

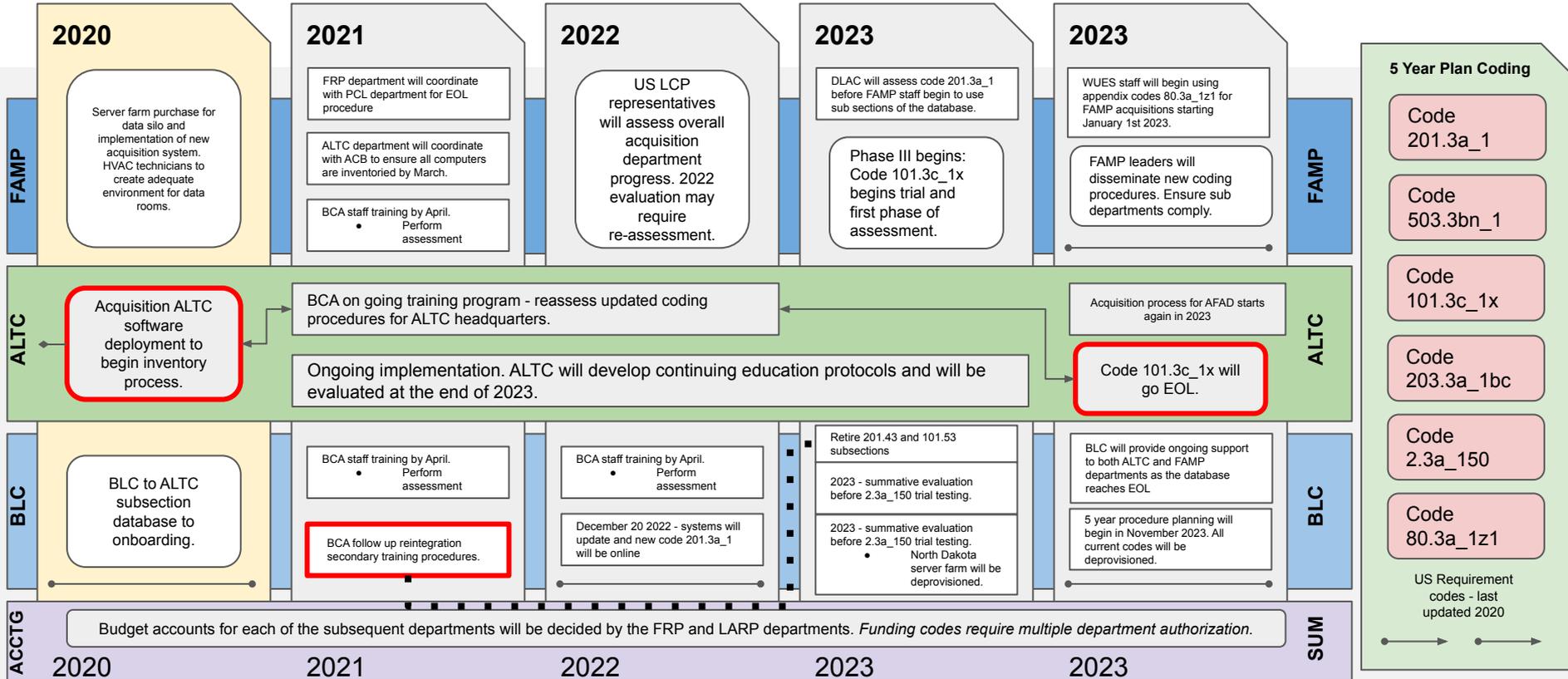
# Introduction to Multimedia Design Principles

## Visual Design



Homeland Security Acquisition Institute

# Is This Familiar?



# Objectives: Visual Design

You will learn about

- Balancing your visual and oral presentation
- Preparing your visual presentation to highlight key information



# Sample Slides - Generic Non-example

*The following slides contain a generic non-example.*

# Step 1

Let's start at the beginning of the process. Coffee starts its life as a seed that is typically planted in large shaded beds. The seedlings require considerable water. When they are large enough, the sprouts are now permanently planted, typically during the wet season, as moisture is vital for roots to take to the soil properly.

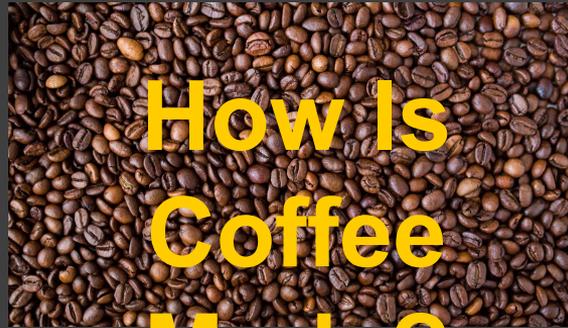


# Step 2

It takes around four years for the trees to bear fruit which is called the coffee cherry. It is ripe and ready for harvesting when the fruit turns to a deep red. One standard method of harvesting is called strip picking, in which cherries are pulled from trees one by one, often down by hand or machine.

# Step 3

There is a limited window to process the cherries to prevent fruit spoilage. The first step includes the removal of the pulp, leaving the parchment skin on the cherry. Next, the fruit is sorted by size as it passes through multiple spinning drums. The beans are then left in the water to ferment for up to 48 hours. The soak removes another unwanted layer of the parchment.



## How Is Coffee Made?

# Step 4

The beans are dried either by spreading out on large surfaces and sun-dried or in machines. The sun-dried method requires turning the beans and covering during storms. The beans are now called parchment coffee and stored in jute sacks for transport or warehousing.

# How to Make Basic

## Coffee

Grind the coffee beans using a coffee grinder.

If you don't have a coffee grinder, you can

use a blender or coffee processor.

coffee

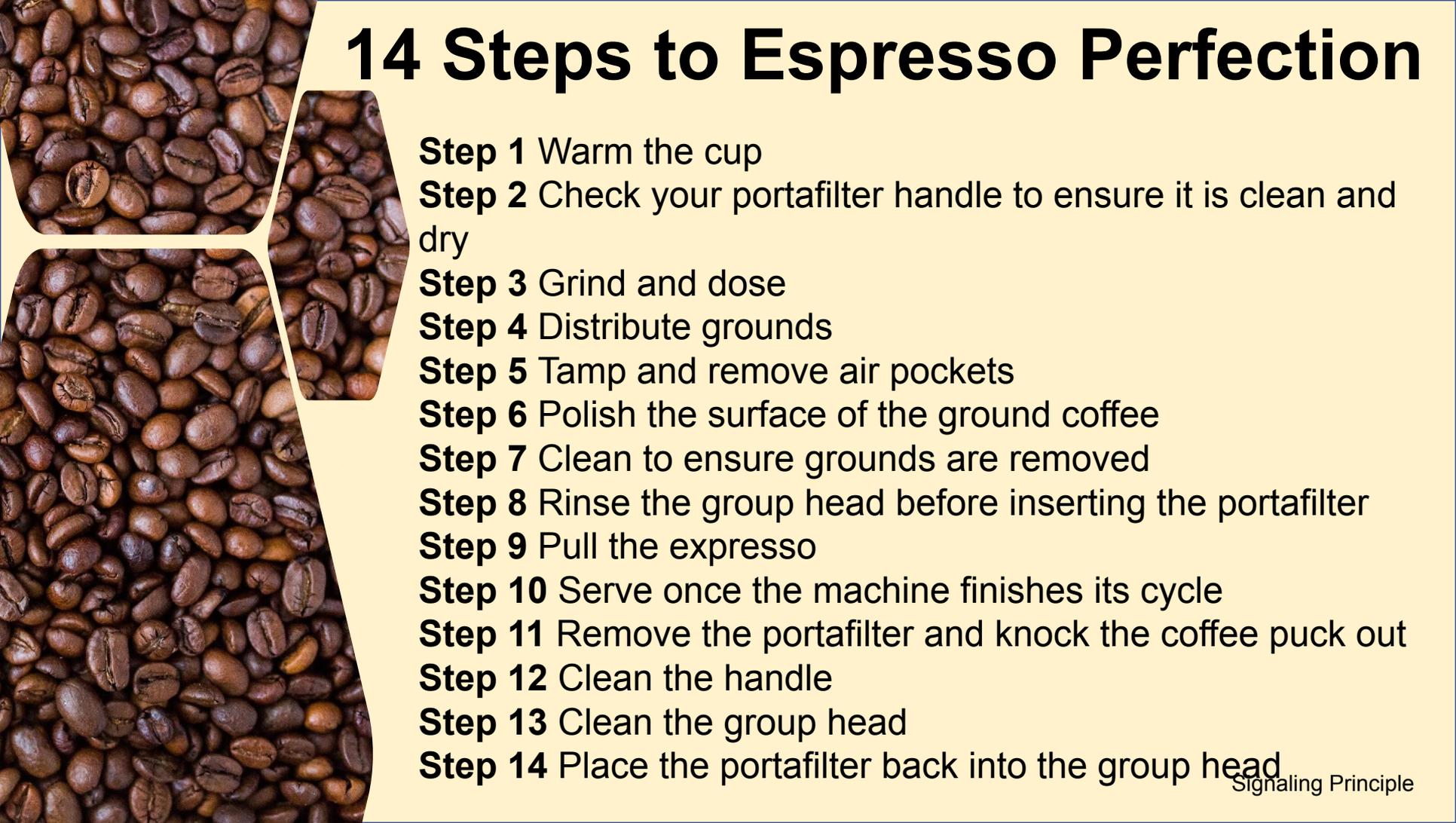
maker of your choice.

If desired, add  
creamer or sugar  
to  
the freshly  
brewed  
coffee.

Taste and enjoy  
drinking your  
coffee.

Animated  
slide





# 14 Steps to Espresso Perfection

**Step 1** Warm the cup

**Step 2** Check your portafilter handle to ensure it is clean and dry

**Step 3** Grind and dose

**Step 4** Distribute grounds

**Step 5** Tamp and remove air pockets

**Step 6** Polish the surface of the ground coffee

**Step 7** Clean to ensure grounds are removed

**Step 8** Rinse the group head before inserting the portafilter

**Step 9** Pull the espresso

**Step 10** Serve once the machine finishes its cycle

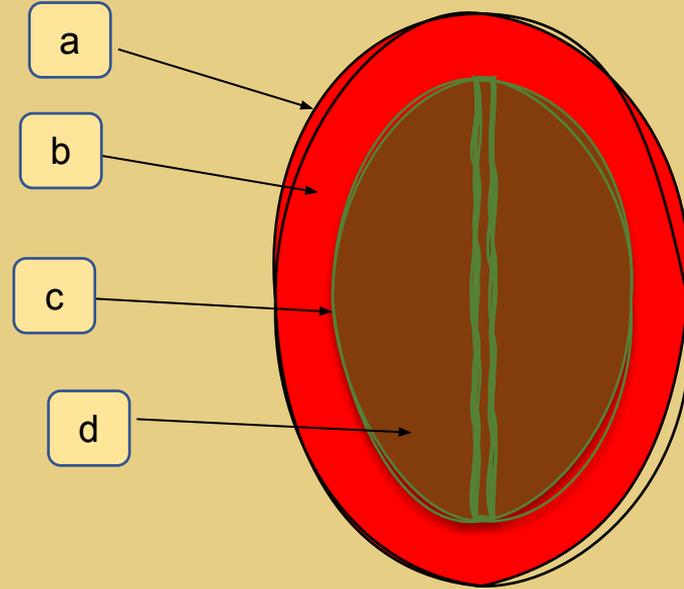
**Step 11** Remove the portafilter and knock the coffee puck out

**Step 12** Clean the handle

**Step 13** Clean the group head

**Step 14** Place the portafilter back into the group head

# Parts of the Cherry



## Legend

- a Skin
- b Fruit
- c Parchment
- d Bean

# How Is Coffee Made?

## Part 2



Step  
5



Step  
6



Step  
7



Step  
8

Animated  
Slide



Temporal Contiguity Principle

# Visual Design

“People learn more deeply from pictures and spoken words than from pictures and printed words.”

# Step 1

Let's start at the beginning of the process. Coffee starts its life as a seed that is typically planted in large shaded beds. The seedlings require considerable water. When they are large enough, the sprouts are now permanently planted, typically during the wet season, as moisture is vital for roots to take to the soil properly.

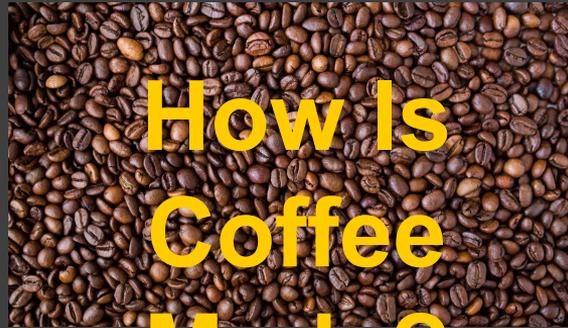


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## How Is Coffee Made?

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# How Is Coffee Made?



**Step**  
**1**



**Step 2**



**Step 3**



**Step 4**

# Visual Design

“Learning is improved when interesting but irrelevant words and pictures are excluded ... when unneeded words and symbols are eliminated ... when interesting but irrelevant music is excluded.”

# How to Make Basic

## Coffee

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If you don't have a coffee grinder, you can

use a blender or coffee processor.

coffee

maker of your choice.

If desired, add  
creamer or sugar  
to  
the freshly  
brewed  
coffee.

Taste and enjoy  
drinking your  
coffee.

Animated  
slide



# Coffee Basics



**Grind**



**Brew**



**Cream and  
Sugar**



**Enjoy  
!**

# Visual Design

“People learn better when cues are added that highlight the organization of the essential material.”



# 14 Steps to Espresso Perfection

**Step 1** Warm the cup

**Step 2** Check your portafilter handle to ensure it is clean and dry

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**Step 11** Remove the portafilter and knock the coffee puck out

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**Step 13** Clean the group head

**Step 14** Place the portafilter back into the group head

# 14 Steps to Espresso Perfection



**Prep**

**Bre  
w**

**Clea  
n**

**Step 1** The Cup

**Step 2** Portafilter & Basket

**Step 3** Grind & Dose

**Step 4** Distribute Grounds

**Step 5** Tamp

Animated  
Slide

# 14 Steps to Espresso Perfection



**Prep**

**Bre  
w**

**Clea  
n**

**Step 6**

**Polish**

**Step 7**

**Clean**

**Step 8**

**Rinse**

**Step 9**

**Pull**

**Step**

**Serve**

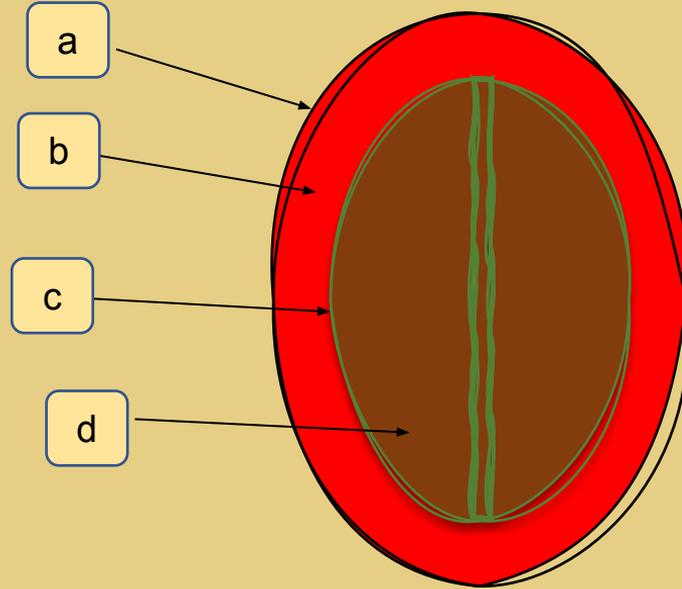
**10**

**Animated  
Slide**

# Visual Design

“People learn better when corresponding words and pictures are presented near rather than far from each other on the page or screen.”

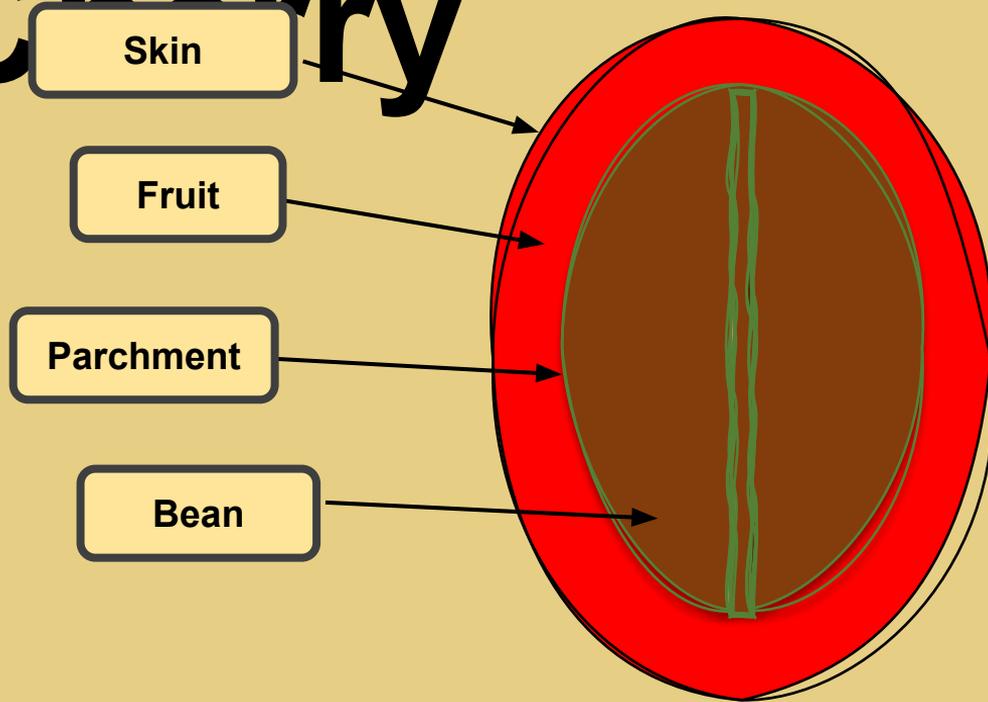
# Parts of the Cherry



## Legend

- a Skin
- b Fruit
- c Parchment
- d Bean

# Parts of the Cherry



# Visual Design

“People learn better when corresponding words and pictures are presented simultaneously rather than successively.”

# How Is Coffee Made?

## Part 2



Step  
5



Step  
6



Step  
7



Step  
8

Animated  
Slide



Temporal Contiguity Principle

# How Is Coffee Made?

## Part 2



Step 3  
Step 4  
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Step 100

Animated  
Slide

## Sample Slides - HSAI Non-example

*The following slides contain the HSAI non-examples provided by the client.*

# Visual Design

“People learn more deeply from pictures and spoken words than from pictures and printed words.”

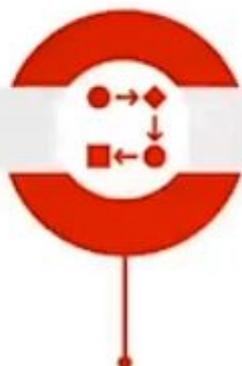
## With Speed and Ease, SSV supports Hurricane Dorian Emergency Efforts



DHS requires immediate access to fuel and related support services during Federal emergencies and major disasters.



DHS implemented the Emergency Fuel Supplies and Services IDIQ contract to meet high-volume and fast turn-around requirements.



The IDIQ reduces contracting and administrative efforts for emergency fuel needs and improves logistics contingency management.



- The USCG leveraged the **Emergency Fuel Supply & Services** IDIQ to support search and rescue operations.
- CBP facilities received necessary storm supplies within 24 hours of an issued IDIQ Task Order.

Modality Principle

## With Speed and Ease, SSV supports Hurricane Dorian Emergency Efforts



DHS requires immediate access to fuel and related support services during Federal emergencies and major disasters.

# Category Management at Work at DHS



## With Speed and Ease, SSV supports Hurricane Dorian Emergency Efforts

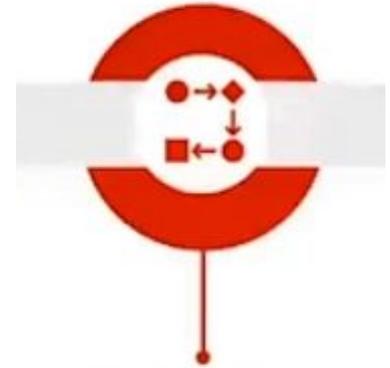
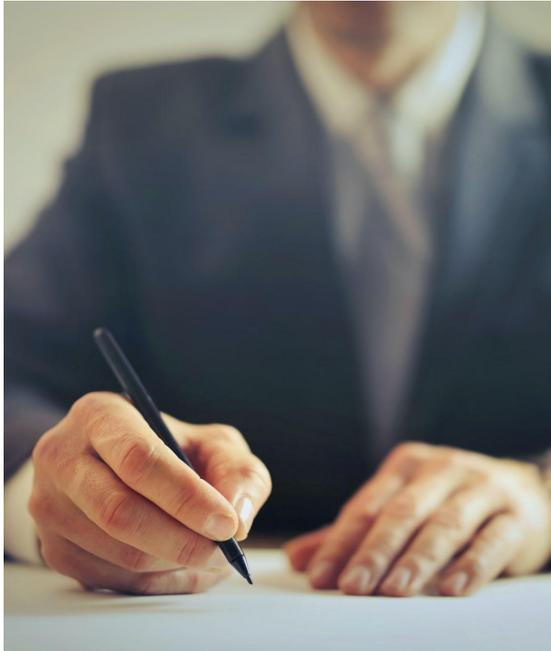


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# Category Management at Work at DHS



## With Speed and Ease, SSV supports Hurricane Dorian Emergency Efforts



The IDIQ reduces contracting and administrative efforts for emergency fuel needs and improves logistics contingency management.

# Category Management at Work at DHS



## With Speed and Ease, SSV supports Hurricane Dorian Emergency Efforts



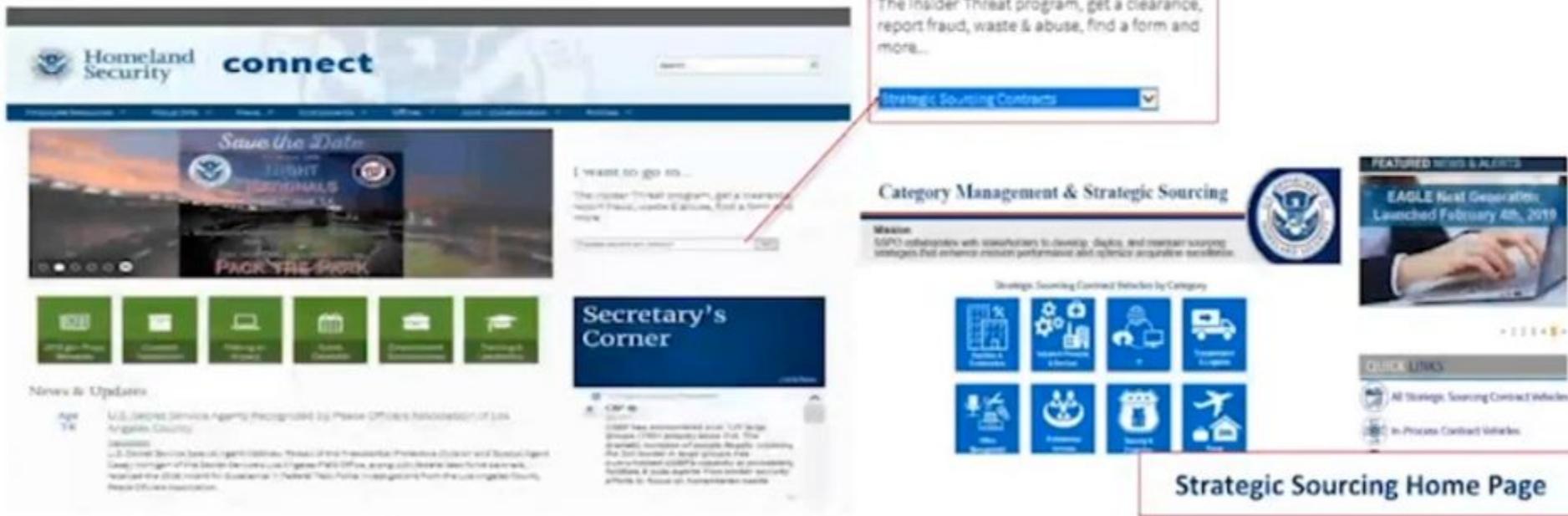
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- CBP facilities received necessary storm supplies within 24 hours of an issued IDIQ Task Order.

# Visual Design

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# How do I find more information?

Go to: <http://dhsconnect.dhs.gov/org/comp/mgmt/ocpo/SSPO/Pages/default.aspx>



The screenshot shows the DHS Connect Strategic Sourcing Home Page. At the top left is the 'Homeland Security connect' logo. A search bar is located in the top right. Below the logo is a navigation menu with links for Home, My Account, My Alerts, My Contracts, My Offers, My Documents, and My Profile. A large banner for 'Save the Date' for the '2019 INSIDER THREAT PROGRAM' is featured, with a 'PACK THE PORK' button. Below the banner are six green icons representing different program areas: Insider Threat, Contract Management, Training & Development, Security Operations, Environmental Management, and Training & Development. A 'Secretary's Corner' section is visible on the right. A 'Category Management & Strategic Sourcing' section features a grid of icons for various categories: Contract Management, Training & Development, Security Operations, Environmental Management, and Training & Development. A 'QUICK LINKS' section at the bottom right contains links for 'All Strategic Sourcing Contract Vehicles' and 'In-Process Contract Vehicles'. A red box highlights the 'Strategic Sourcing Contracts' dropdown menu, and another red box highlights the 'I want to go to...' search bar.

I want to go to...

The Insider Threat program, get a clearance, report fraud, waste & abuse, find a form and more...

Strategic Sourcing Contracts

Category Management & Strategic Sourcing

MISSION  
SSPO collaborates with stakeholders to develop, deploy, and maintain sourcing strategies that enhance mission performance and optimize acquisition excellence.

Strategic Sourcing Contract Vehicles by Category

QUICK LINKS

- All Strategic Sourcing Contract Vehicles
- In-Process Contract Vehicles

Strategic Sourcing Home Page

# How do I find more information?

Go to: <http://dhsconnect.dhs.gov/org/comp/mgmt/ocpo/SSPO/Pages/default.aspx>

The screenshot shows the DHS Connect website homepage. At the top is the 'Homeland Security connect' logo and a search bar. Below the logo is a navigation menu with links for 'Home', 'About', 'Services', 'Office', and 'Contact Us'. A large banner features a video player with the text 'Save the Date', 'NIGHT OPERATIONALS', and 'PACK THE BUNK'. Below the banner are six green icons representing different services: 'Find a Form', 'Request a Document', 'Track a Document', 'Request a Document', 'Request a Document', and 'Request a Document'. A 'News & Updates' section is visible at the bottom left, with a news item dated 'Apr 14' titled 'U.S. Marshals Service Agents Recognized by Police Officers Association of Los Angeles County'. A 'Secretary's Corner' section is on the right side of the page.

I want to go to...

The Insider Threat program, get a clearance, report fraud, waste & abuse, find a form and more...

Strategic Sourcing Contracts

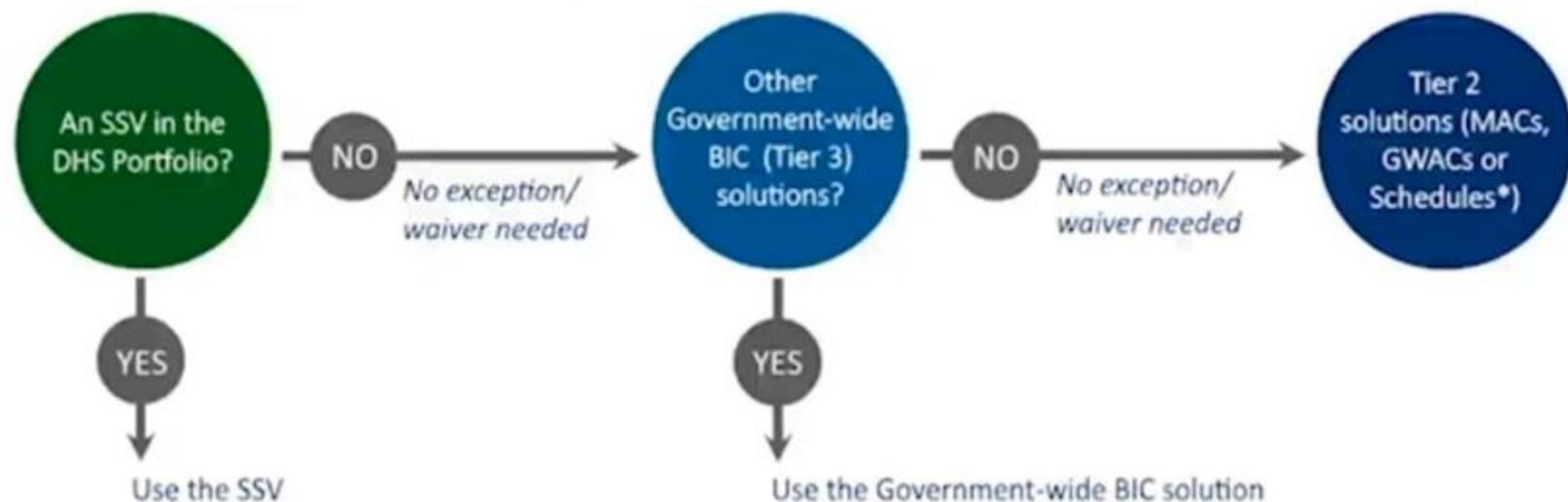
Animated  
slide

# Visual Design

“People learn better when cues are added that highlight the organization of the essential material.”

# Order of Precedence for Use of SSVs and BICs

Is your requirement within the scope of:



**Note:** if it's a mandatory SSV, you must cite and document an exception, or apply for and receive an approved waiver to use other solutions

\*Schedule 70 in its entirety is not BIC. DHS has not made any blanket adoptions of any schedule contract solutions, including Schedule 70.



# Order of Precedence for Use of SSVs and BICs

Is your requirement within the scope of:

**Animated  
slide**

# Visual Design

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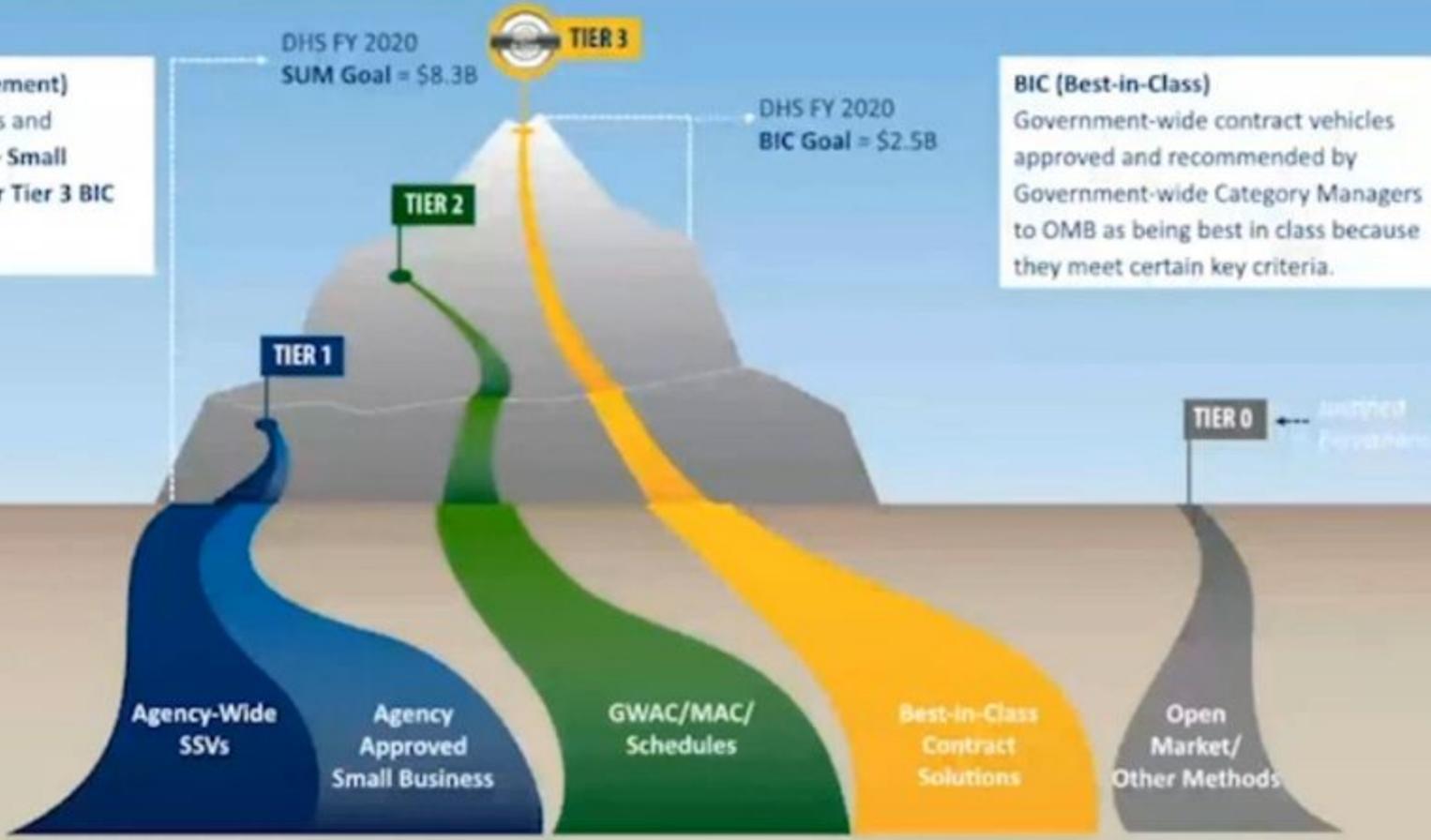
# Achieving SUM and BIC Goals

**SUM (Spend Under Management)**  
Purchases of **common** goods and services using **Tier 1, Tier1 – Small Business (SB), Tier 2, and/or Tier 3 BIC** contract solution.

DHS FY 2020  
SUM Goal = \$8.3B

DHS FY 2020  
BIC Goal = \$2.5B

**BIC (Best-in-Class)**  
Government-wide contract vehicles approved and recommended by Government-wide Category Managers to OMB as being best in class because they meet certain key criteria.

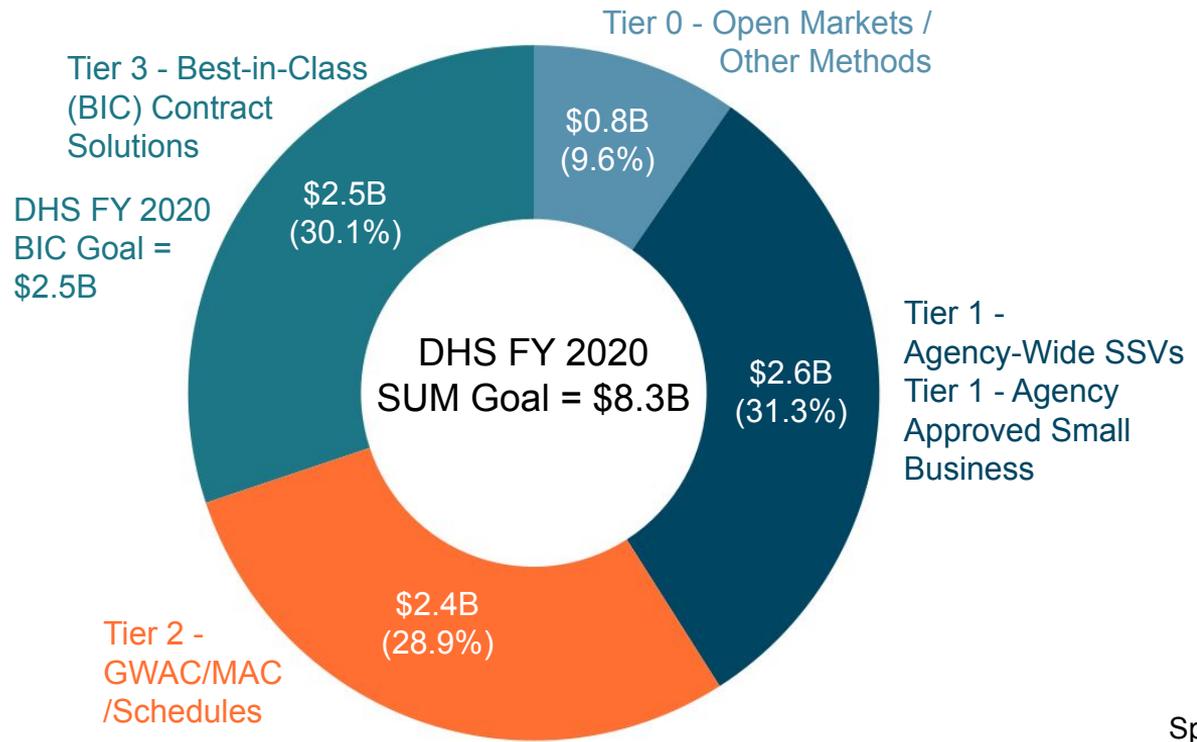


COMMON SPEND RANGE

Spatial Contiguity Principle

# Achieving SUM and BIC Goals

## SUM (Spend Under Management)



**Animated slide**

Spatial Contiguity Principle

# Visual Design

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## Value and Ease Help U.S. Secret Service Turn Over Entire Fleet of Handguns

Animated  
slide

Temporal Contiguity Principle

## Value and Ease Help U.S. Secret Service Turn Over Entire Fleet of Handguns



Secret Service requires ability to logistically meet training and duty needs without having to maintain two handgun calibers.



Secret Service core requirements met by 9mm S&W.



Competitive pricing and fast delivery enabled Secret Service to get handguns at 57% savings.



Enabled Secret Service to turn over entire fleet of duty handguns without having to maintain multiple calibers of handguns.

Animated slide

Temporal Contiguity Principle

# Performance Task

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**It is your turn to try!**