Specs for blog figures

For crisper text:

1. Save as **png or gif** (jpg is for images with complex edges, like photos)

2. Make sure the figure is already 600 px wide in Excel. Resizing--up or down--in another program drops the quality. Use the "Format Chart Area" option to adjust the size:

**width:  6.25" = 600 px**

For style:

1. Prepare the **content** of figures according to the **publication guidelines for tables and figures** (not removing gridlines is probably the most common issue I see):

<http://intranet.iie.com/pubs/main.htm>

2. For **graphic style** -- the look-and-feel -- the most important thing here is to maintain consistency within a figure and between multiple figures in one post. So **use a consistent font and line style** as much as possible. I recommend non-serif fonts like Calibri and Arial.

**Specs:**

* 6.25" width
* use gif or png format
* Calibri 11 pt
* Calibri 10.5 pt for data that otherwise won't display well at 11 pt
* Figure title -- bold, flush left, lowercase title style, no period after figure number
* add [www.piie.com](http://www.piie.com) at bottom right so tweeted images are clearly traceable
* no border (disable in Excel)

**Other editing steps:**

* remove gridlines
* y-axis label -- reg. font, flush left; make equal space for label between title and top of y-axis
* add text box at bottom for abbreviations, notes, sources; add [www.piie.com](http://www.piie.com) to the right on last line
* line up all elements that touch the left side (title, y-axis label, y-axis, and sources text box)
* adjust x-axis as needed to be readable
* legend -- to conserve space on web page, fit legend into any big empty area, instead of above or below data area
* sometimes legend can fit at right and mirror trend lines
* trendline labels -- increase font size as needed, adjust spacing
* use right align for text in boxes that touch the right side; check that right sides of all boxes align with each other
* LAST STEP: Check all resizable elements for hidden text

**For tables**, in RealTime we code these as HTML.  If this is something you'd like to duplicate, Cathleen has proven it's possible; last time we tried to give an RA HTML rights, it didn't work.  However, if you don't feel like coding, creating images of tables is fine.