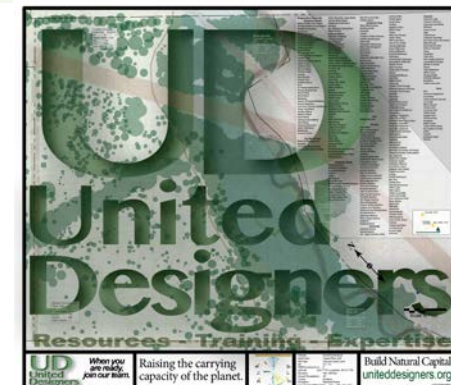
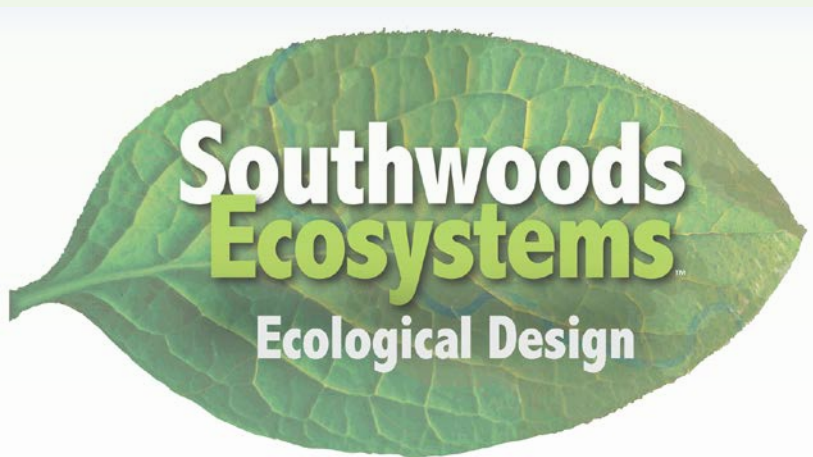
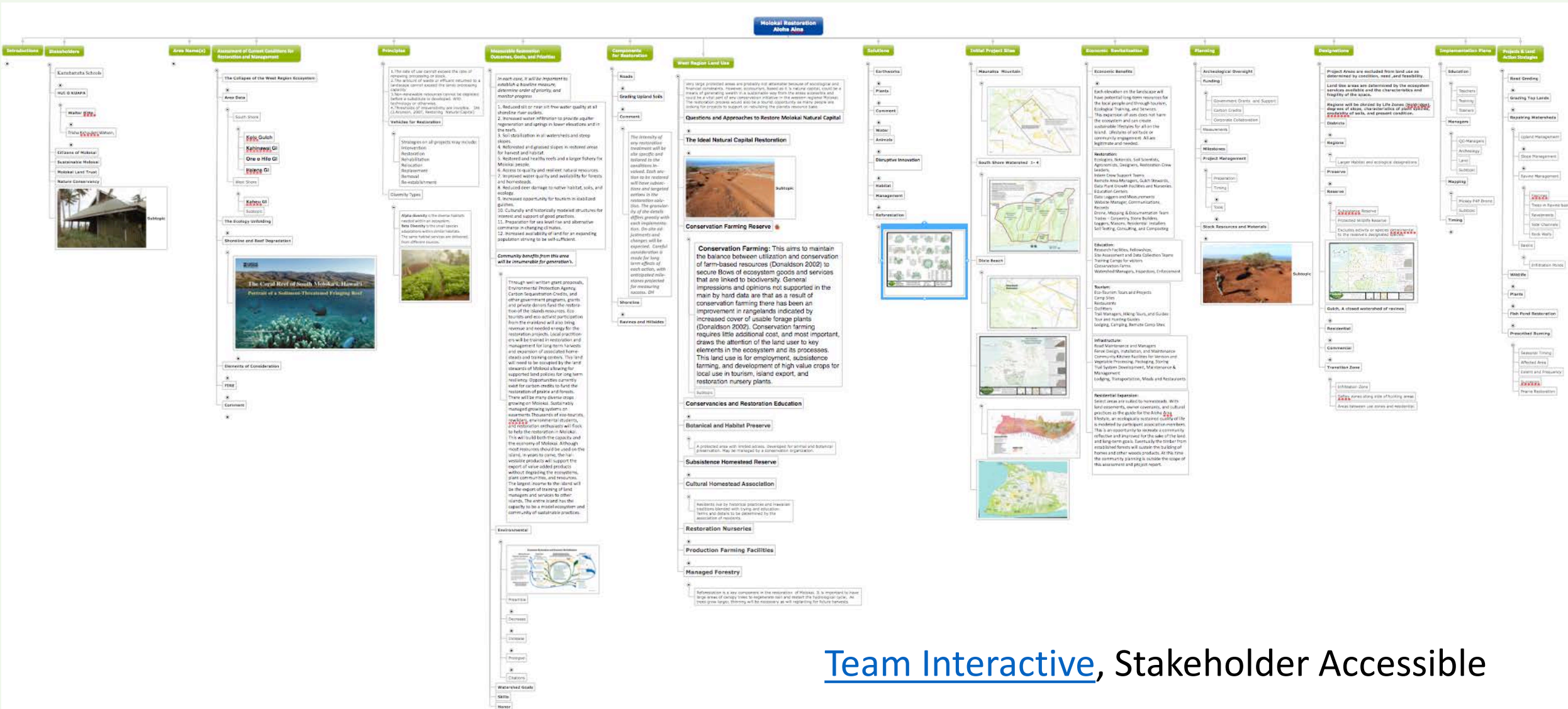


Visualizing Strategy for Stakeholder Engagement and Buy-In

Daniel Halsey



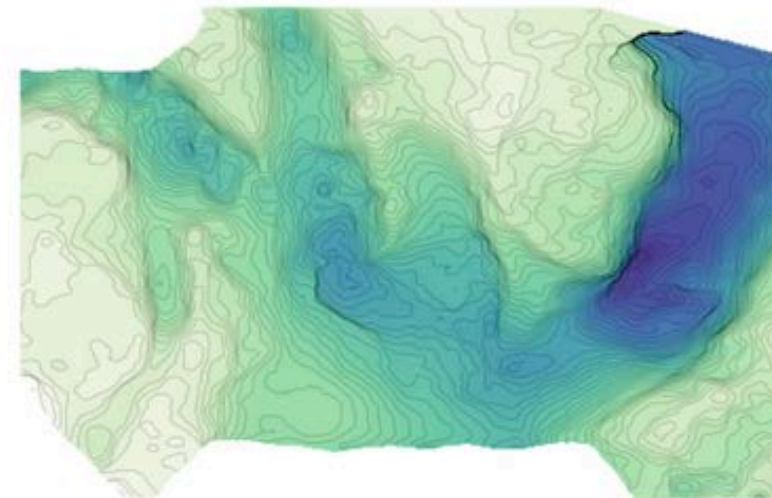
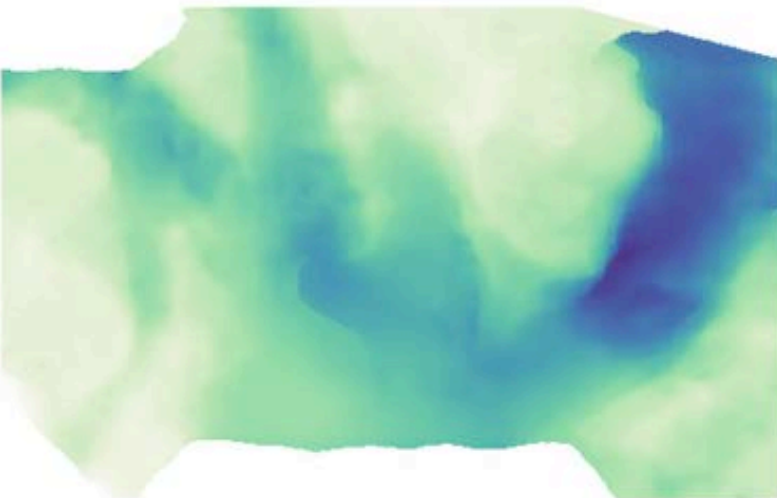
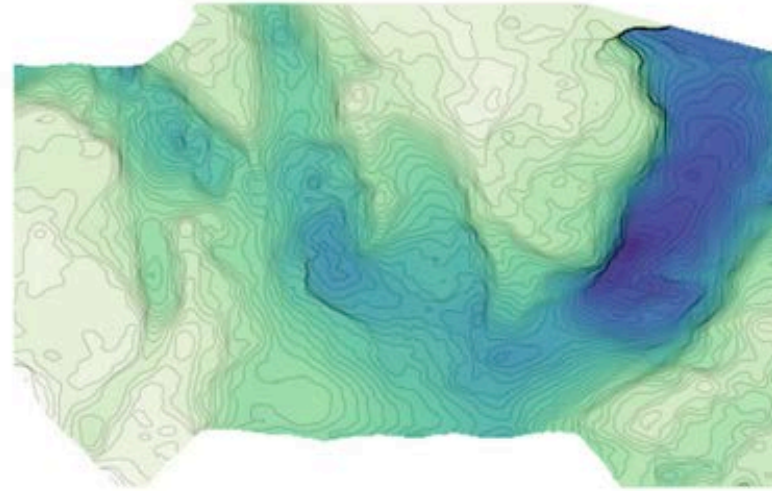
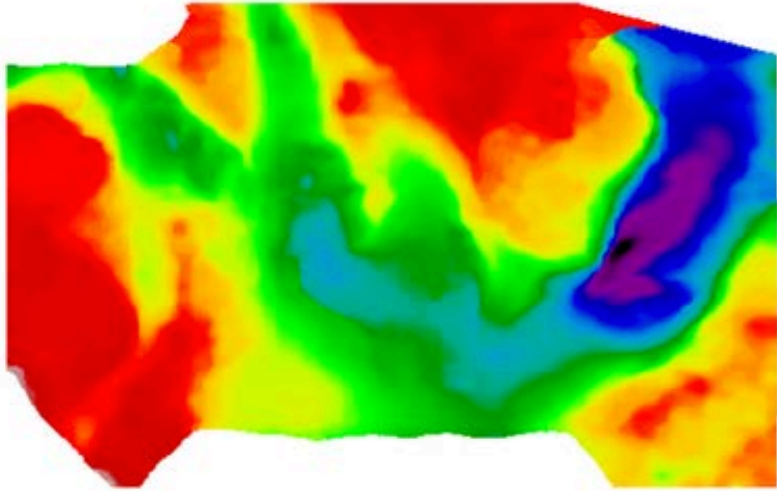
Mind Mapping and Web Access Reporting



Team Interactive, Stakeholder Accessible

No more Rainbows!

Matt Hall, Agilescientific.com



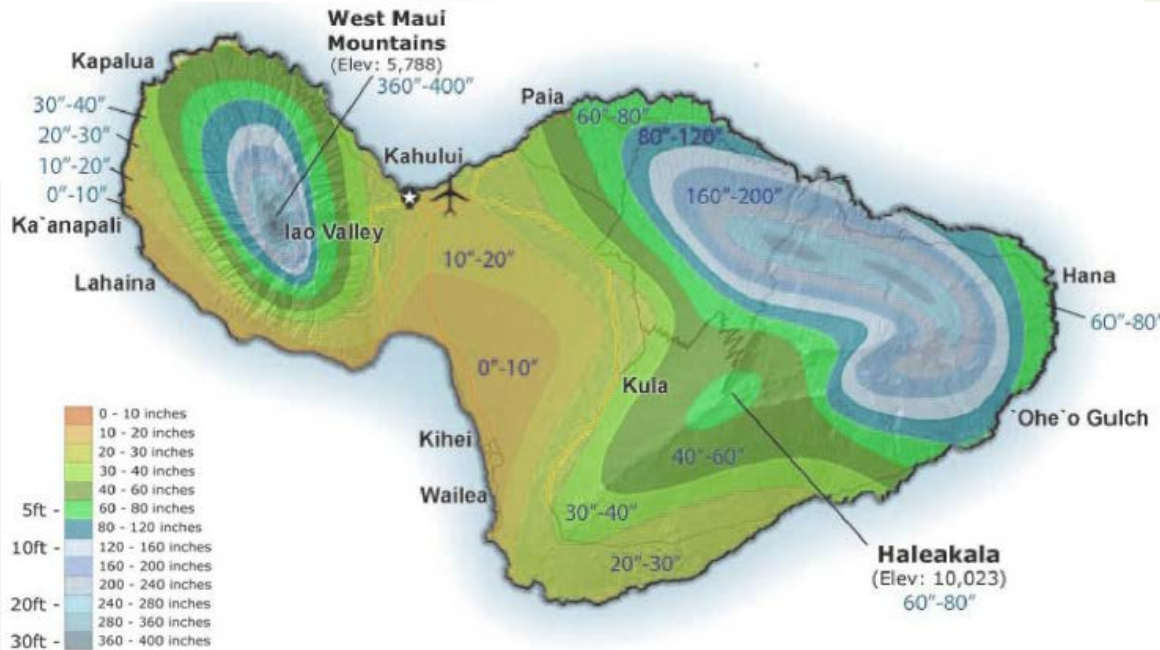
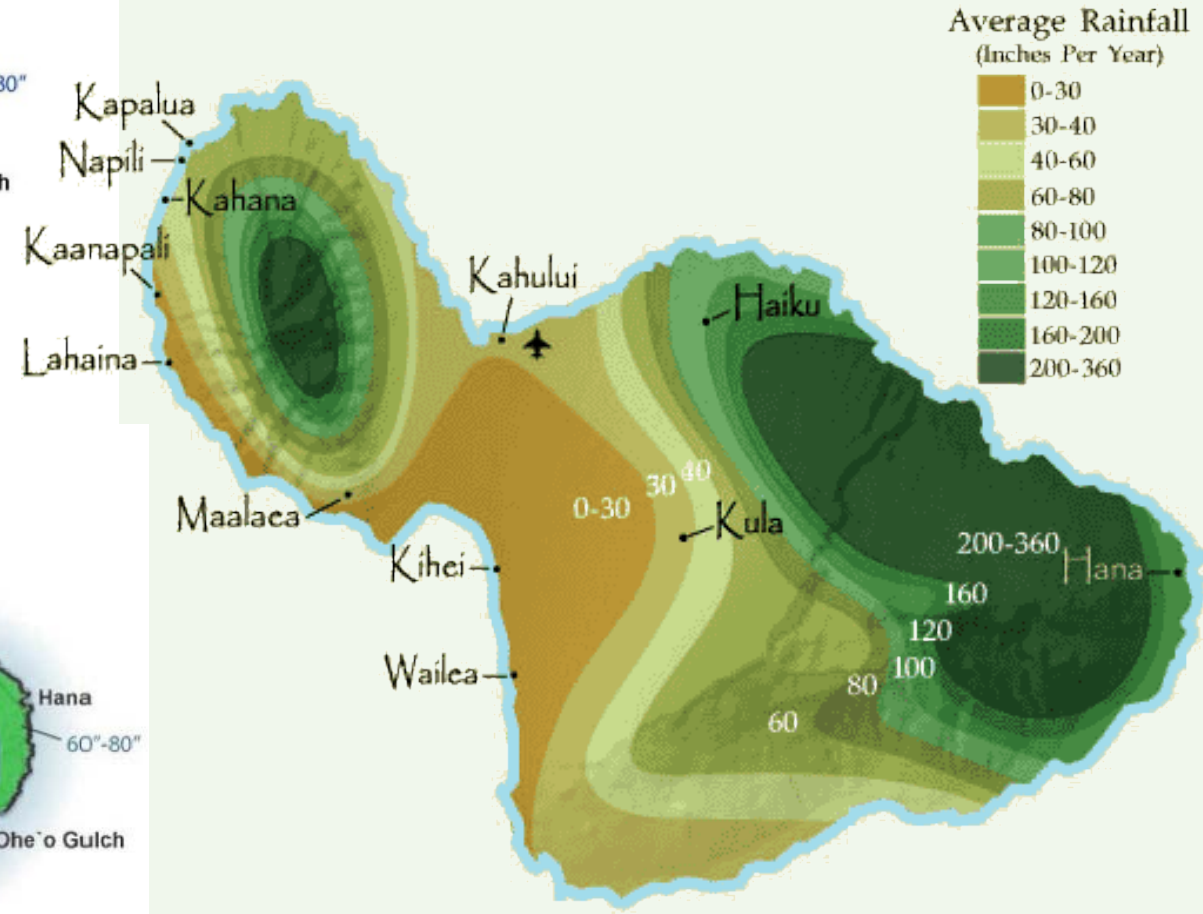
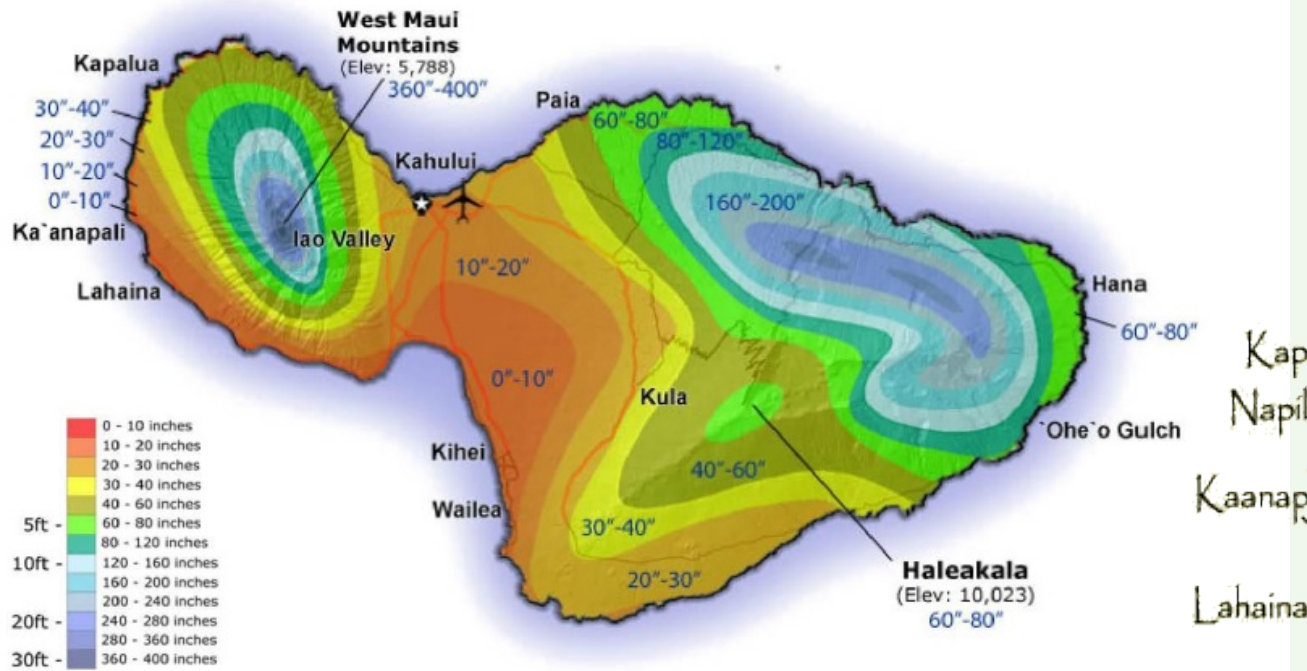
"The rainbow color map can significantly reduce a person's accuracy and efficiency"

Borkin et al. (2011)

[Why should engineers and scientists worry about color?](#) Bernice Rogowitz and Lloyd Treinis

**Visual Explanations:
Images and Quantities,
Evidence and Narrative**
Edward Tufte

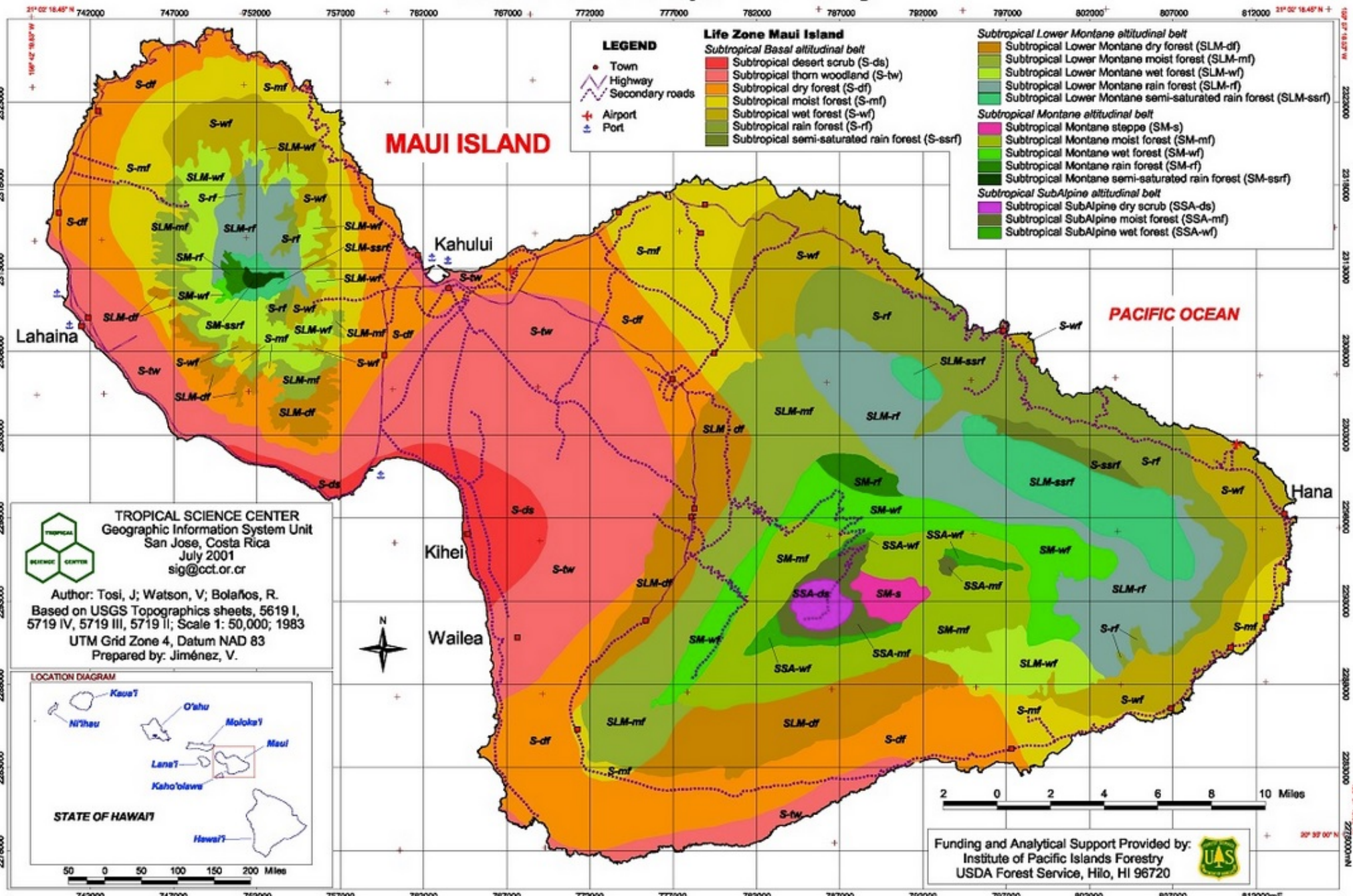
Hue and Saturation



Transparency allows for underlying data to appear.

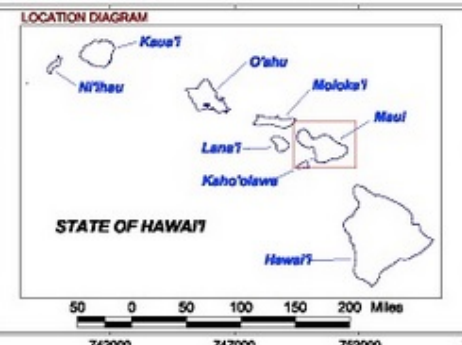
Life Zone Map of Maui

Based on the World Life Zone System of L. R. Holdridge



TROPICAL SCIENCE CENTER
Geographic Information System Unit
San Jose, Costa Rica
July 2001
sig@cct.or.cr

Author: Tosi, J; Watson, V; Bolaños, R.
Based on USGS Topographics sheets, 5619 I,
5719 IV, 5719 III, 5719 II; Scale 1: 50,000; 1983
UTM Grid Zone 4, Datum NAD 83
Prepared by: Jiménez, V.



Funding and Analytical Support Provided by:
Institute of Pacific Islands Forestry
USDA Forest Service, Hilo, HI 96720

Custom [dropdown] [gear icon] [OK] [Cancel]

Hue: [input: +40]

Saturation: [input: -38]

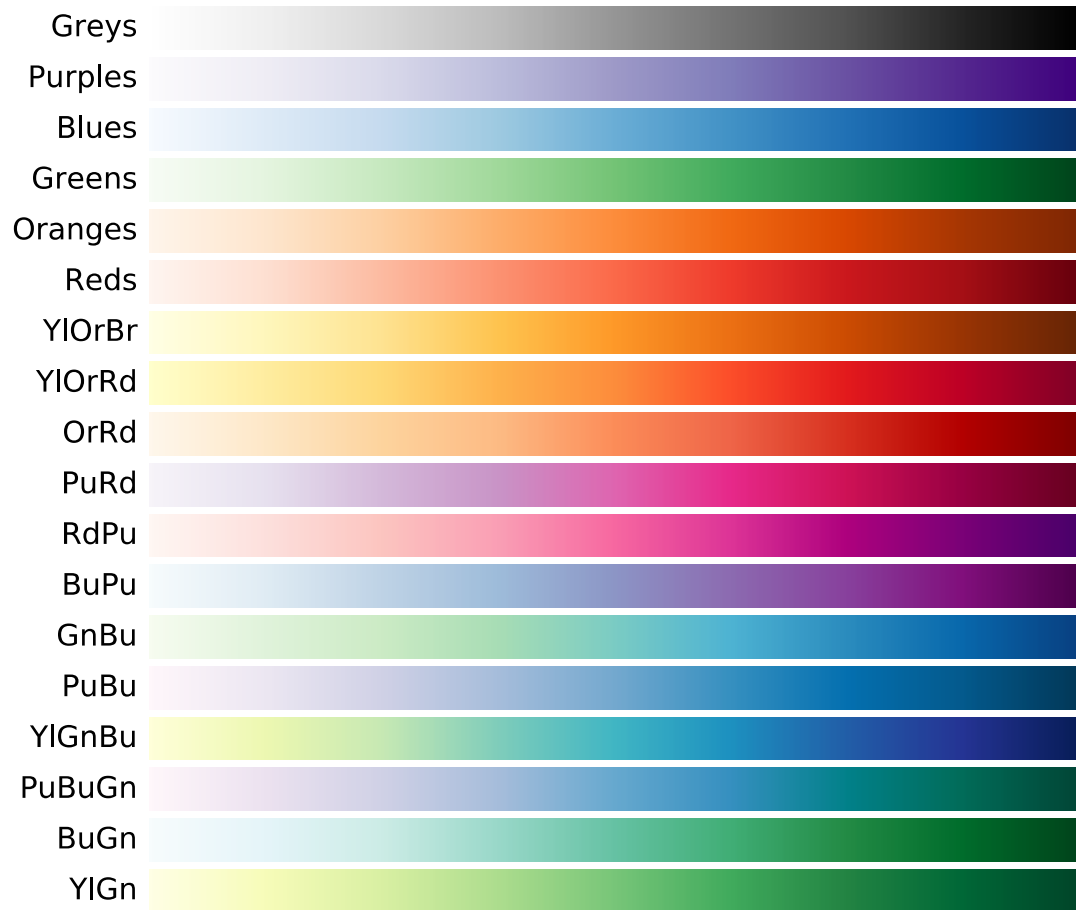
Lightness: [input: +24]

Colorize Preview

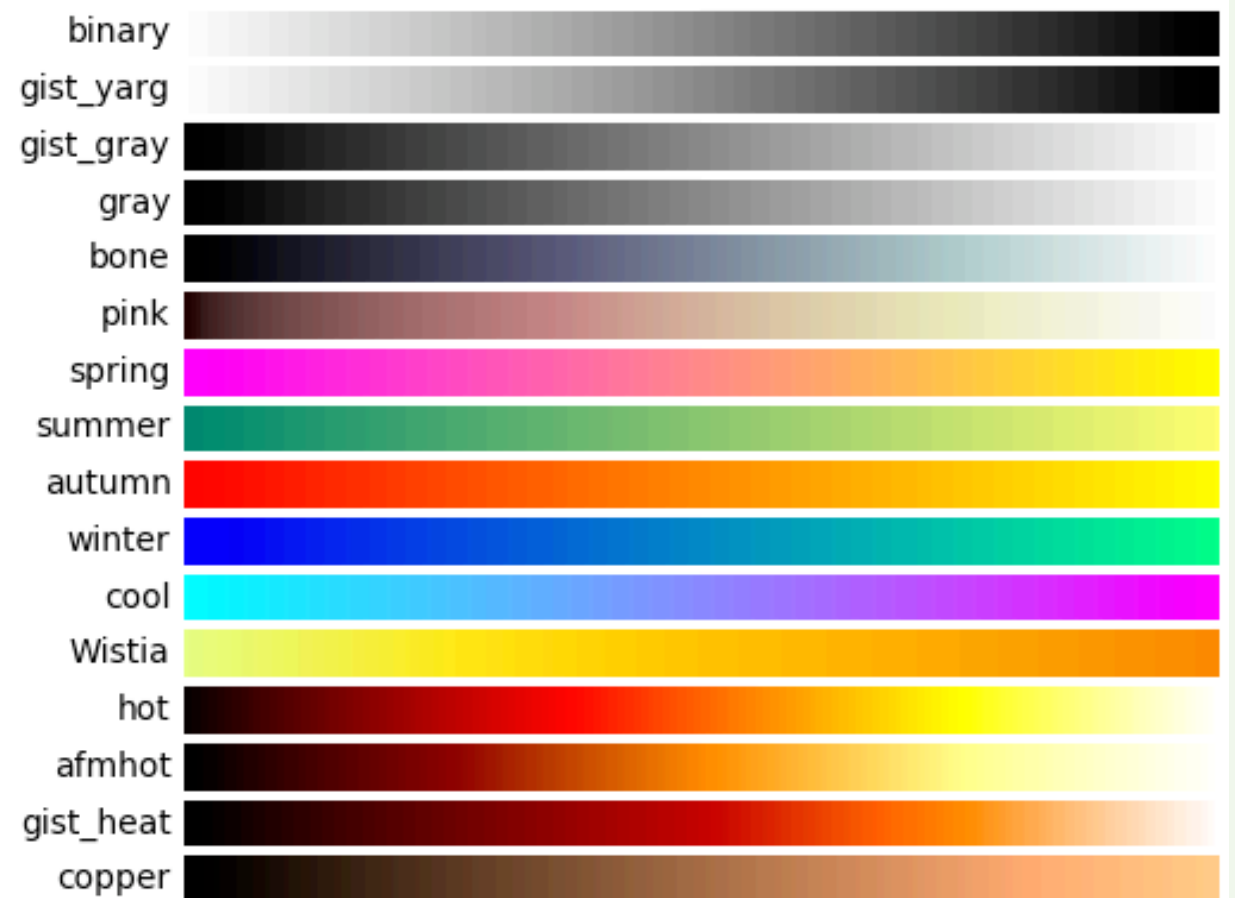
Emphasis
on Depth
& Detail
vs
Noise &
Clutter

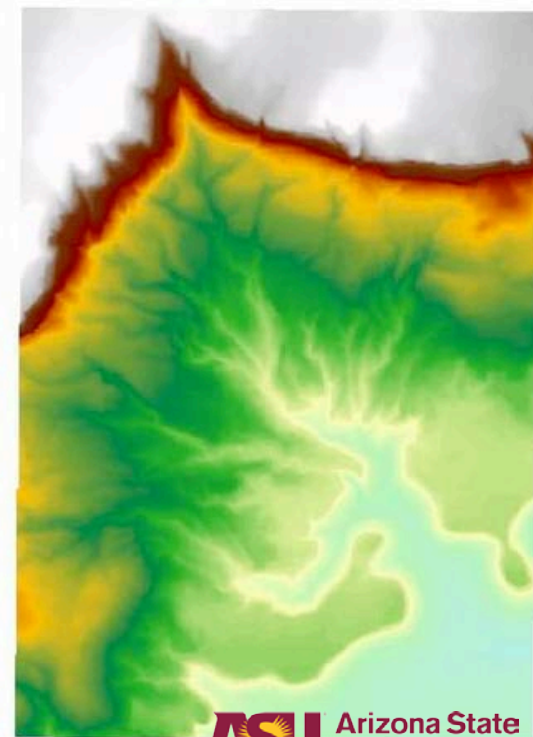
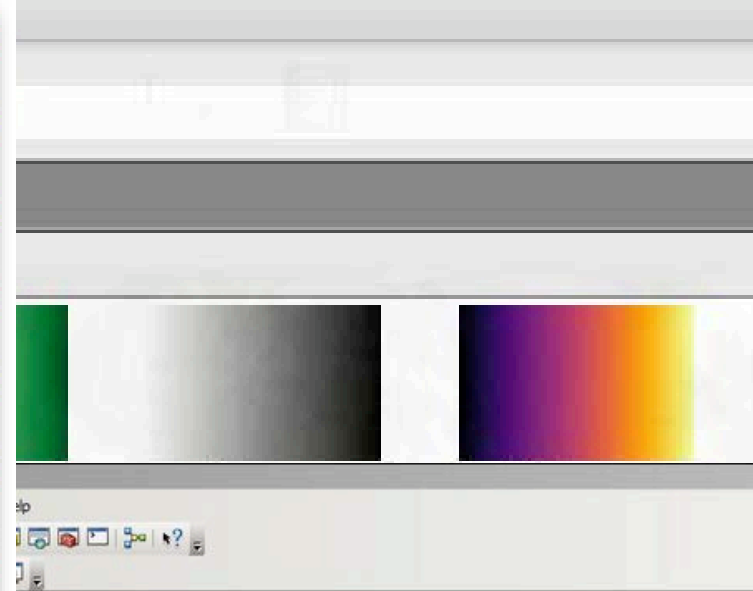
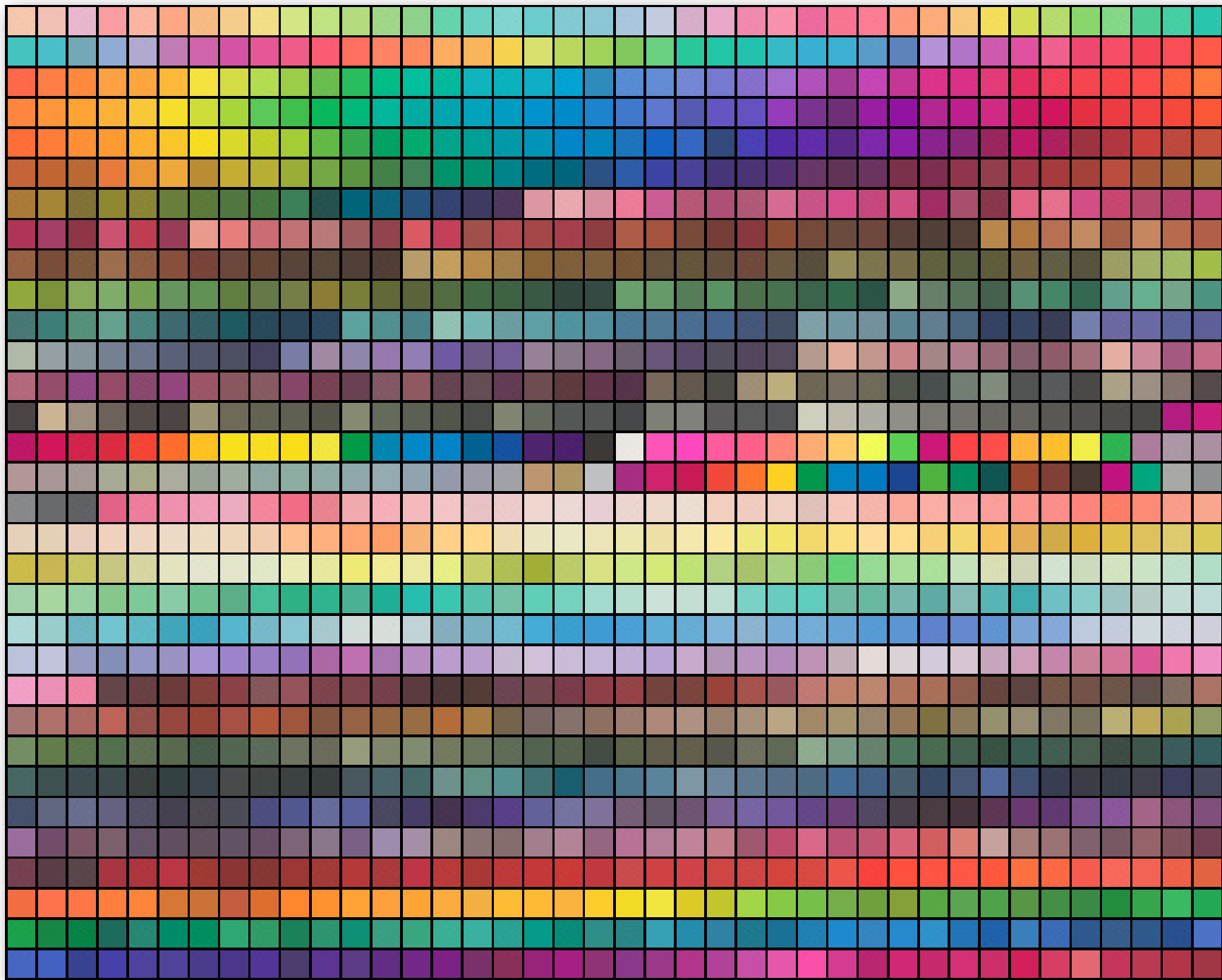
https://matplotlib.org/examples/color/colormaps_reference.html

Sequential colormaps

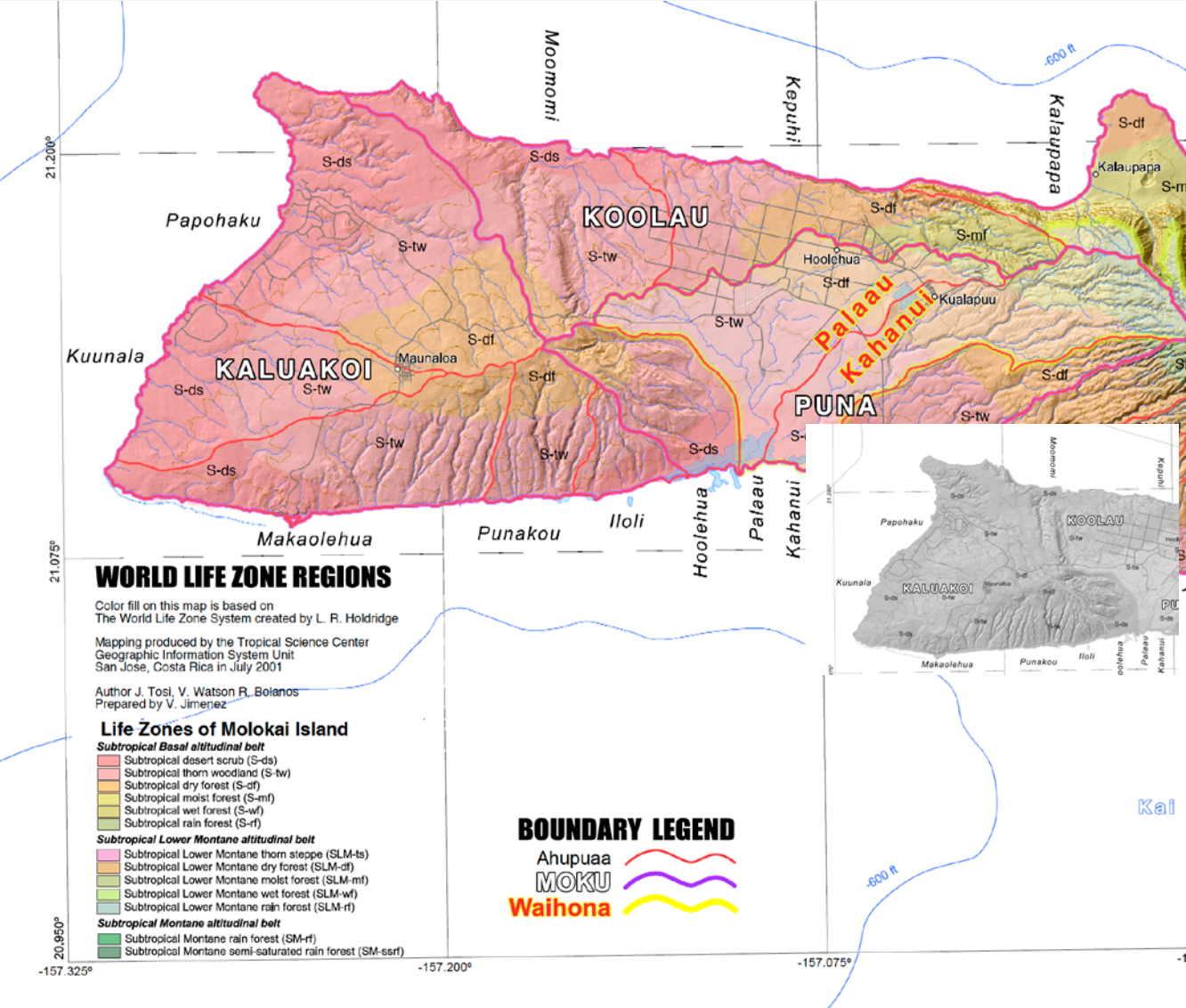


Sequential (2) colormaps





Functional Color Palette



"kona" (leeward) and "koolau" (windward) moku. More than one island has a "puna" district - a place of spring water; and more than one island has a "pali" moku - north or northwestern facing cliffs. These characteristics make the ahupuaa in general hotter, dryer and flatter in the kona moku and cooler, wetter and steeper in the koolau moku.

HUI O KUAPA
 kaniakani mo'okai

Landform: Island, Volcanic
Soil Type: Loam and Eroded Basalt
pH: 5.2 - 6
Growing Zone: 10A - 12A
Latitude: 21°N
Elevation: 0 - 1,500 feet
Annual Precipitation: 25 inches
Prevailing Winds: Easterly
Total Area: 57,900 Acres

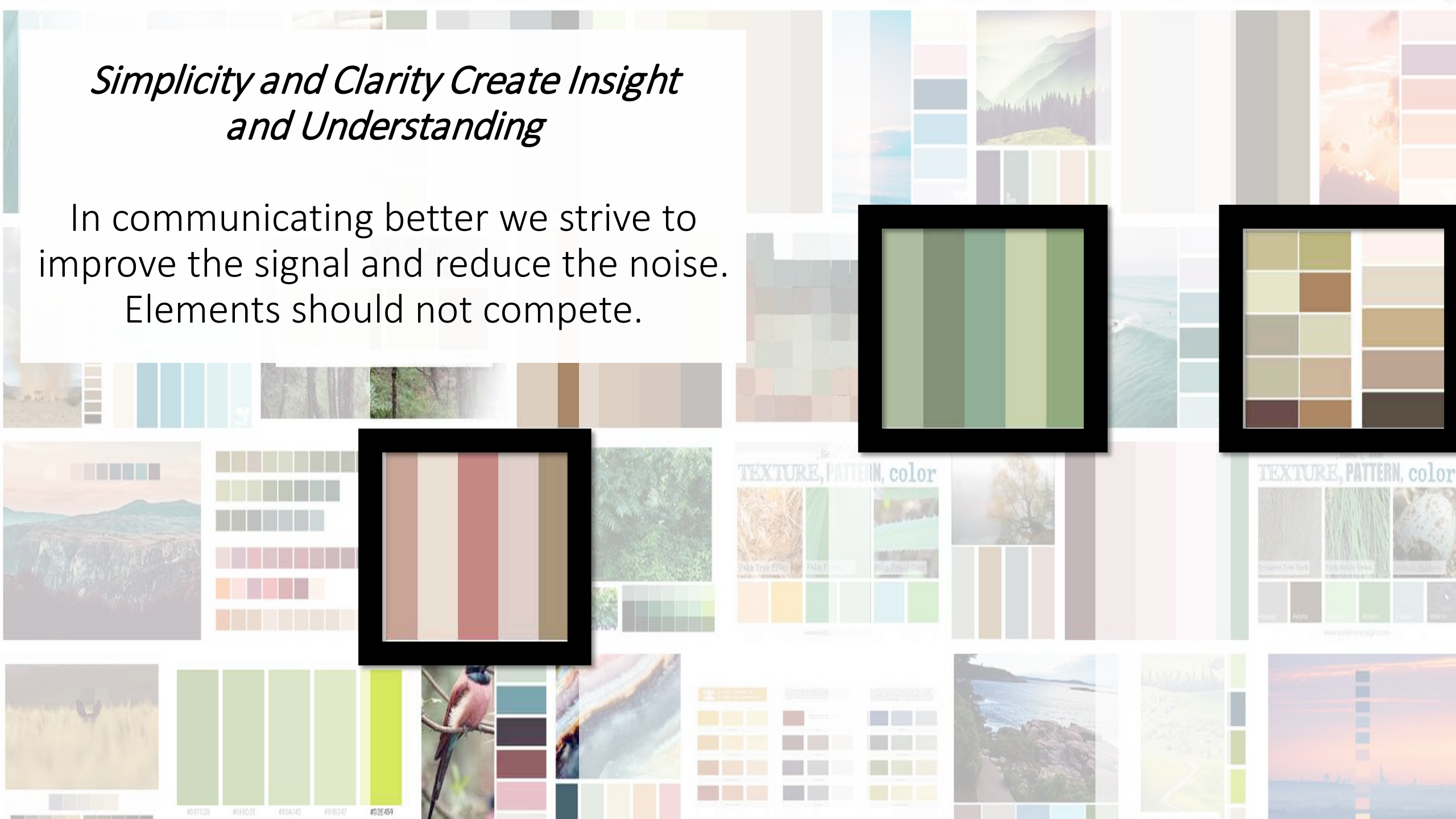
Southwoods Ecosystems
 Ecological Design

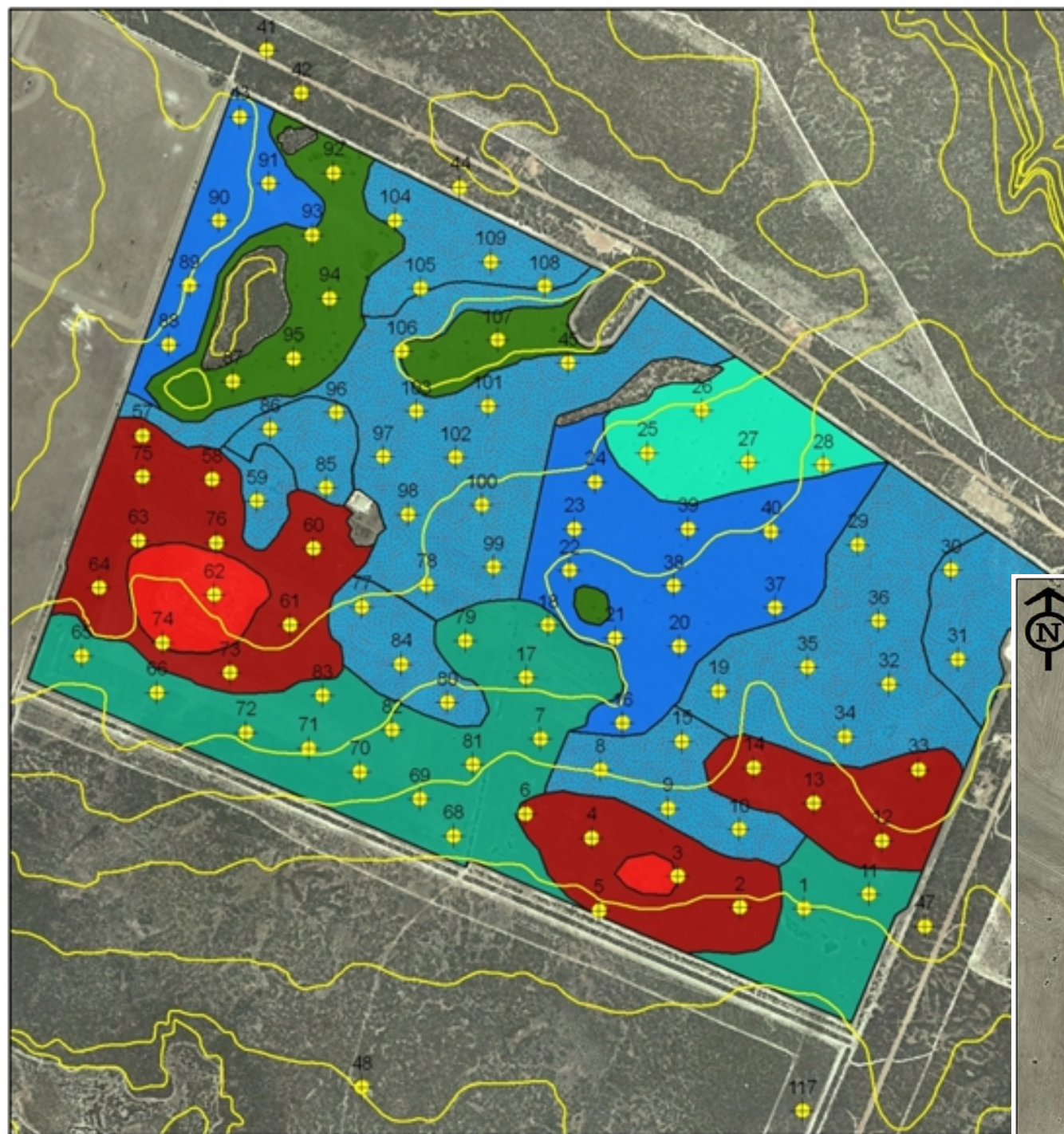
Ecological and Economic Restoration
 Molokai, Hawaii, USA

Designer: Daniel Halbey
 #01, 612-720-5901
 email: dhal@swcenter.com
 Southwoodcenter.com

Simplicity and Clarity Create Insight and Understanding

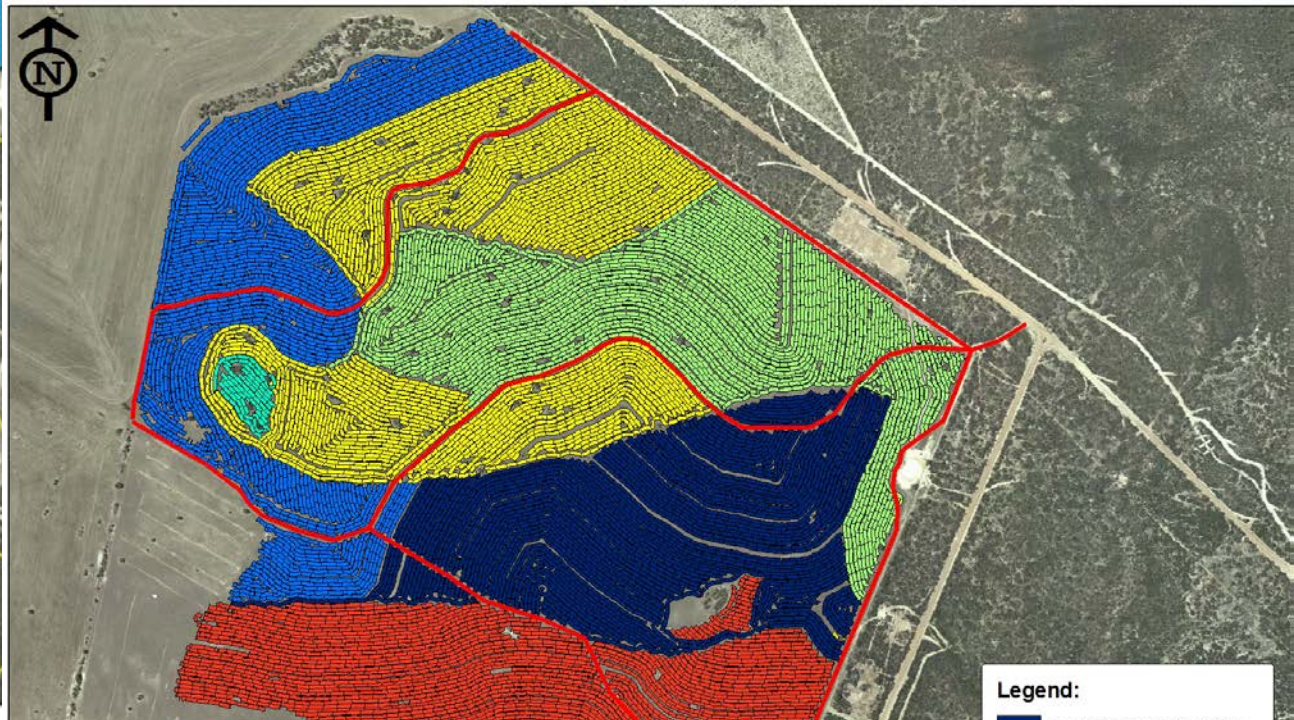
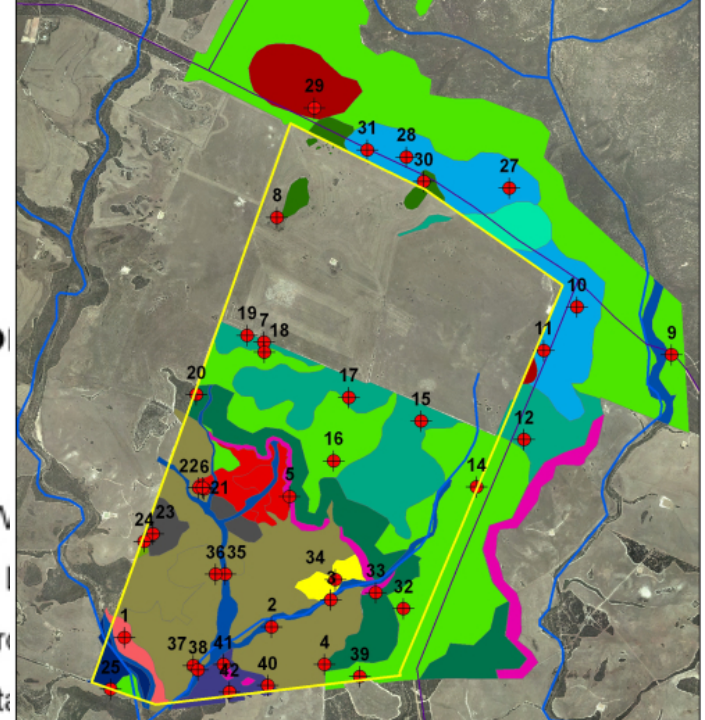
In communicating better we strive to improve the signal and reduce the noise. Elements should not compete.



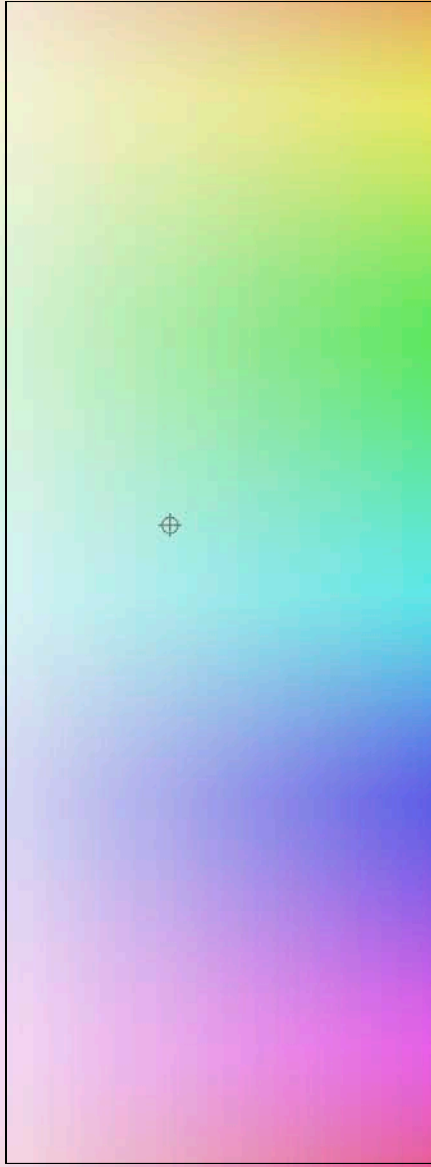


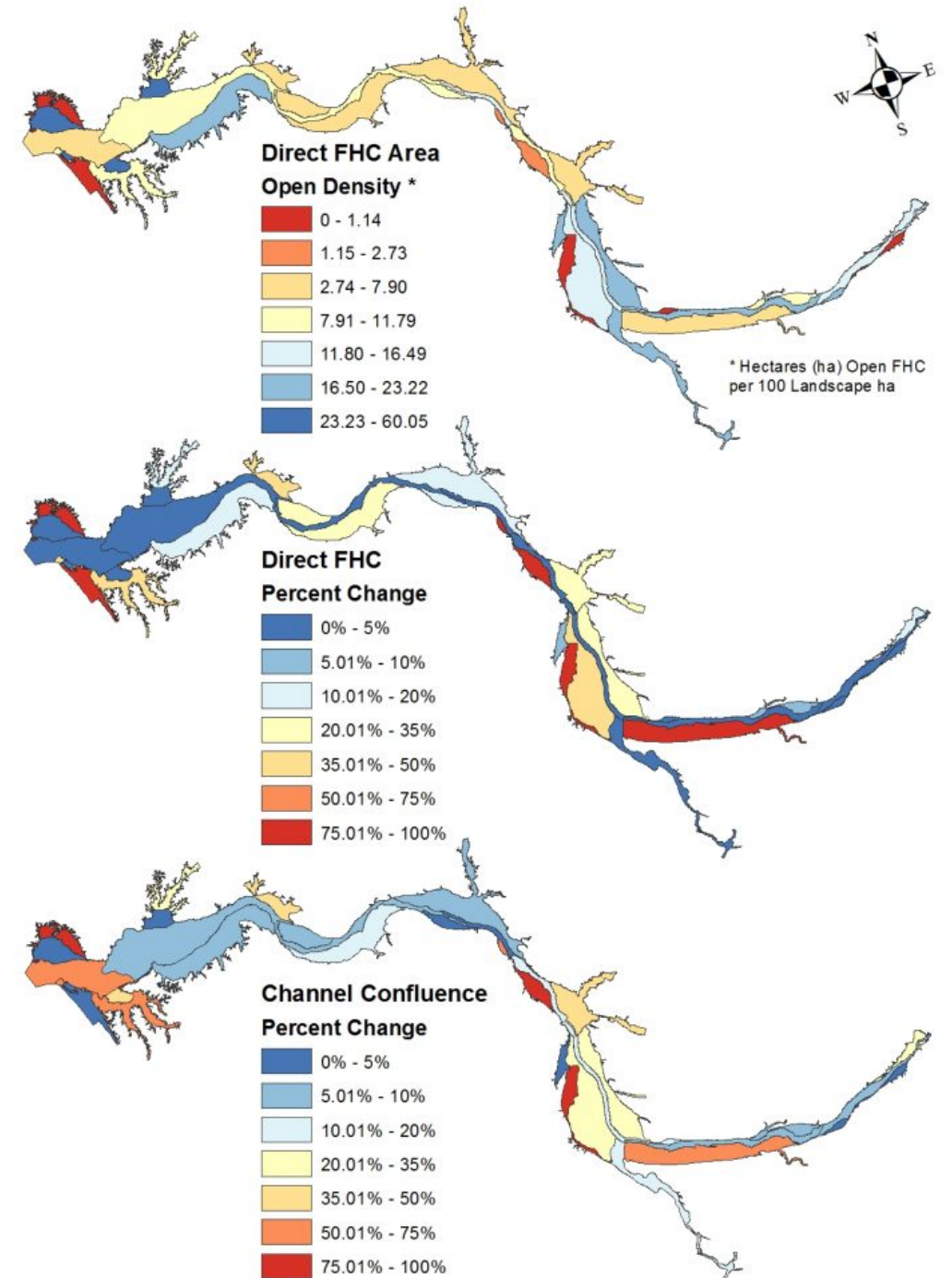
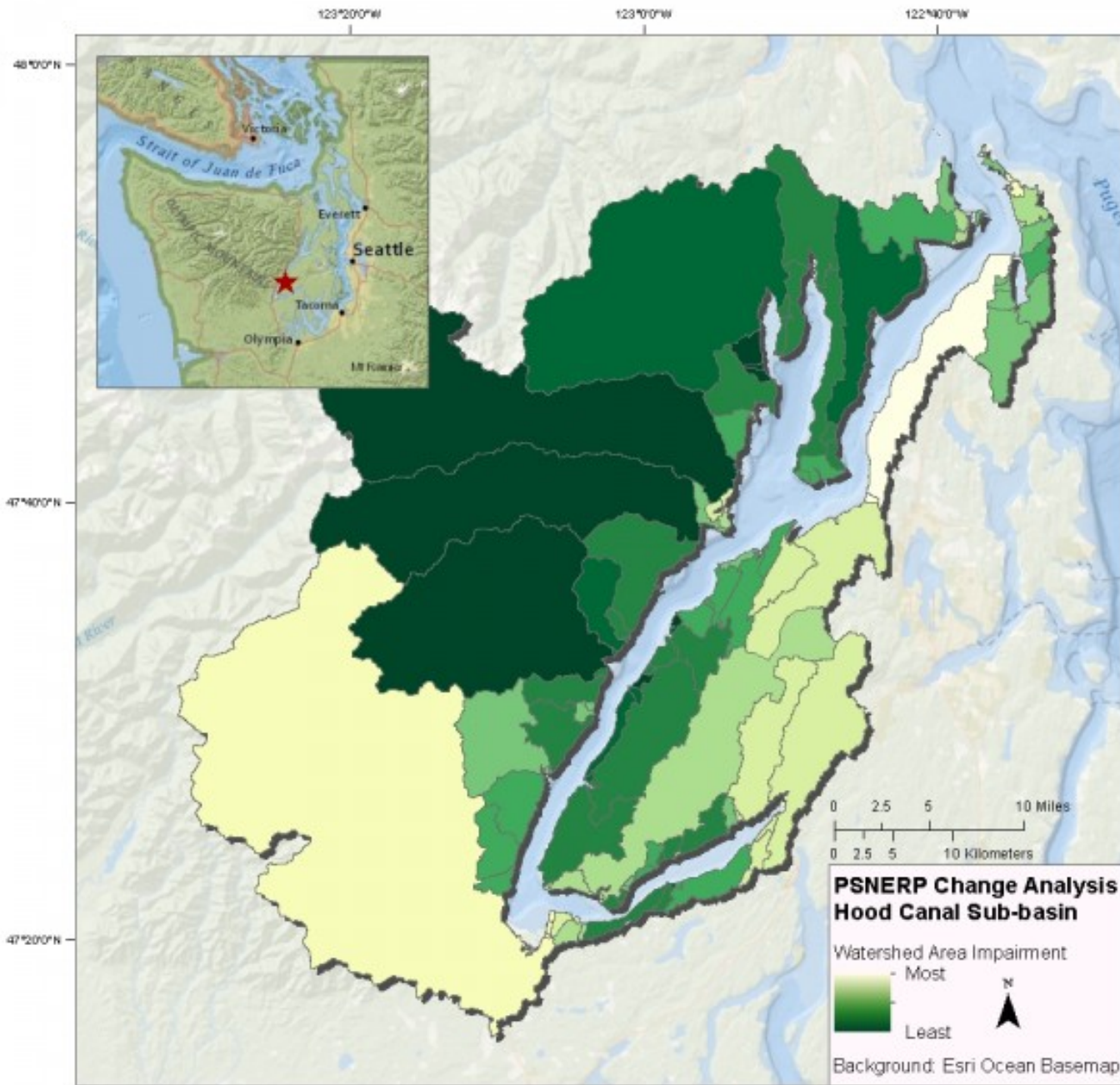
Monjebup N Restoration Systems

- B. media E. falcata
- E. occidentalis Swamp W
- B. media E. pleurocarpa l
- B. media E. falcata D. cir
- E. vergrandis, E. annulata



Legend:





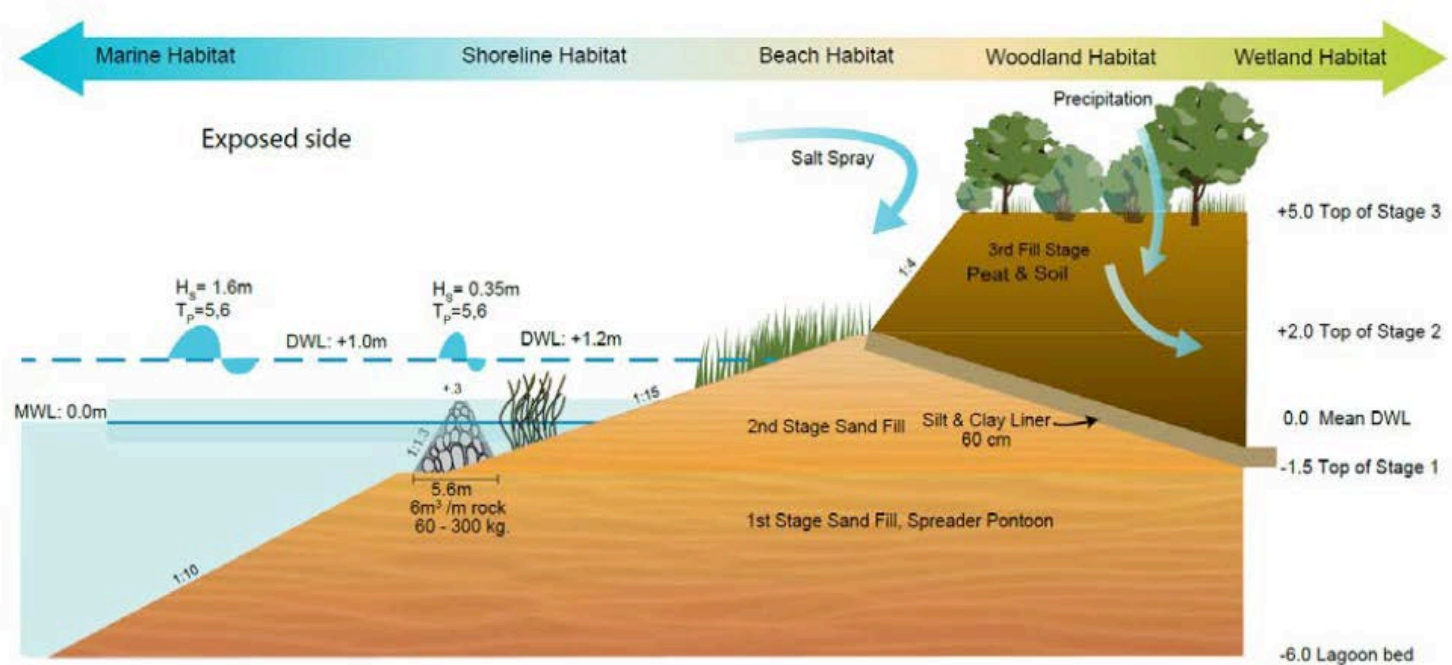
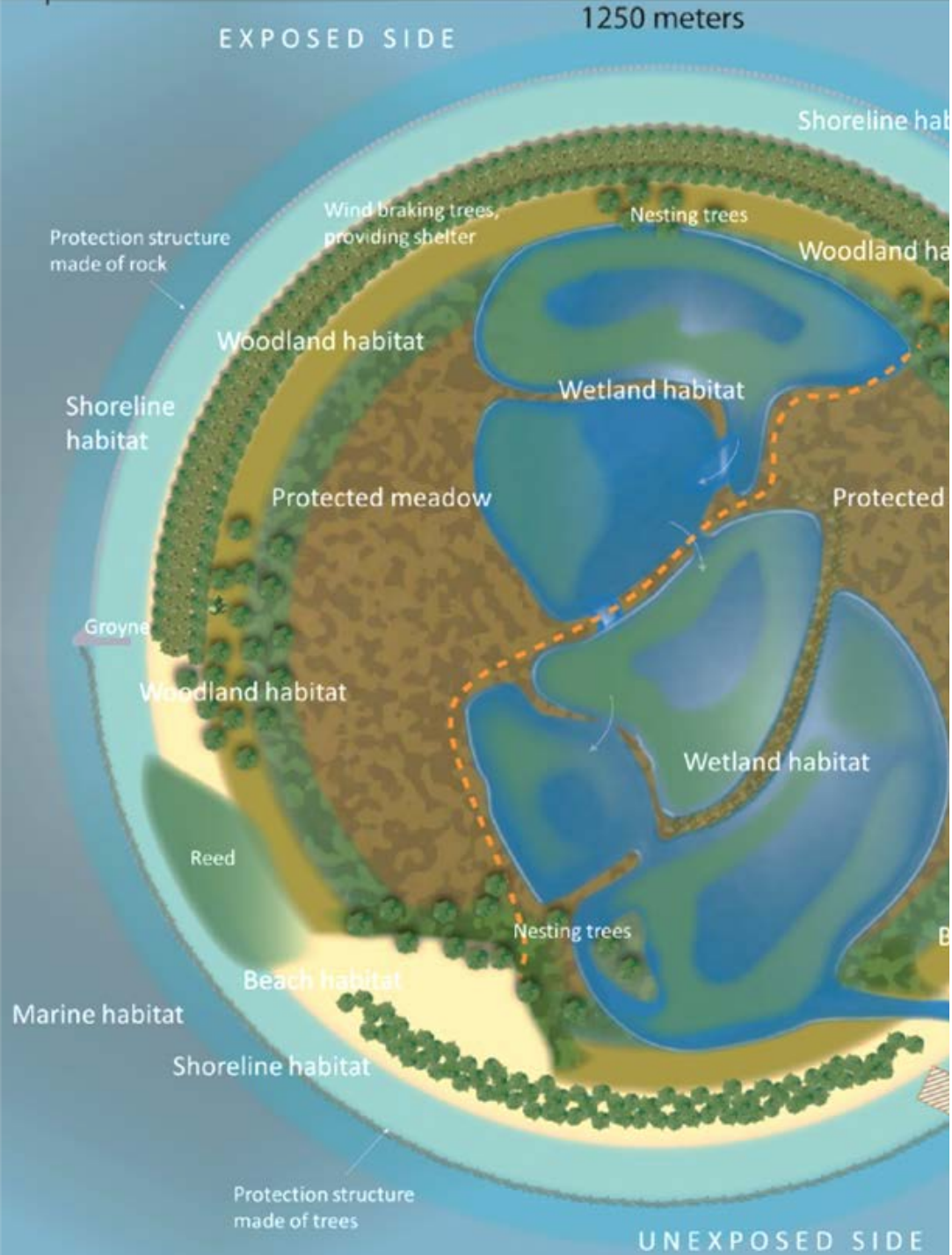


Figure 3-3. Cross section of exposed section of the island

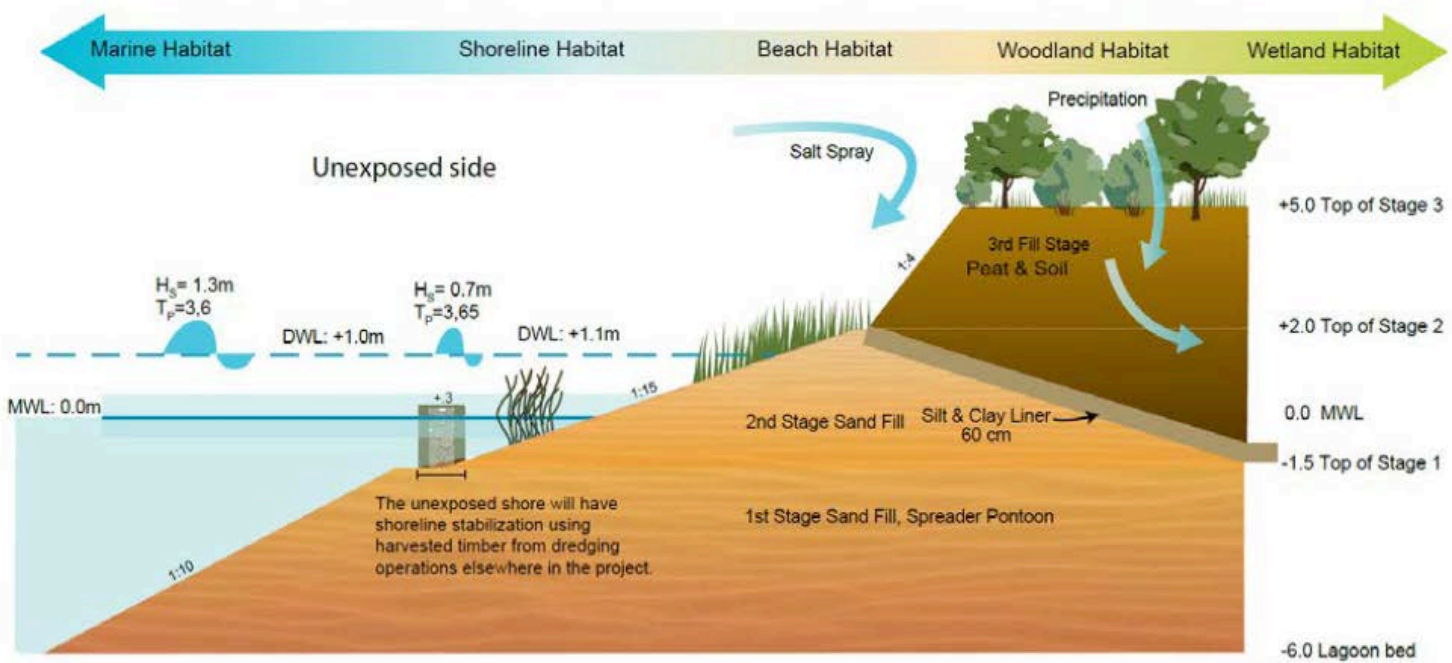


Figure 3-4. Cross section of unexposed section of the island

Keys to the Easy Read

Muted Colors & Tones
Variable Transparency
Screened back details

Topography

Soil & Other Data

Graphic Standards

Common color pallet

Saves space in reports

