

Contents

Foreword	ix
Acknowledgments	xi
About the Authors	xiii
Introduction	xv

SECTION I Demonstratives Theory 1

1 What Are Demonstratives? 3
Demonstratives 4
Demonstrative Exhibits 5
Demonstrative Evidence 6
Summary 7
2 Advocacy Design: The Thought Behind the Images 9
Goal→Strategy→Visuals (G→S→V) Analysis 10
Goal 10
Strategy 11
Visuals 12
Design Principles 12
Know the User 12
Lightning Speed Principle 14
Differential Emphasis 18
Advocacy Graphics 21
Summary 24

SECTION II Demonstratives Practice 27

- 3 When Should Lawyers Begin Thinking about Demonstratives? 29**
- 4 Using Demonstratives in Briefs 31**
- 5 Using Demonstratives in Expert Reports 41**
- 6 Using Demonstratives in Depositions 43**
- 7 Using Demonstratives at Trial 47**
 - Opening Statements **47**
 - Witnesses **48**
 - Closing Statements **49**

SECTION III Demonstratives Visual Encyclopedia 59

- 8 General Demonstrative Design 61**
 - Overall Design **61**
 - Color **63**
 - Color Scheme **63**
 - Color Messaging **65**
 - Color Vision Deficiency ("Color Blindness") **67**
- 9 Call-Outs 69**
 - Call-Out Types **69**
 - Box Call-Out **70**
 - Torn/Ripped Page Call-Out **70**
 - Retyped Call-Out **71**
 - Call-Out Layouts **72**
 - Basic Layout **72**
 - Basic Layout with "Pop-Out" Indicator **72**
 - Thumbnail Layout **73**
 - Call-Out Animations **74**
 - Animated Centered Box Call-Out—Two Step **74**
 - Animated Centered Box Call-Out—Three Step **75**
- 10 Illustrating Data 77**
 - Showing Your Data in Isolation **77**
 - Intersecting Your Data **78**

11	Formatting Shapes and Lines	81
	Shapes	81
	Adjustable Shapes	81
	Shape Fills	82
	Shape Effects: Drop Shadows	84
	Shape Effects: Glow	84
	Shape Effects: 3D Effects	85
	Lines	86
	Line Styles	86
	Line Caps	86
12	Illustrations	87
	2D and 3D Illustrations	87
	2D Illustrations	87
	3D Illustrations	88
	Illustration Views	88
	Flat/Bird's-Eye	88
	1-Point Perspective	89
	2-Point Perspective	91
	3-Point Perspective	92
	Isometric	93
	Combined Views	94
	Illustration Types	95
	Solid/Opaque	95
	Ghosted	95
	Cross-Sections	96
	Cut-Aways	97
	Exploded and Exploding	98
	Specialty Illustrations	100
	Patent Figures	100
	Construction Drawings	102
	Medical Illustrations	106
13	Tables	109
	Basic Table	109
	Header Row Emphasis	110
	Banded Rows or Columns	110
	Cell Borders	111

14	Text Formatting	113
Font Types	113	
Font Styles	114	
Kerning/Character Spacing	115	
Leading/Line Spacing	115	
Type Effects	117	
Font and Background Colors	118	
Capitalization	119	
Bullet Lists	121	
Step 1: Break Up the Title	122	
Step 2: Remove All Redundant Language	123	
Step 3: Reformat and Separate the Concluding Bullet	124	
15	Timelines	125
Stick and Flag Timeline	126	
Hyperlinked Timeline	129	
Banded Timeline	131	
Calendar Timeline	132	
16	Inspiration Index	133
Bullet Lists, Charts, and Tables	134	
Comparisons	141	
Data Charts	153	
Documents and Call-Outs	166	
Flow Charts and Processes	176	
Maps	186	
Organizational Charts	193	
Timelines	196	
2D and 3D Illustrations and Animation Stills	212	
Figure Index	231	
Index	243	