Demonstratives: Definitive Treatise on Visual Persuasion presents practical information to help us add visual power to our arguments. We can create arguments and convey them with not only our words (written and spoken) but also with powerful images. The power of those images flow from effective graphics pointing the way to our requested relief.

This Demonstratives treatise gives us everything we need to move beyond words alone and into the realm of images: images for exhibits, motions and briefs, depositions and trials.

Demonstratives begins with the theory of visual exhibits and evidence. To implement that theory, the authors’ analysis is: from Goal to Strategy to Visuals. The starting point is always the why and whether or not a demonstrative will advance our goal. From there, a strategy is developed focusing on the specific information to be emphasized, the options for visualization, the availability of supporting data, and the best medium for the message.

The authors reveal the core design principles of: knowing our target audience; focusing on the speed of communicating the precise point of the demonstrative; and determining which data to emphasize. Demonstratives takes the theory and moves it into practical applications.

Significantly, there is a third section of the book (the largest section) dedicated to “Demonstratives Visual Encyclopedia.” The table of contents allows for easy entry into nine chapters devoted to specific design chapters. The final chapter, chapter 16 is the “Inspiration Index.” There are nearly 100 pages packed with examples of demonstratives advocating from Goal to Strategy to Visual. The index includes: bullet lists, charts, tables, comparisons, data charts, documents and call-outs, flow charts, maps, organizational charts, timelines and illustrations and animation stills.

This 246-page treatise was put together by three authors. Daniel Bender is an attorney with litigation experience who moved into litigation consulting in 2007. He has published numerous articles in law-related journals. Pierre Kressman is a graphic designer with decades of trial consulting experience. Jason Fowler is an intellectual property litigator.