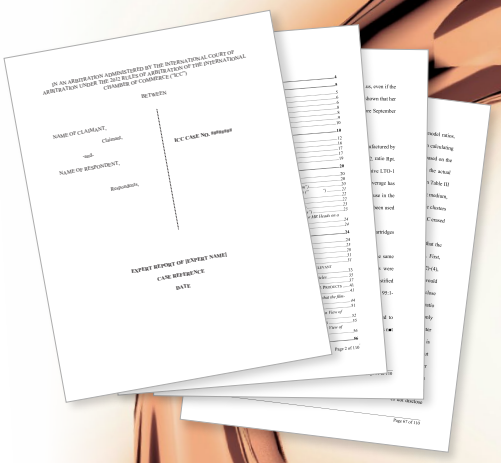
Preparing an Expert Report & Supporting Visuals

Drawing on our experience supporting complex litigation, we work alongside experts and counsel to help ensure that sophisticated analysis is communicated clearly and effectively from the expert report through deposition and trial. While the substance of an expert's opinions and report remains the expert's responsibility, DOAR can serve as a resource throughout the engagement. The following guidance provides a practical framework for preparing an expert report and highlights ways DOAR may support the development of visuals that help communicate your analysis.

Preparing Your Expert Report

The expert report is often the primary vehicle for presenting your analysis, methodology, and opinions. While DOAR does not draft expert reports, we recognize that many first-time experts benefit from understanding the typical structure and expectations of a report. The framework below is intended as a practical orientation to help you organize the core components of your work.



BUILDING A CLEAR, LOGICAL STRUCTURE

A well-organized report typically presents the facts, assignment, methodology, analysis, and opinions in a format that is clear, logical, and easy to follow. For experts who are new to the process, the following structure can serve as a helpful starting point:

Report Component	What to Include
Cover Page	Case caption, expert name, address, date, etc.
General Report Pages	Paragraph number and content descriptions, header/footer formatting, numbering format.
Assignment	Issues to be addressed, statement of instructions.
Qualifications	Your background and reference to CV and details, a summary of the case, a summary of the conclusion, parties involved.
Opinion(s) Formed	Details of analysis performed, details of the methodology used, statement of truth.
Appendix	Experience and qualifications, training, methodology, examined documents, literature relied upon, drawings, schedules, diagrams, graphs or other graphics, chronology, a glossary of tech terms, other.

Report requirements and formats vary by jurisdiction, court, abitration forum, and counsel preferences; the framework above is intended only as a general reference point

Information Design & Graphics Development

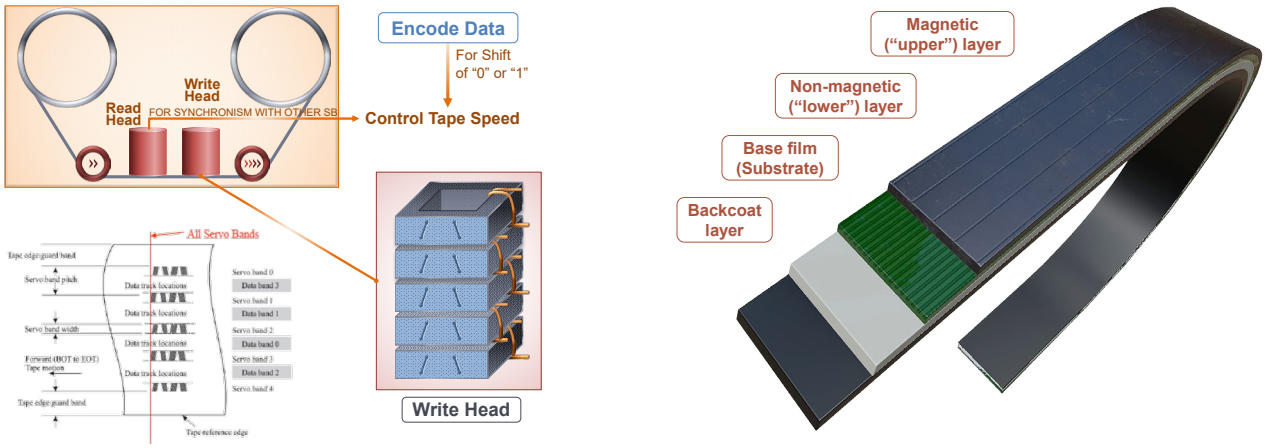
Once the report framework and analysis are in place, the next step is identifying where visuals can help clarify or emphasize the analysis. DOAR can help translate technical, quantitative, and other complex information into clear and accurate visual presentations.

USING VISUALS IN EXPERT REPORTS

An expert report must address the key issues of a case along with the analysis, testing, and results from the methodologies employed. More often than not, it is critical to compile data and research results into visual representations that communicate the positions and facts outlined in the report. The layout, format, and design of these visuals are just as important as the information they are meant to convey. If engaged by the client to provide graphics support, DOAR can collaborate with you to identify information that may benefit from visualization and develop graphics that communicate it clearly while remaining faithful to your underlying analysis.

Potential areas of support include:

- Data visualization
- Graphs, charts, and figures
- Timelines, process diagrams, and conceptual illustrations
- Comparisons and before-and-after presentations
- Visual organization of complex technical or quantitative information



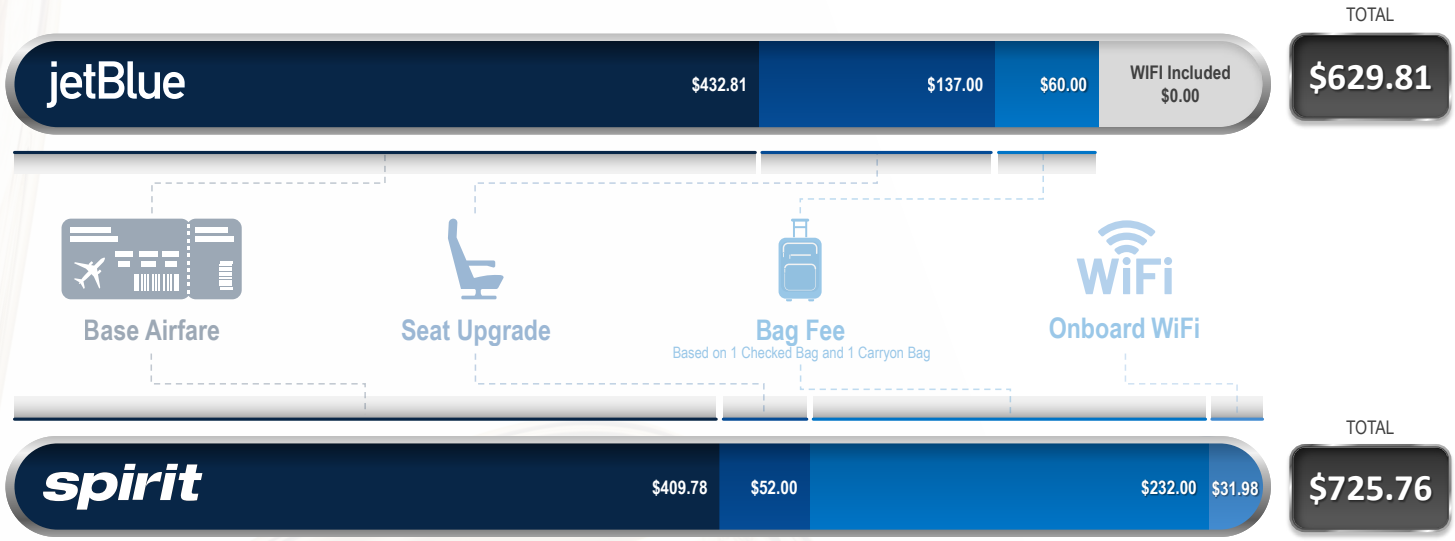
Developed for the *Fujifilm v. Sony* International Trade Commission (ITC) patent case (*In the Matter of Certain Magnetic Data Storage Tapes and Cartridges Containing the Same*), these demonstratives illustrate key patent and product features through clear, life-like visualizations. The graphics helped simplify complex technical concepts for use in the expert report and testimony, demonstrating how engineering concepts can be translated into clear visuals that are easier for non-technical audiences to understand.

VISUAL STRATEGIES FOR EXPERT TESTIMONY

Trial demonstratives serve a different purpose than report graphics: they must help attorneys and witnesses teach complex issues clearly, efficiently, and in a way that supports the trial themes. If engaged by the client to support trial graphics, DOAR can help create persuasive educational graphics based on complex information and walk you through the best ways to use demonstratives and animations while on the stand. DOAR's involvement and early collaboration can also help reduce unnecessary back-and-forth among experts, attorneys, and designers by keeping the substance and visuals aligned from the outset.

Potential areas of support include:

- Understanding how trial graphics differ from report and academic graphics
- Translating complex analysis into clear demonstratives
- Preparing documents and exhibits for presentation
- Seamlessly testifying with graphics and documents
- Coordinating verbal testimony with changes or builds within a graphic
- Determining when static, build-based, or animated graphics may be most effective
- Rehearsing the use of demonstratives as part of testimony



Developed for the *U.S. v. JetBlue Airways Corp. and Spirit Airlines, Inc.* antitrust trial, this graphic illustrates how Spirit's advertised fares compare with JetBlue's once ancillary fees are included. The visual helped communicate that Spirit's total costs were not always lower, providing context for evaluating claims about fare affordability, and demonstrating how economic and pricing analyses can be organized into a visual comparison that supports key testimony themes.

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DOAR, At Your Service

Your subject-matter expertise is the foundation of the work. DOAR's role, when engaged, is to support you and the client team in communicating that work clearly and effectively. If you identify an opportunity where information design, graphics, demonstratives, or trial presentation support could benefit the engagement, please contact your litigation manager so we can evaluate the appropriate next step with the client team.



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