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Establish and Communicate Your Theory of the Case

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Employ a Consistent Narration Style

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Effective Trial Graphics: Let Aristotle Be Your Guide

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What the Trial Lawyer Can Learn from TV Dramas

Practical Considerations for Trial Visuals

Simplify, Simplify, and Simplify

Framing the Parties to the Dispute

Focus Jurors on the Important Part of Evidence

Provide a Roadmap of the Case

Visually Connect Evidence to the Roadmap

Timelines as Story Aids

Visually Illustrate the Legal Issue Involved

Visually Demonstrate How the Facts Undermine Legal Claims

Frame the Factual Issues to Be Decided

Show the Jury How to Evaluate the Evidence

Visually Demonstrate the Claim as an Outlier

Build to Complexity

Create Summaries of Data and Evidence

Summarize Key Evidence for Jury

Use Graphics to Undermine Credibility

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