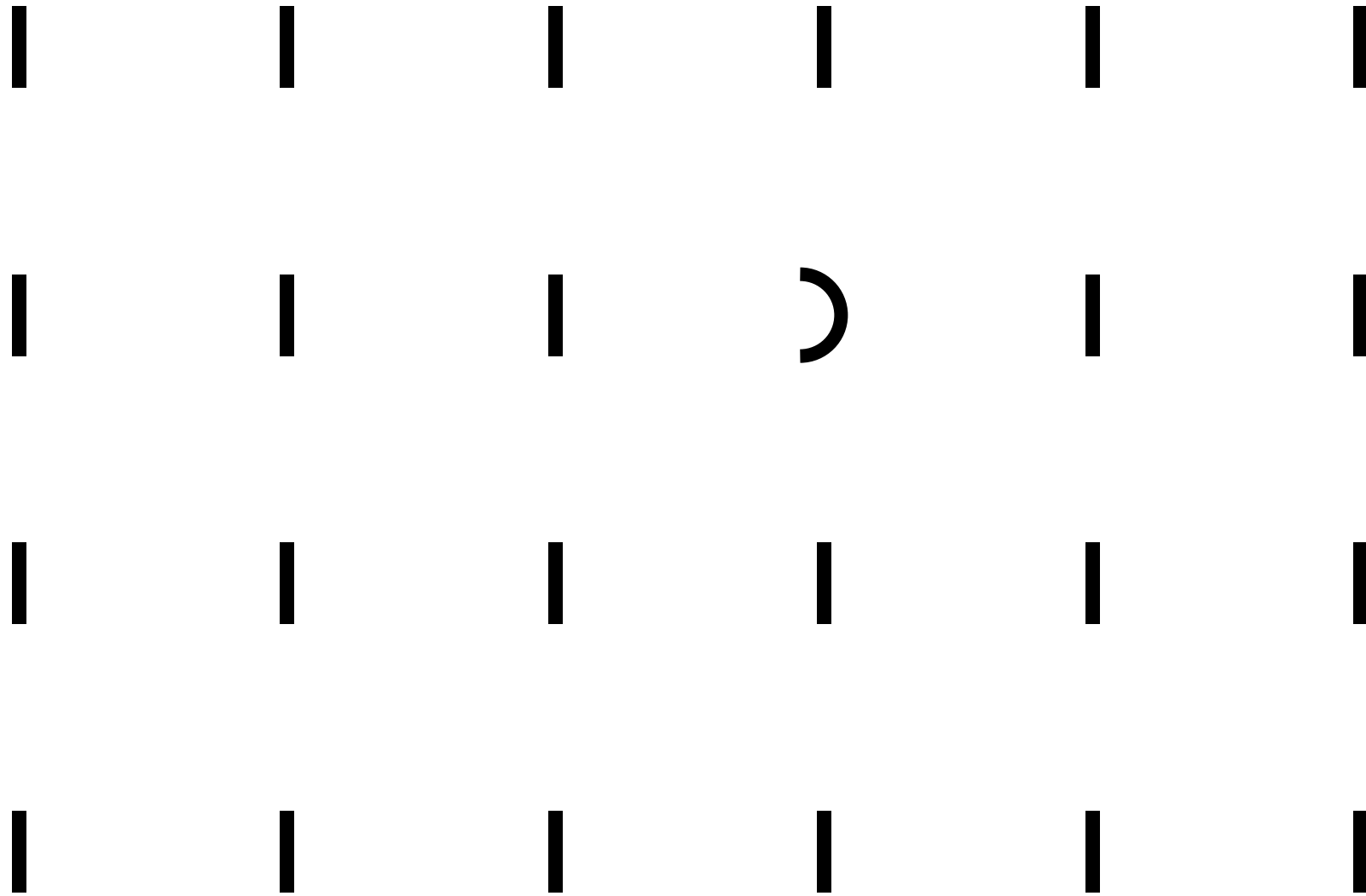
FORM  
SIZE

# PRE-ATTENTIVE ATTRIBUTES



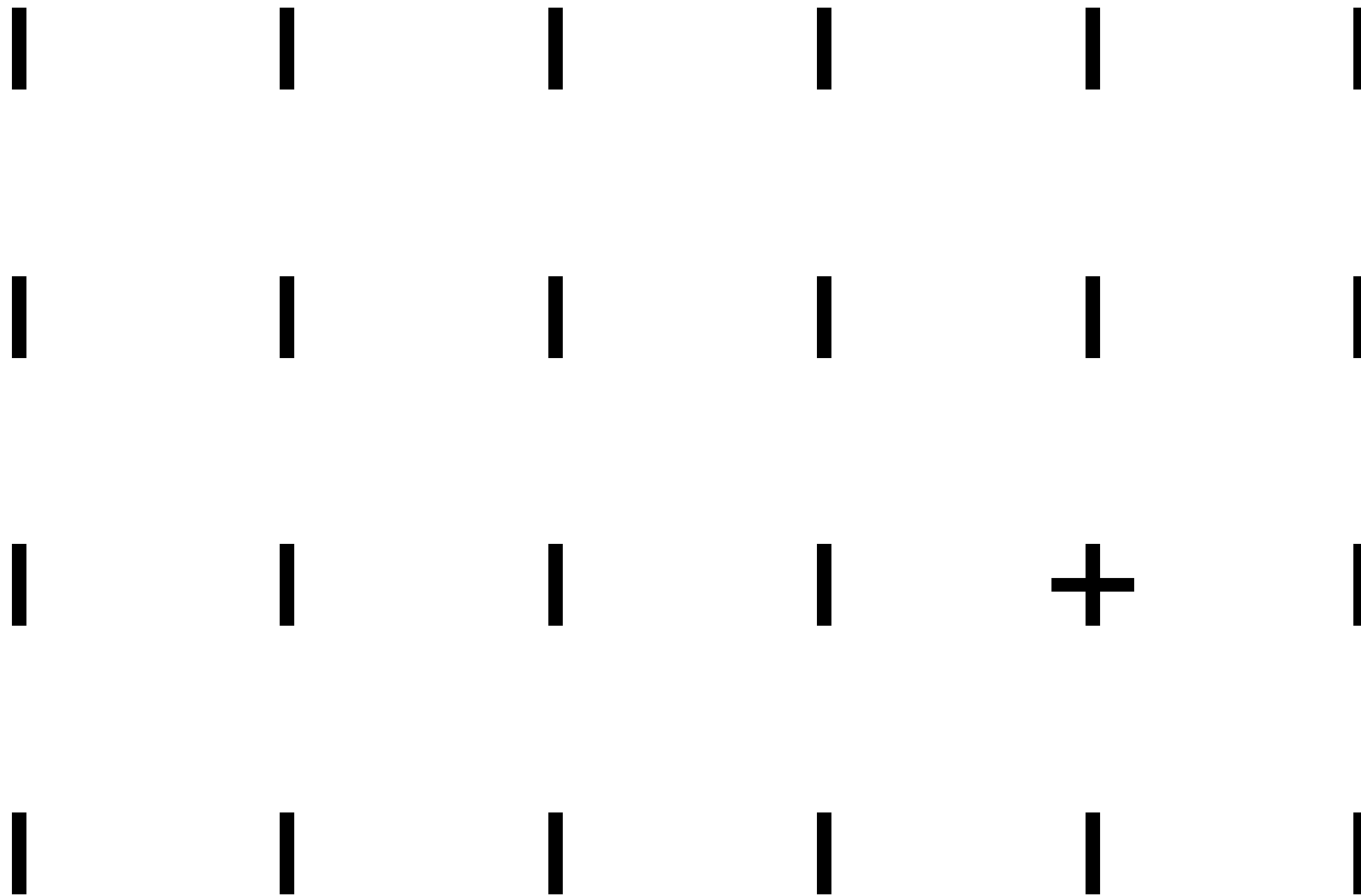
FORM  
SHAPE

# PRE-ATTENTIVE ATTRIBUTES



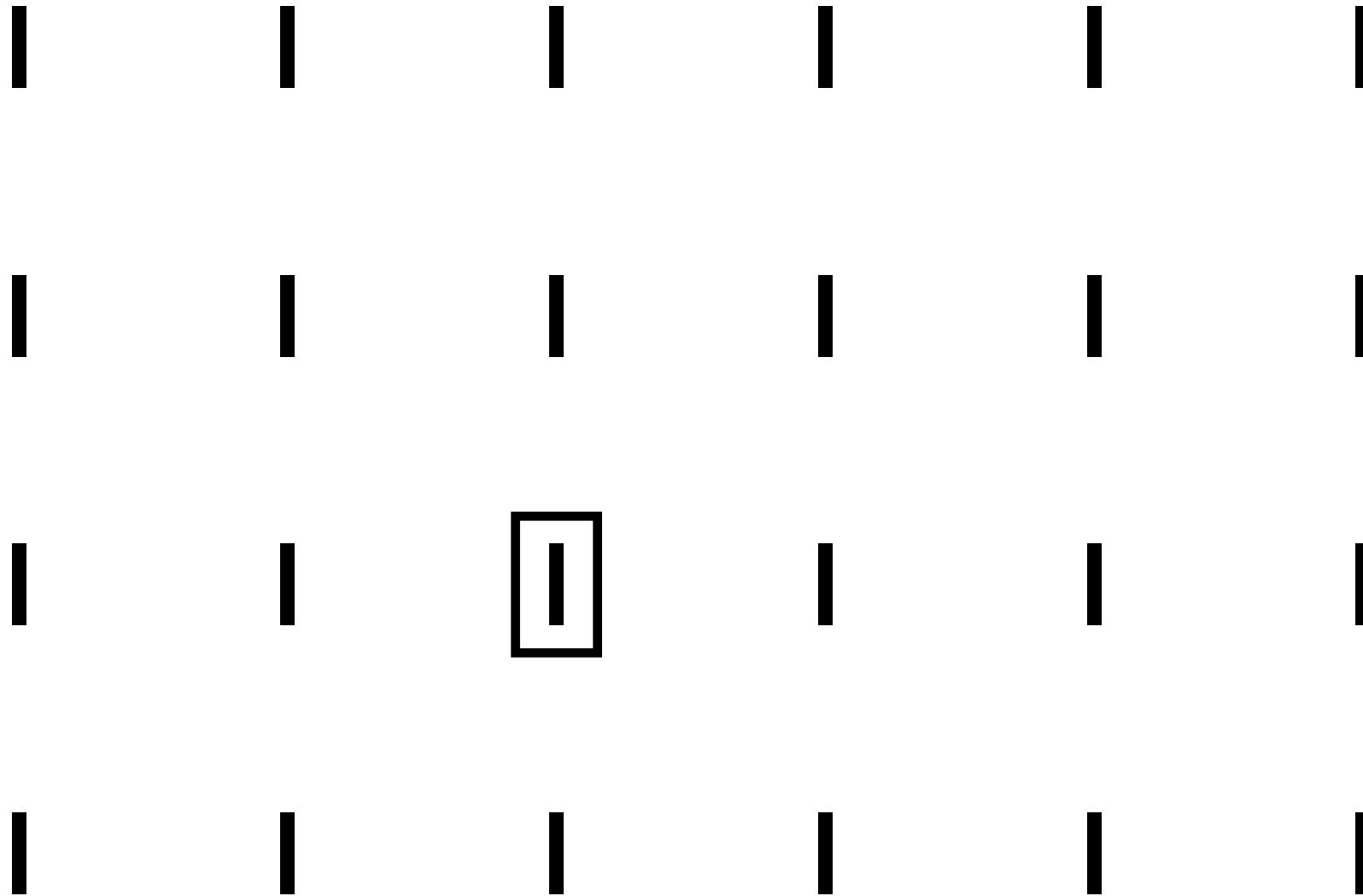
FORM  
CURVATURE

# PRE-ATTENTIVE ATTRIBUTES



FORM  
ADDED MARKS

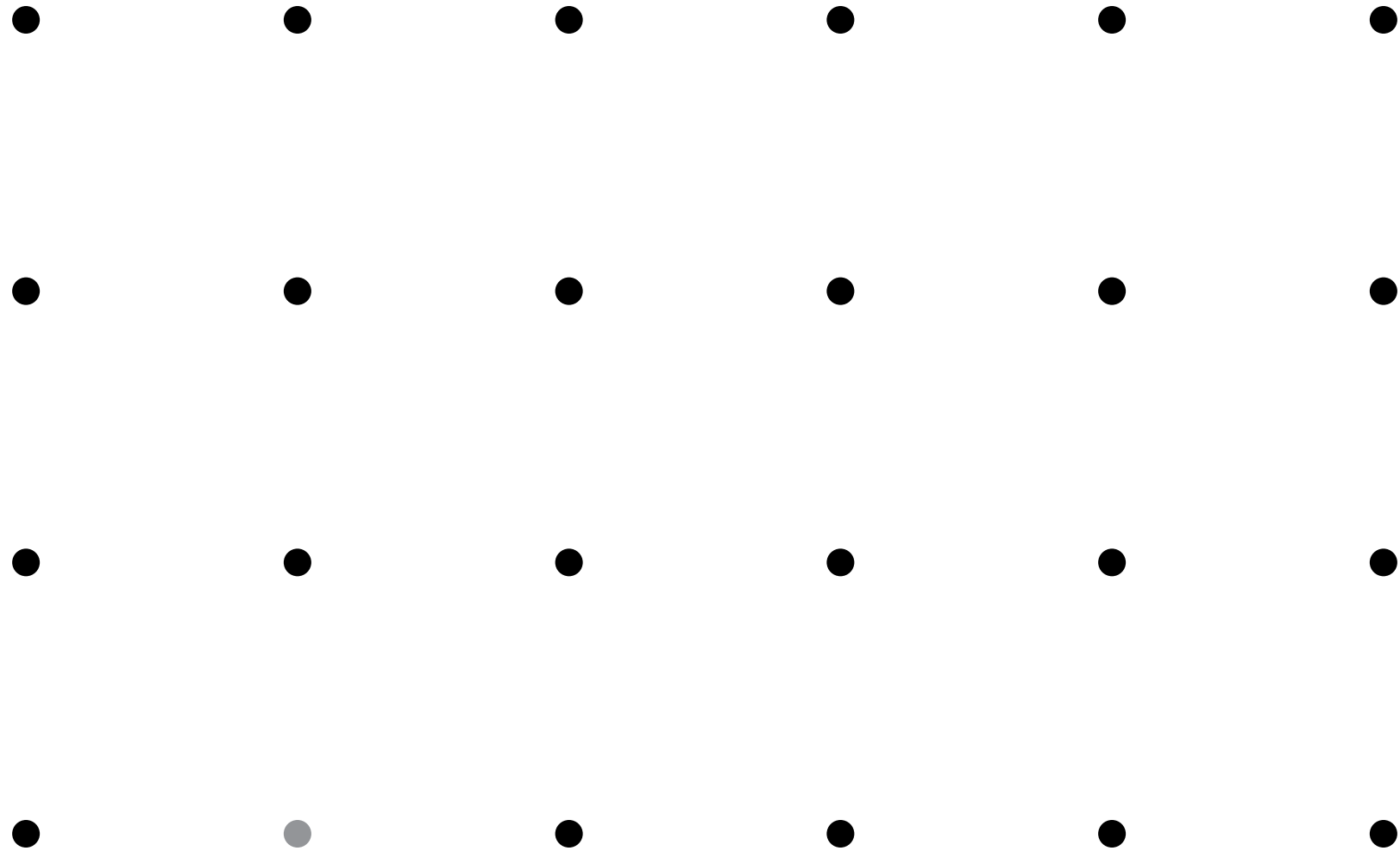
# PRE-ATTENTIVE ATTRIBUTES



FORM  
ENCLOSURE

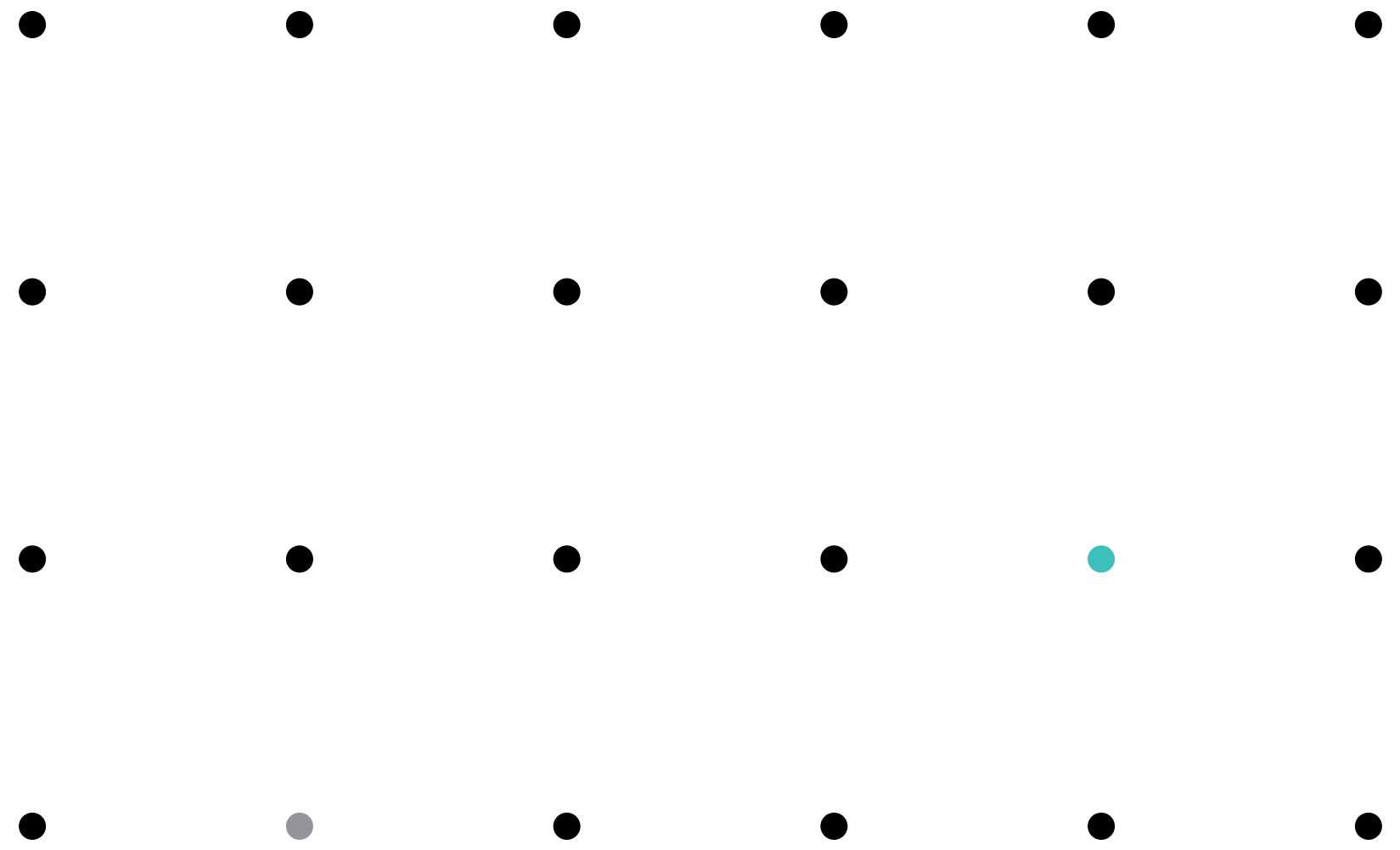


# PRE-ATTENTIVE ATTRIBUTES



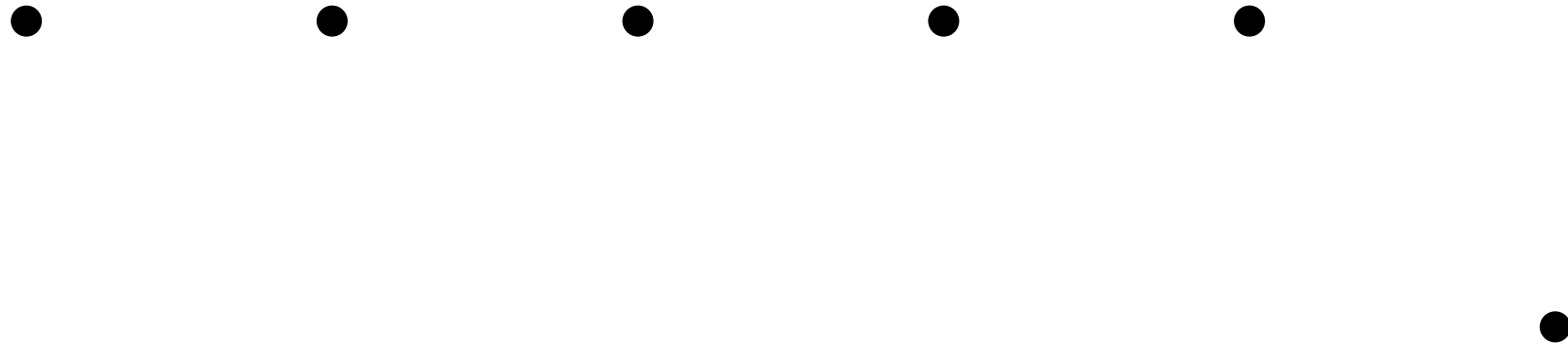
COLOR  
INTENSITY

# PRE-ATTENTIVE ATTRIBUTES



COLOR  
HUE

# PRE-ATTENTIVE ATTRIBUTES



SPATIAL POSITION  
2-D POSITION

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***FIND A BALANCE  
BETWEEN BEAUTY AND SCIENCE***



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***“WOW, THAT’S BEAUTIFUL...  
WHAT DOES IT MEAN?”***



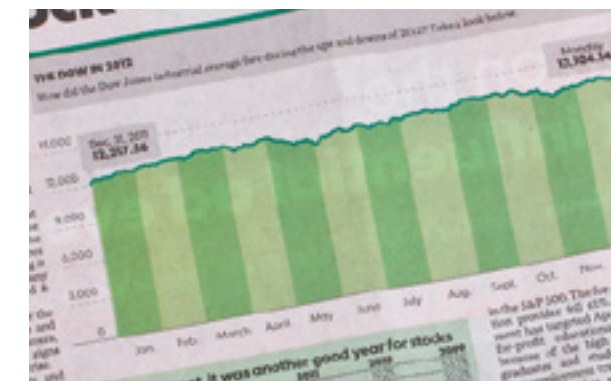


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***DEVELOP A UNIFIED  
VISUAL LANGUAGE***



As part of their recent rebranding, Column Five was commissioned by USA Today to create a style guide for the publication's use of infographic and data visualization elements. This new visual language would be used in both the printed paper and for interactive web graphics.





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***WHERE IT MAKES SENSE,  
UTILIZE TEMPLATES***



**VISAGE** REPORTS + New Report Asher W

New Report PREVIEW PUBLISH

**CHARTS** CHARTS

DATA IMAGES GRAPHICS THEMES SETTINGS

**CHART TYPES**

- Area Chart
- Donut Chart
- Grouped Horizontal Bar Chart

### WHAT'S MOST IMPORTANT WHEN SELECTING A COMMERCIAL INSURANCE CARRIER?

**OVERALL DEMOGRAPHICS**  
This data is derived from a poll of 86 LinkedIn users in the automotive industry.

**AGE GROUP**

Age Group	Percentage
18-24	52%
25-34	24%
35-44	13%
45-55	9%

**SENIORITY**

Group	Percentage
Group A	52%
Group B	24%
Group C	13%
Group D	9%

**MONTHLY DATA**

Month	Percentage
Jan	45%
Feb	21%
Mar	11%
Apr	7%
May	13%

**CHOOSE DATA**  USE SAMPLE  USE EXISTING

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***USE THE 'CORRECT' CHART  
TYPE GIVEN YOUR DATA***





## NOMINAL COMPARISON

This is a simple comparison of the quantitative values of subcategories. Example: Number of visitors to various websites.



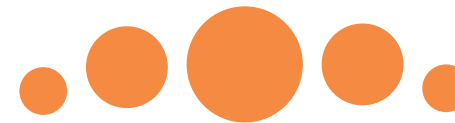
## DEVIATION

This examines how data points relate to each other, particularly how far any given data point differs from the mean. Example: Amusement park tickets sold on a rainy day vs. a regular day.



## TIME-SERIES

This tracks changes in values of a consistent metric over time. Example: Monthly sales.



## DISTRIBUTION

This shows data distribution, often around a central value. Example: Heights of players on a basketball team.



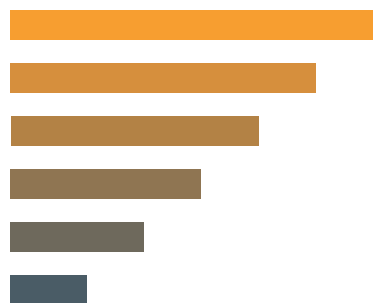
## CORRELATION

This is data with two or more variables that may demonstrate a positive or negative correlation to each other. Example: Salaries according to education level.



## PART-TO-WHOLE-RELATIONSHIPS

This shows a subset of data compared to the larger whole. Example: Percentage of customers purchasing specific products.



## RANKING

This shows how two or more values compare to each other in relative magnitude. Example: Historic weather patterns, ranked from the hottest months to the coldest.

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***USE CHARTS  
CORRECTLY***



**COLORING**

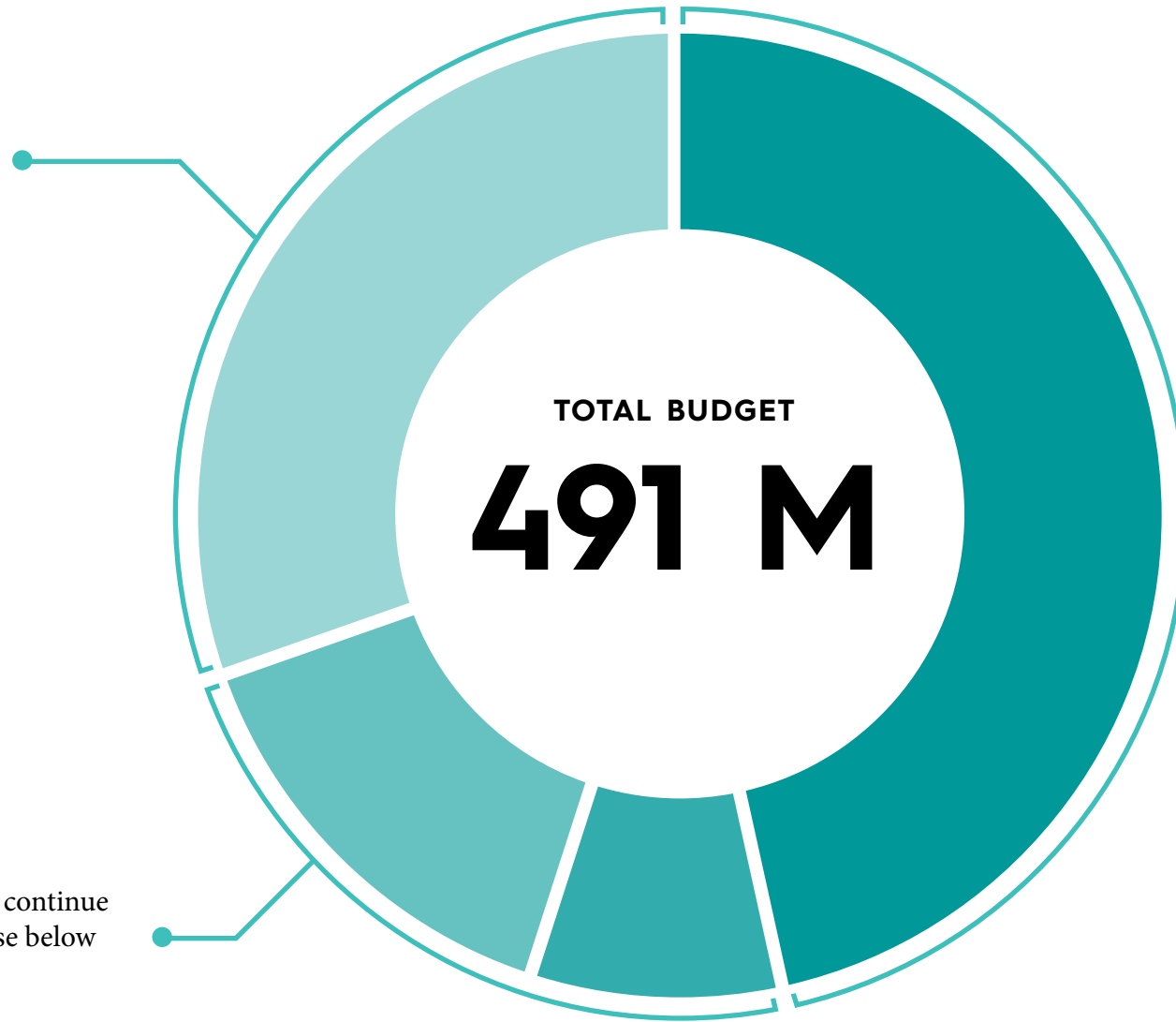
Pie charts should be monochromatic. Each slice should be a tint or shade of the same hue. A key should be used to define each color.



2nd-largest slice should originate from 12 o'clock and run counterclockwise.

Largest slice should originate from 12 o'clock and run clockwise.

Remaining slices should continue in order counterclockwise below the 2nd-largest slice.





— Don't use multiple pie or donut charts for comparison. (Stacked bar charts are ideal for this use.)

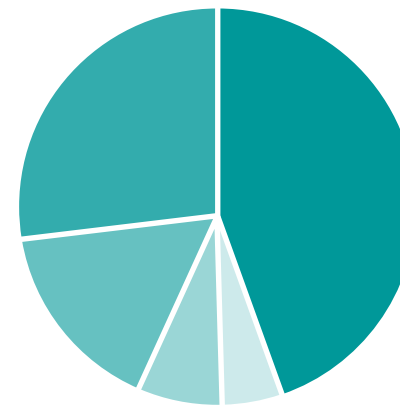


— Don't use too many slices (more than 7).



INNOVATION	50.0%
RESEARCH	34.0%
INTEGRITY	23.0%

— Don't chart data sets that do not add up to 100% (not part-to-whole relationship).



OTHER	46.3%
INNOVATION	30.0%
RESEARCH	14.9%
INTEGRITY	4.6%
OTHER	15.0%

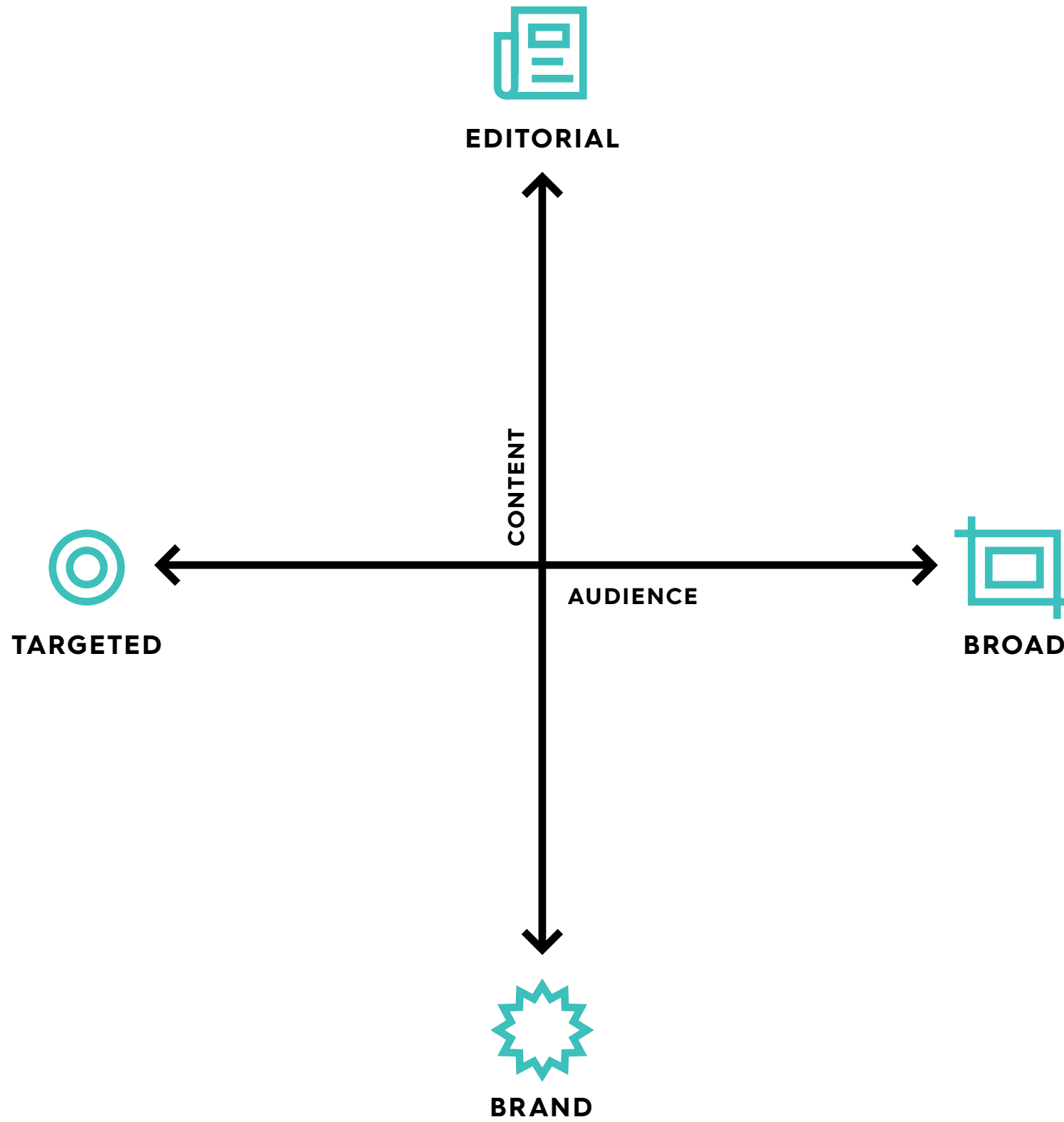
— Don't use an "other" category that represents a significant percentage of the chart (>15%).

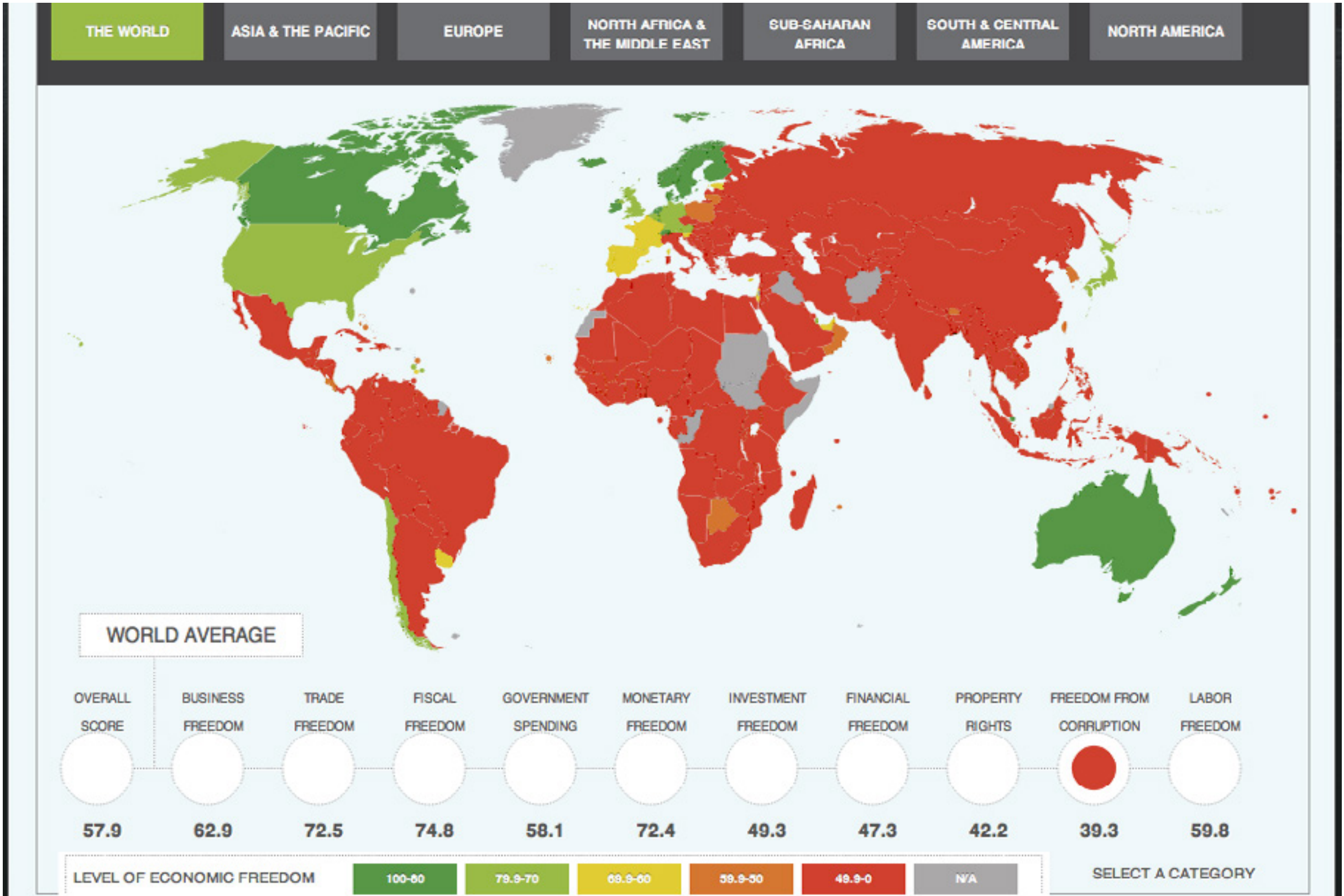
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***LET THE COMMUNICATION  
OBJECTIVES AND THE CONTENT  
INFORM THE DESIGN***









# MANAGING THE COST OF DUAL ELIGIBLES

## How the States Will Implement a Cost-Effective Strategy

In 2011, the total cost of care for dual eligibles was \$319.5 billion. To address these unmanageable costs, the Centers for Medicare and Medicaid Services (CMS), acting through the Medicare-Medicaid Coordination Office and the Center for Medicare and Medicaid Innovation (CMMI), created a demonstration opportunity for states to implement a cost effective model of care that improves care coordination and alignment across the Medicare and Medicaid programs. We take a look at the pending proposals.

**15 percent** OF MEDICAID ENROLLEES ARE QUALIFIED, BUT ACCOUNT FOR **39 percent** OF ALL MEDICAID SPENDING.

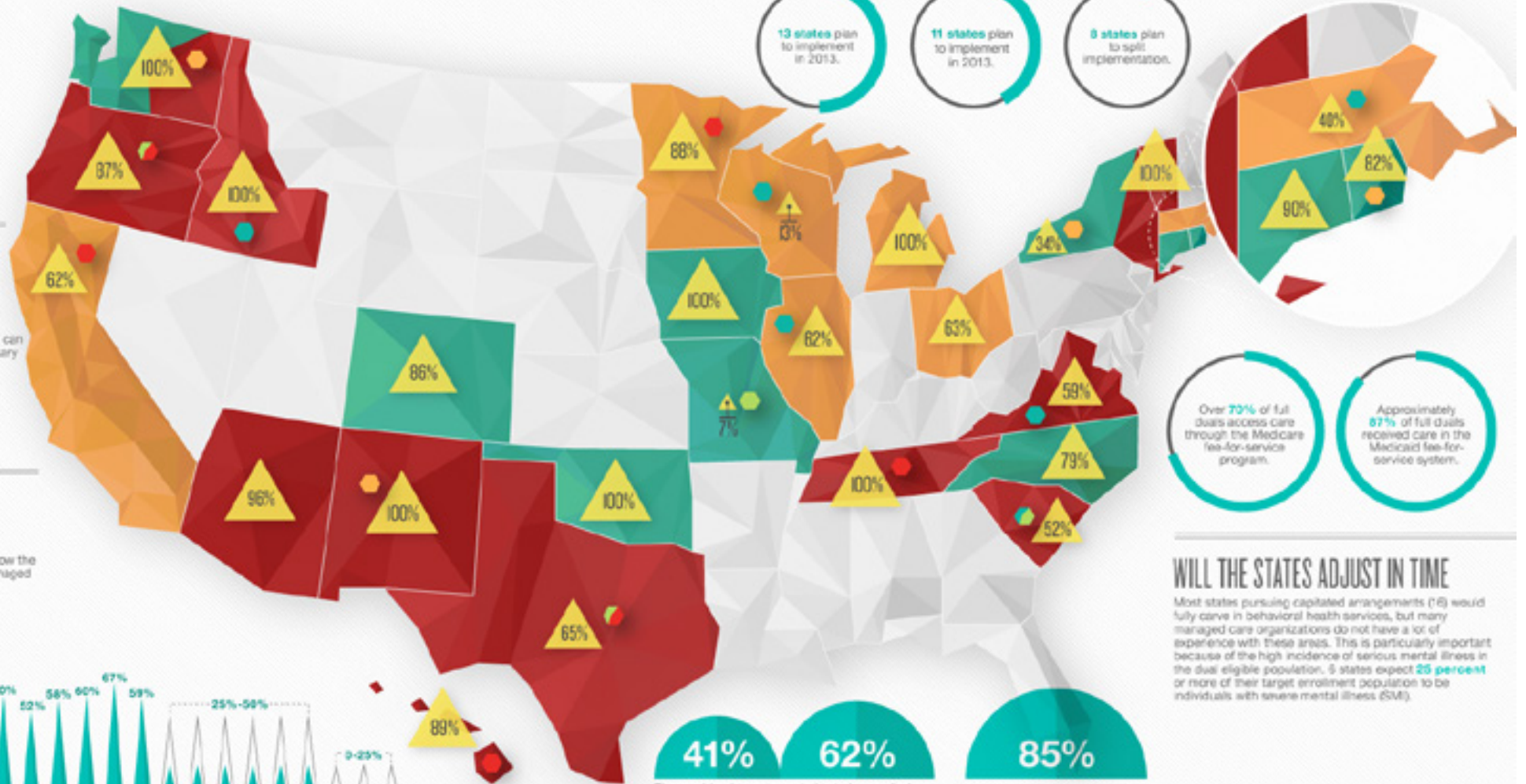
**16 percent** OF MEDICARE ENROLLEES ARE QUALIFIED, BUT ACCOUNT FOR **27 percent** OF ALL MEDICARE SPENDING.

### THE OPTIONS STATES PLAN TO PURSUE

25 states submitted proposals to integrate the delivery of, and payment for, Medicare- and Medicaid-covered services for dual eligibles. The states have an option of pursuing a capitated arrangement or a managed FFS, or both.

- CAPITATED ARRANGEMENT**
  - IMPLEMENTATION 2013
  - IMPLEMENTATION 2014
- MANAGED FFS ARRANGEMENT**
  - IMPLEMENTATION 2013
  - IMPLEMENTATION 2014

- States that require significant Medicaid MCO and D-SNP experience
- States that require significant Medicaid MCO experience, and potentially limited Medicare Advantage (D-SNP) experience.
- States that are opening the demonstration to all plans that can demonstrate their ability to meet requirements (not necessary to have Medicaid or Medicare Advantage experience).
- States that exclude individuals residing in nursing facilities or other institutional settings.
- Percent of each state's dual eligible population covered.



### CHANGE IS COMING

Dual eligibles in states with high Medicare and Medicaid FFS enrollment will experience a more significant shift as they will experience managed care for the first time. Here is a look at how the 20 states pursuing a capitated-only or both capitated and managed FFS arrangement are expected to shift.



SOURCES: URBAN.DRG | HHS.GOV | AVALERE.COM

**41%** The combined target population to be enrolled under these proposals will be 2.36 million, which is **41 percent** of the 7.1 million full-benefit duals nationwide and **62 percent** of full-benefit dual eligibles in the participating 25 states.

**62%**

**85%** Of the 2.98 million duals targeted for the demo, 2.53 million (**85 percent**) will be enrolled in states pursuing capitated-only or combined capitated and managed FFS arrangements.

### WILL THE STATES ADJUST IN TIME

Most states pursuing capitated arrangements (16) would fully carve in behavioral health services, but many managed care organizations do not have a lot of experience with these areas. This is particularly important because of the high incidence of serious mental illness in the dual eligible population. 5 states expect **25 percent** or more of their target enrollment population to be individuals with severe mental illness (SMI).



THANK  
YOU.

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