**BACKGROUND**

The human brain processes images 60,000 times faster than it processes text. Human beings process visual information more effectively and efficiently than text. An important practice improvement for CME/IME providers in reporting evaluation/outcomes data to a supporter or in the creation of an eLearning tool is the visualization of your data to the learner. With the evolution of technology and the decreasing attention span of humans, we strive to motivate retention of knowledge by utilizing the ABCs of data visualization.

**FUN FACT**

Humans have a lower attention span than a goldfish! The human brain processes images 60,000 times faster than text, hence infographics are a simple and succinct way to connect with your stakeholders and create impact to effectively educate or highlight outcomes in education.

**APPROPRIATE USE OF COLOR AND WHITE SPACE**

Data visualization plays a key role in the effective retention of knowledge and outcome results.

**Key Topics:**
- Use of Color & White Space
- Graphical Representation
- Infographics
- Using Icons, Colors, and Charts to Tell the Story

**CREATING VISUALLY INTERESTING AND SUCCINCT INFOGRAPHICS**

Don’t make your viewer work to understand your chart, it should be intuitive.

Be intentional in the use of color:
- Use color to highlight key points in your data which you would like the audience to focus on.
- Use recognizable branding colors for your organization in outcomes reporting and evaluation analysis.

Intentional use of space:
- Use your title to reinforce the key takeaways of your graph.
- Remove unnecessary tick marks, axes lines, border lines, and labels.
- Arrange your data thoughtfully and label it appropriately.

Use of white space:
- Creates separation and avoids clutter.
- White space is attractive to the eye.
- Creates balance.
- Improves readability, therefore increasing comprehension.

**BASIC CHART CHOICES**

Using the Correct Chart Type

<table>
<thead>
<tr>
<th>Remember this important number</th>
<th>Compare 2 or more things</th>
</tr>
</thead>
<tbody>
<tr>
<td>55%</td>
<td>30%</td>
</tr>
<tr>
<td>Red/Green</td>
<td>Blue/Orange</td>
</tr>
<tr>
<td>Bar/Column</td>
<td>Side/Stack</td>
</tr>
</tbody>
</table>

**DATA VISUALIZATION ABCs IN eLEARNING**

The Power of Visuals in eLearning

**CONCLUSIONS**

Incorporating data visualization concepts into your daily practice when creating outcomes or evaluation reports, as well as eLearning concepts is a proven way for retention of information. Because the human brain processes visual information more effectively and efficiently than text, this is a clear practice improvement concept that will lead to a more effective communication to your key stakeholders.

**REFERENCES**


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