How to make good figures
Begin with A4 page...

- Leave 15 mm margins
- Leave this space empty (the figure legend will be here)
- Label the figure

Fit all the display items within the rectangle

Figure 1_Smith et al.
Prepare display items

Export display items at high resolution (600 dpi)

Ensure that image remains sharp when enlarged to 200%
Prepare display items

- Consider color blindness (avoid using red and green together)
- Use colors consistently (keep the same color-coding for all the figures)

To maximize the visibility of the data, Allergy has lifted the fee for color figures.
Prepare display items

- Use only Arial or Helvetica
- Avoid bolding
- Avoid too many different font sizes
- Ensure sufficient contrast between text and its background
- Use font size proportional to the display item
Prepare display items

Avoid thick axes and borders around the graphs

Use consistent formatting for all display items

Avoid 3D effects

### Protein [pg/ml]

<table>
<thead>
<tr>
<th></th>
<th>Healthy</th>
<th>Asthma</th>
</tr>
</thead>
<tbody>
<tr>
<td>LPS</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>HDM</td>
<td>-</td>
<td>+</td>
</tr>
</tbody>
</table>
..do the final check

Figure created on A4 page (vertical)
- fully in color
- visually appealing
- created at the size suitable for printing
- sharp when zoomed to 200%
- readable when downsized to 75%
- labeled at the bottom right corner

no dead space
no 3D effects
color-blind friendly
graphs aligned
font sizes standardized

Figure 1. Smith et al.