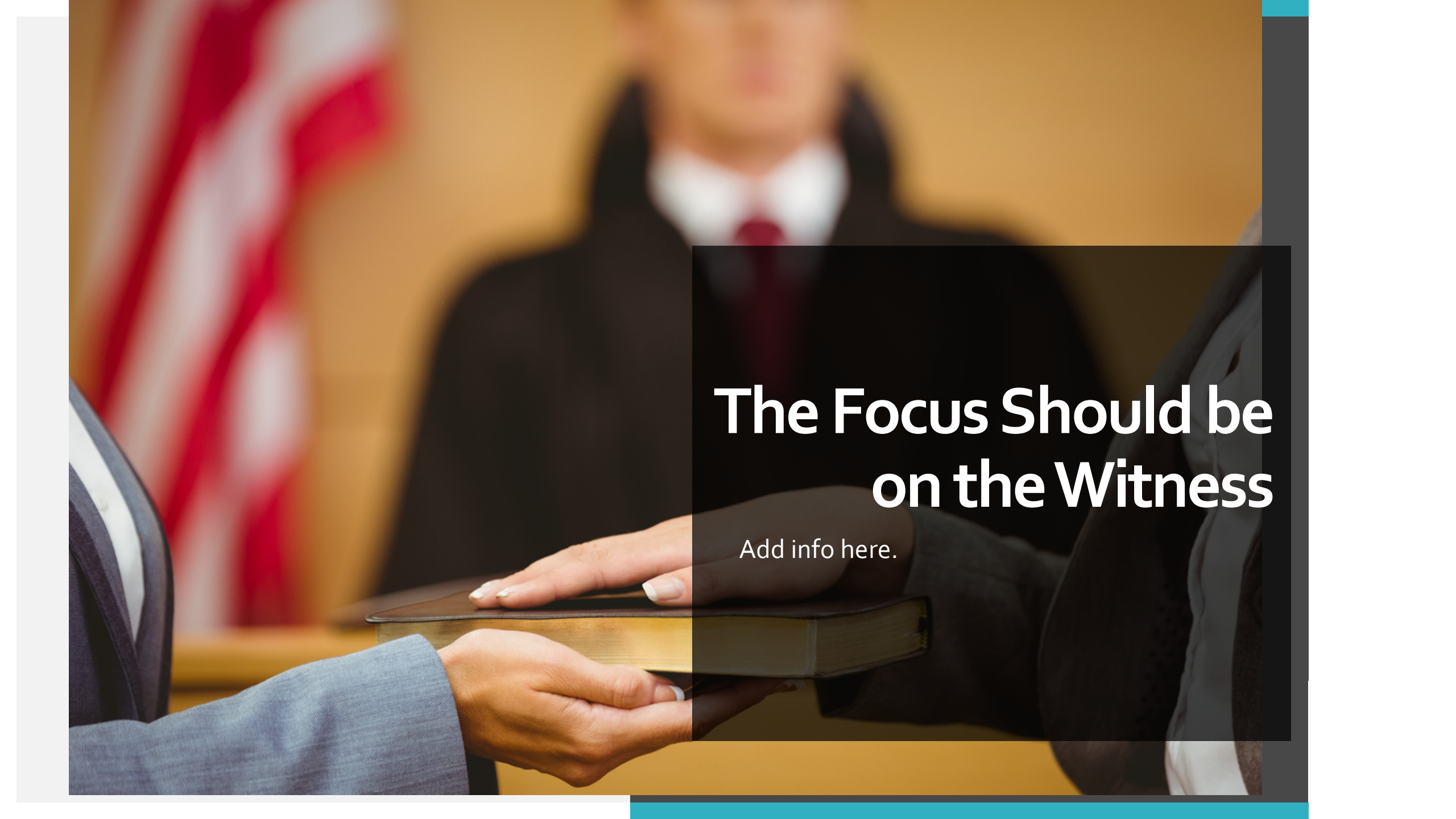




Goals and Objectives on Direct of Defense Toxicologist



The Focus Should be on the Witness

Add info here.



Set the Scene

Add info here.



Just Enough Background

Add info here.

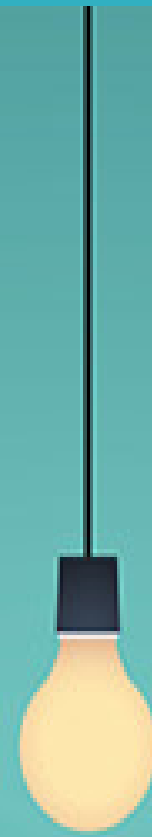


Get to the Point

Add info here.



**Use Headlines/Signals
and be Organized**




Simplify Difficult
Issues

A photograph of a field of tall, green weeds. The weeds have long, thin, upright stems and are topped with elongated, green seed heads. The leaves are small and green. The background is a clear, light blue sky. The text "Stay out of the Weeds" is overlaid in white, bold, sans-serif font in the lower right quadrant of the image.

Stay out of the Weeds

A group of people are gathered around a wooden table in a modern office environment. In the foreground, a woman with short dark hair, wearing a blue long-sleeved shirt, is smiling broadly while holding a rolled-up white paper. To her left, another woman with dark hair is also smiling and looking down at the table. The table is cluttered with various items: two glasses of water, a pair of black-rimmed glasses, a white mug, and several sheets of paper. In the background, there are white desks, office chairs, and computer monitors, all slightly out of focus. The overall atmosphere is positive and collaborative.

Humanize the
Company



What does she want
me to pay attention to,
her, or the exhibit?

Use Exhibits— but not
too many

A large, green, rectangular billboard is the central focus, tilted slightly to the right. It features the words "ANSWER" and "JUST AHEAD" in bold, white, sans-serif capital letters. The billboard is mounted on a dark metal structure with a walkway and railings visible on the right side. Two spotlights are positioned above the billboard, casting light on it. The background is a dramatic sunset or sunrise scene with a bright orange and yellow sun on the right, creating a lens flare effect, and a dark blue sky above. The overall composition is dynamic and visually striking.

ANSWER
JUST AHEAD

Listen to the Answers



Watch the Witnesses
and the Jury