PROPOSAL DEVELOPMENT WORKSHOPS:
CREATING A CULTURE OF PROPOSAL SUCCESS

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To **REGISTER** and view the Proposal Development Workshop series, visit: https://researchacademy.asu.edu/events/pdw1

GENERAL INFO

Presented by: Vince Alrich

Date: Tuesday, February 1, 2022

Time: 3:30pm - 4:30pm

PROPOSAL LAYOUT AND GRAPHICS - WORKSHOP #8

Leave this workshop inspired to communicate your research ideas more effectively in your proposal.

Are you intimidated by graphics? Do you lack creative flair? Let's learn the importance of leveraging graphics for impactful proposals.

Graphics are one of the most effective ways to persuade the audience to select your solution. Graphics convey both facts and emotion, equally important aspects of effective persuasion. Proposals can be very text heavy and data driven, which can overwhelm the audience. To keep the audience engaged and strengthen research, it is essential to adhere to data visualization best practices. Data visualization should be useful, visually appealing and never misleading. Applying some basic principles of design—balance, contrast, hierarchy and color—will result in a cohesive visually appealing proposal.

Although there may be challenges and certain rules that may restrict design abilities, learning these in advance will save time and meet the requirements for success. Whether it's a chart, graph, infographic or map, innovative client-focused graphics with proper layout techniques often make the difference between average and excellent proposals.

Attend this webinar if you're interested in learning more about how to successfully execute a proposal with proper layout technique and clean-cut innovative graphics

OFFICE HOURS

Friday, February 11, 2021 | 2:30pm - 4:00 pm

During office hours, we will have the opportunity to review these and other tips and tricks for bolstering proposal text to keep the reader engaged.

Attend office hours anytime, no need to RSVP! Join office hours directly at http://bit.ly/ASU-RD-Events