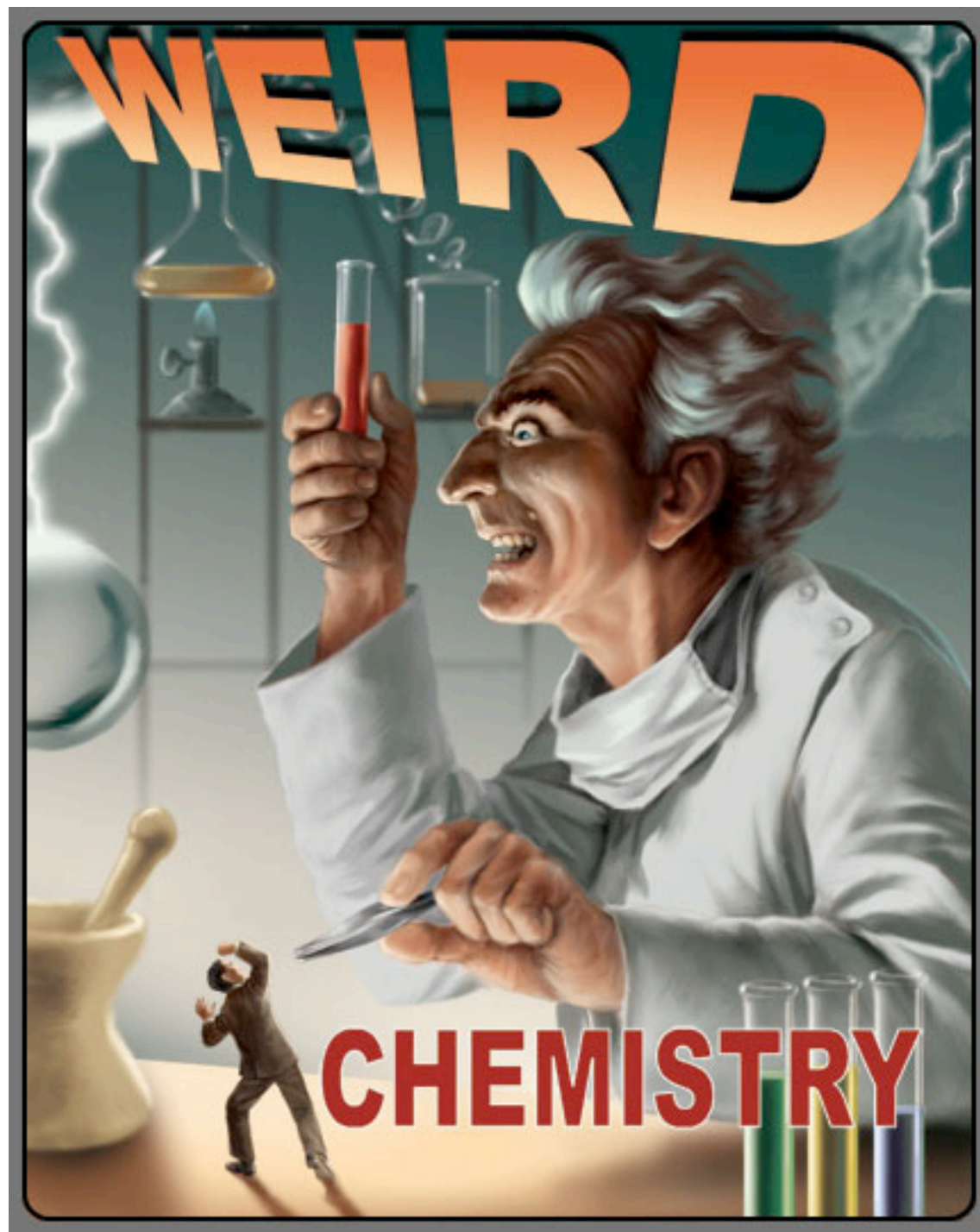


Art

General Remarks

Schemes



# General Guidelines on Art

Art items have a “Caption” (a.k.a. “Legend” or “Title”) that starts with “Figure X:”, for example, and is completed by a sentence in text format.

- There are differences from journal to journal.
- ALWAYS adhere to the format of the journal you which you submit!
- Art Categories: **Figures**, **Schemes** and **Charts**

Art items must be referred to in the main text. Usually a brief summary of the Figure is provided when the table is referred to in the text.

Art items must be self-contained and should be understood without reference to the text.

- provide “units” of variables and of data

# Organizing Principle of Art

## Select Aspect Ratio

- Portrait or Landscape?
- Use a non-standard aspect ratio? A square? An oval?

## Size of Art

- Must fit the journal “layout”.
- Single column width? Double-column width? Full page?

## Information Flow

- Top-left to bottom-right; (non)-alternating directions per row?
- Center-heavy and radial flow.

# Art: How Much & What Kind?

*What is this  
all about?*

## INTRODUCTION

- One SCHEME for CONTEXT, almost always
- One SCHEME for SCOPE (here or in R&D)

## METHODS

- Fancy experimental setup?
- Schemes with FLOW DIAGRAMS.

## RESULTS & DISCUSSION

- Charts of REACTION COMBINATIONS.
- Figures of DATA.
- Schemes of MECHANISMS & INTERPRETATIONS.

## CONCLUSION

- One SCHEME that EXPANDS on a PRINCIPLE, sometimes

*Table or Figure.  
Not Both!*

*A new paradigm?*

# COLOR: Codes

Range of R, G, and B Intensities:  $256 = 16^2$  values

Decimal Numbers (0, 1,... 9): 0 (none) – 255 (full)  $2 \times 10^2 + 5 \times 10^1 + 5 \times 10^0$

Hexadecimal Numbers (0, 1,... 9, A,... F): 0 (none) – FF (full) =  $F \times 16^1 + F \times 16^0$

ColorSchemer - Online Color Scheme Generator

http://www.colorschemer.com/online.html

Apple Yahoo! .Mac Apple RG eBay News RG favs.

Current Color

R: 51  
G: 102  
B: 255

Set RGB

# 3366FF

Set HEX

Lighten Scheme

Darken Scheme

51.102.255 #3366FF	102.51.255 #6633FF	204.51.255 #CC33FF	255.51.204 #FF33CC
51.204.255 #33CCFF	0.61.245 #003DF5	0.46.184 #002EB8	255.51.102 #FF3366
51.255.204 #33FFCC	184.138.0 #B88A00	245.184.0 #F5B800	255.102.51 #FF6633
51.255.102 #33FF66	102.255.51 #66FF33	204.255.51 #CCFF33	255.204.51 #FFCC33

Download for your PC

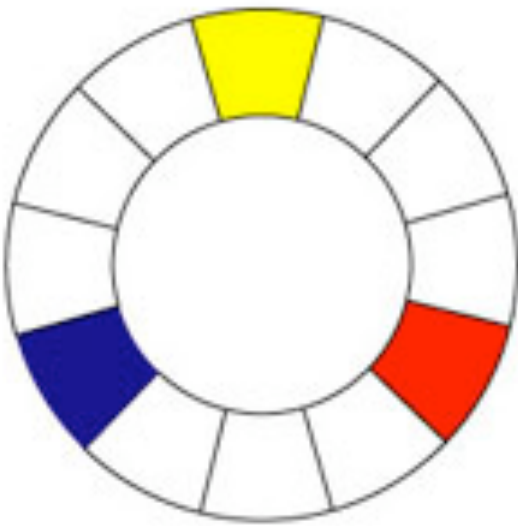
Download for your Mac

Get your color fix in the [ColorSchemer Blog](#)

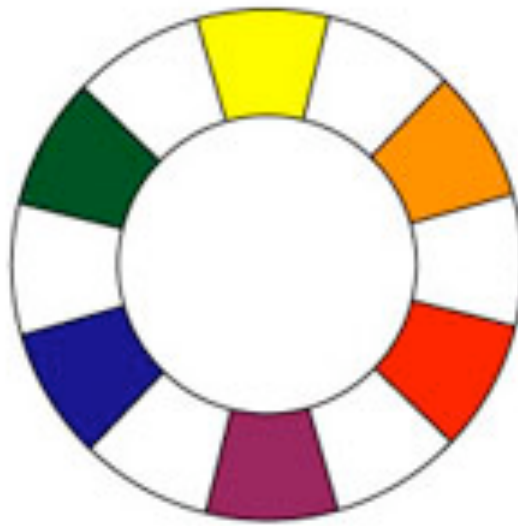
Enter email for updates:

Join!

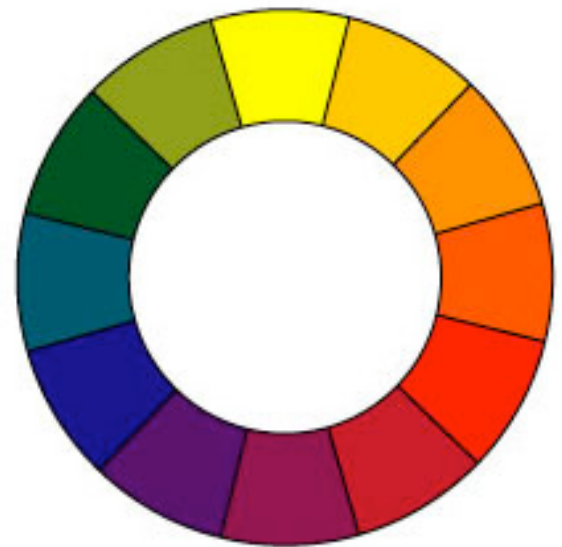
# COLOR WHEEL



PRIMARY



SECONDARY



TERTIARY