



Visual appeal

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Unit Contains

- Document design
- Graphics
 - Colour
 - Three dimensional graphics
 - Criteria for effective graphics
 - Types of graphics
- User manual
- Brochures

Effective Document Design

- Can be achieved when readers are provided visual:
 - Organization
 - Order
 - Access
 - Variety

Visual Organization

- Way to achieve effective visual organization or arrangement of text:
- *Chunking*: Break text into smaller chunks of information
- Can be achieved through
- **Headings**: one-3 words to explain the contents of the paras
- **White space**: double-triple spacing between paras
- **Rules**: Lines drawn to separate information
- **Section dividers and tabs**: sub-headings and tabs

Order

- Next step
- To tell audience visually
- what is most important
- What is less important
- What is least important
- This is called *queuing* ideas or setting them in some order
- Techniques to do that are:

Typeface Or Fonts

There are many available – Courier, Arial, Times New Roman – all divided as SERIF or SANS SERIF

SERIF – Decorative feet – commonly used in text – easy for readers

SANS SERIF – No decorative feet – best used for headings

Type Size

- Size of font – importance of sections
- Heading - 18 font size
- Second level/ sub-heading – 16 font size
- Third level - 14 font size
- Text – 12 font size

Density

- Density – thickness or weight - can also determine priority
- Can be done by:
- Boldfacing
- Shadow, emboss, etc
- For headings and subheadings - Microsoft word gives options under STYLE in Home menu

Spacing and Position

- **Spacing**

- More space between first heading and text than second heading and text...and so on

- **Position**

- ***Position of headings*** – centered, left aligned, indented or outdented
- ***No one approach*** is more correct than other
- However - follow any – but bring consistency
- E.g. Cambridge University Press – Heading - 1 – center – subsequent headings – left aligned

Access

- Easy access of information from text
- **White space** – indenting and spacing
- **Bullets** – for itemization – MSWord provides options
- **Numbering** – for itemization – MSWord provides options
- **Boldface**
- **All caps** – only when want to draw attention, e.g. CAUTION
- **Underlining** – Use cautiously
- **Italics** – guidelines are given which words to make italics
- **Fills** – some text boxes can be filled – e.g UNDP

- ***Inverse type*** – White on black
- ***Font type*** – change to highlight but don't use cursive style
- ***Colour*** –
- to signify something, e.g. Red for Danger e.g. **DANGER: 440 VOLTS**
- Headings, sub-headings,
- Optimal contrast
 - *Do not over use!! E.g. all the headings in different colours - unprofessional*

Variety

- Variety in paper size, paper thickness
- Print horizontally
- Use more columns
- Vary gutter width
- Can use ragged – right margin
- Use graphics/tables instead of text, wherever appropriate
- Page number - variety

Graphics

- Benefits of graphics
- ***Conciseness*** – large information in small space
- ***Clarity*** – complex information becomes simple – it simplifies trends, comparison, percentage, facts
- ***Cosmetic appeal*** – breaks monotony of wall-to-wall words


Criteria For Effective Graphics


- ***Integration with text*** – text explains
- ***Appropriate location*** – following text – not in some other page
- ***Add to material in text*** – not being redundant
- ***Effective size*** - not too large or small
- ***Neatly printed to be readable***
- ***Correctly labeled*** – legends, headings
- ***Consistent style through out document***

Types Of Graphics

1. Tables

- **Criteria for effective tables**
- Number tables in order of presentation e.g. **Table 1, Table 2**
- Title every table – table no. and summary of table contents – not too long – can center
- Reference in text as per table number not title – e.g. **“as shown in table 1.....”**
- Present table as soon as referred in text – preferably same page – place in appendix only if too many tables
- Don't present table until mentioned in text

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- Use an introductory sentence that leads to the table – e.g. *“the findings of the study present that case study A has performed the best on the set of parameters, while case study B has been the second best. Table 1 presents the findings of the study”*
 - After table – give its findings/outcome/significance – e.g. *“Thus, the average rainfall in both March and April exceeded the actual rainfall by 1.50 inches, reminding us of how dry the spring has been”*

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- Write headings in each column – headings should summarize column contents – e.g. “Salary in Rs.” “Result in % or Result (%)”
 - To accommodate headings/data in column – use abbreviations – can create legend (if required) – e.g. “Result in %” does not require a legend explanation
 - If colours for some table cells – mention values in legend

- If data of same value in all columns – mention in table title - e.g. 2012
Monthly Rainfall Versus Average Rainfall
(all figures in inches)
- If table from secondary data – cite source at the end of table – can italicize – e.g. *Source:*
www.metrologicalindia.gov.in
- Centre tables
- Use grid lines in table
- Use dash (-), periods (....) - if no info available

- Consistency in numbers – numerator – denominator or decimals e.g. 3 ½ or 3.5
- If decimal – for whole numbers – use 00 after decimal – e.g. 9.00
- Use comma for large numbers – brings clarity – e.g. 70,000
- Don't write Rs. 70000/-
- If table continues in next page – write “*continued*” in next page table no. and title – e.g. 2012 Monthly Rainfall Versus Average Rainfall (all figures in inches) *continued*
- Can also add “continued on next page” – end of table on first page.

Figures

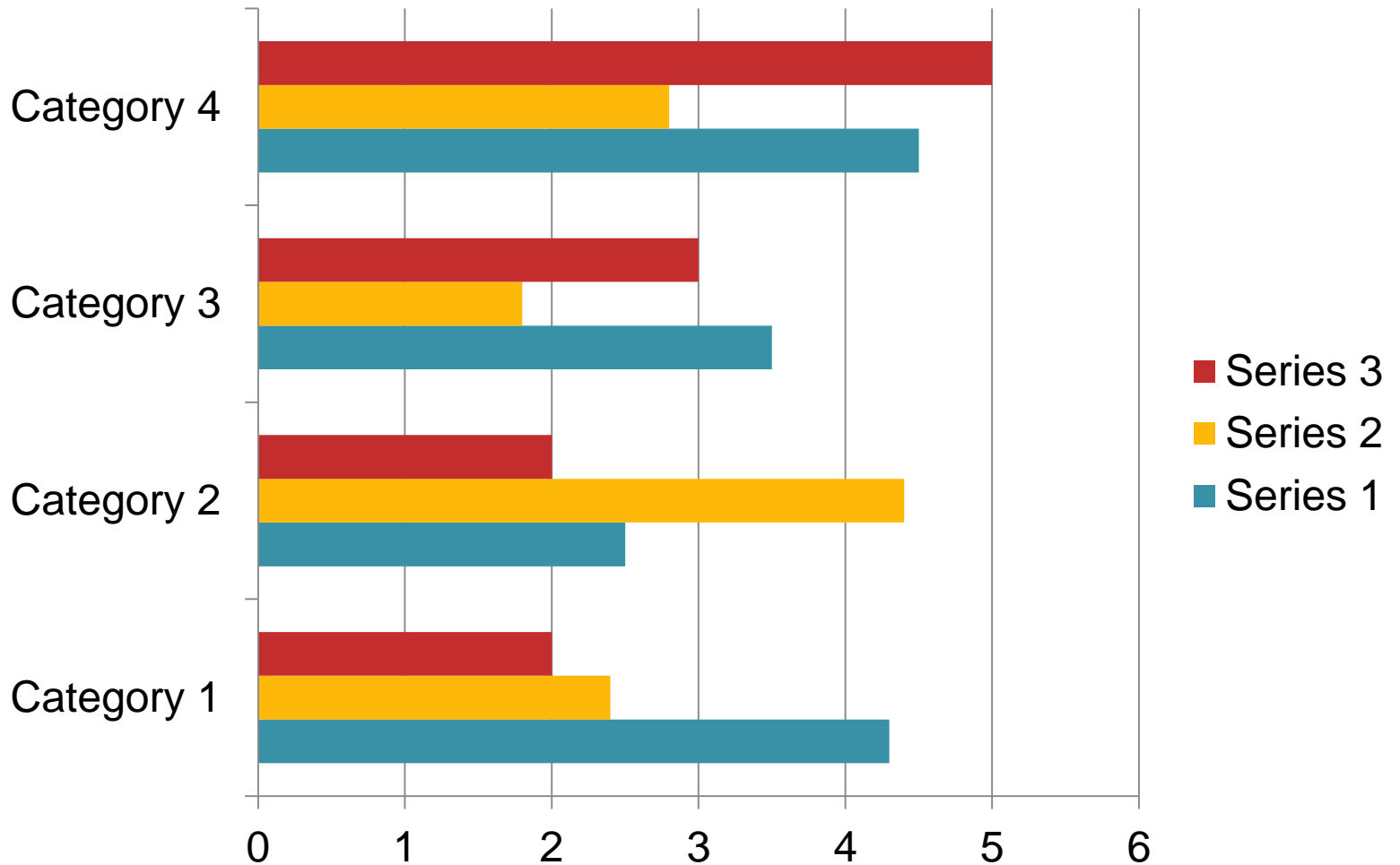
- Bar graphs/charts
- Line graphs/charts
- Combination charts
- Flow charts
- Organizational charts
- Schematic
- Geologic maps
- Line drawings
- CAD drawings
- Photographs
- Icons

Criteria For Effective Figures

- Follows same criteria as tables –
- figure no., - avoid use of words “figure above or figure below”
- figure title
- figure no. citation in text
- introductory sentence,
- Explain its significance/findings
- appearance after citation in text
- Present as soon as mentioned in text

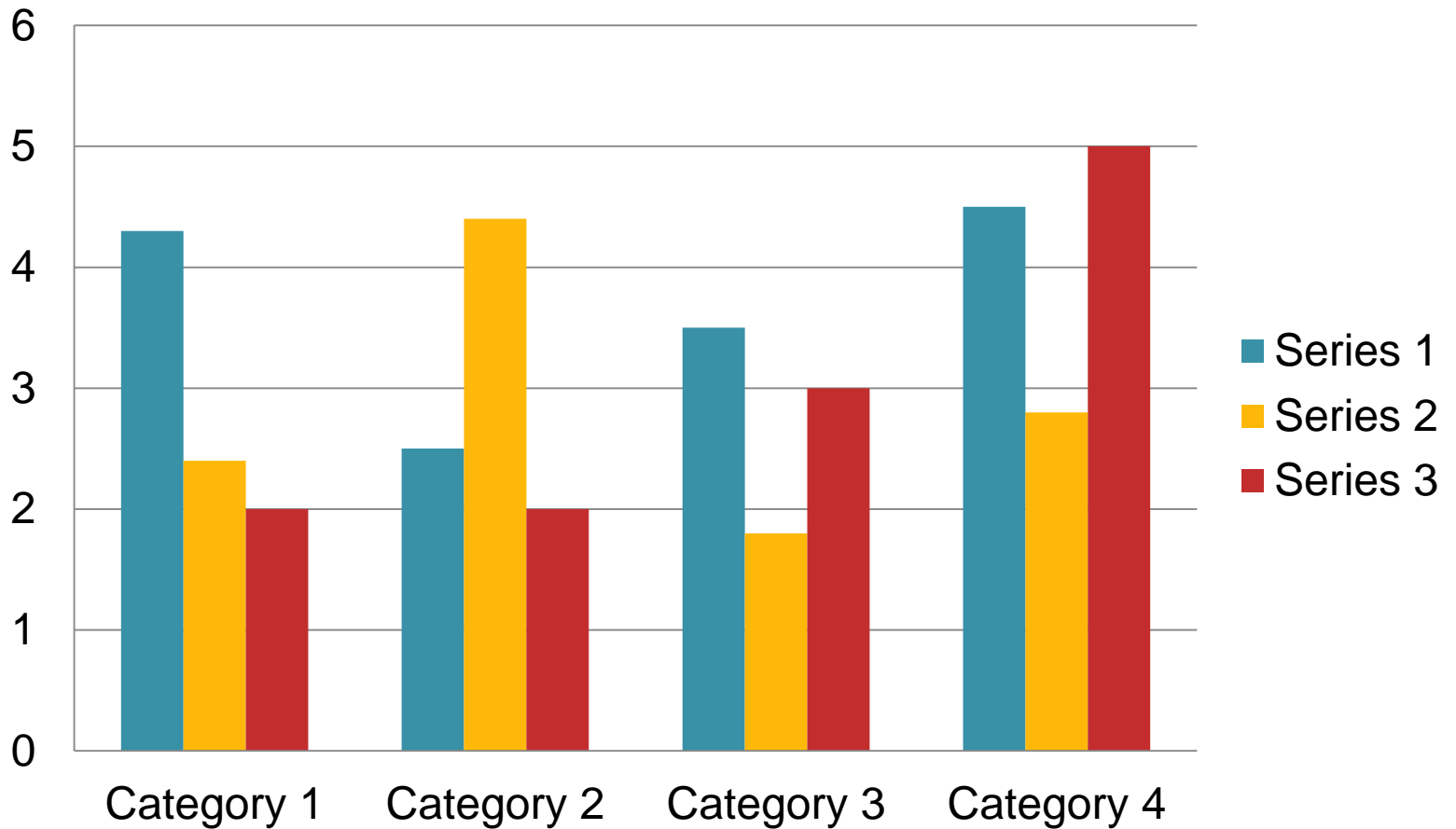
- Label correctly and clearly – if bar graph – x and y axis – if pie chart – clear *call outs*
- Use legends –
 - Colour in bar graphs,
 - Numbers on each bar
 - pie chart – number *call outs* – explanation in legend
- If abbreviate any label – explain in footnote by either using * or superscript numbers
- Mention source – end of figure
- Frame the figure – center it
- If drawn figure – ‘group’ it for easy movement
- Size - not too big or too small

Bar Graph - Horizontal


















































































































Vertical Bar Graph

Chart Title



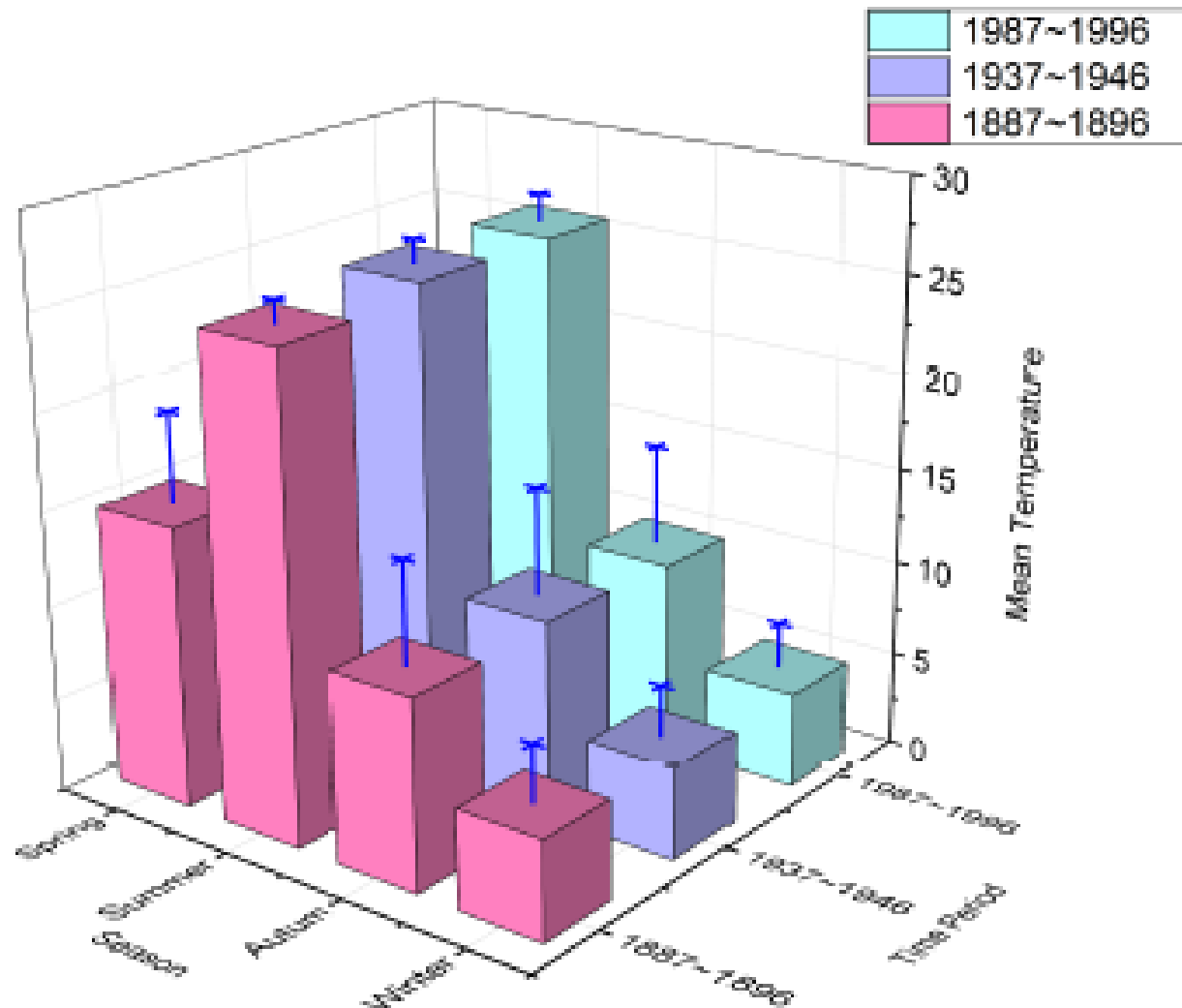
Pictograph

Population of Middlebury (1941-2001)

Year	Population ( = 1000)
1941	         
1951	            
1961	               
1971	                 
1981	                  
1991	                
2001	                

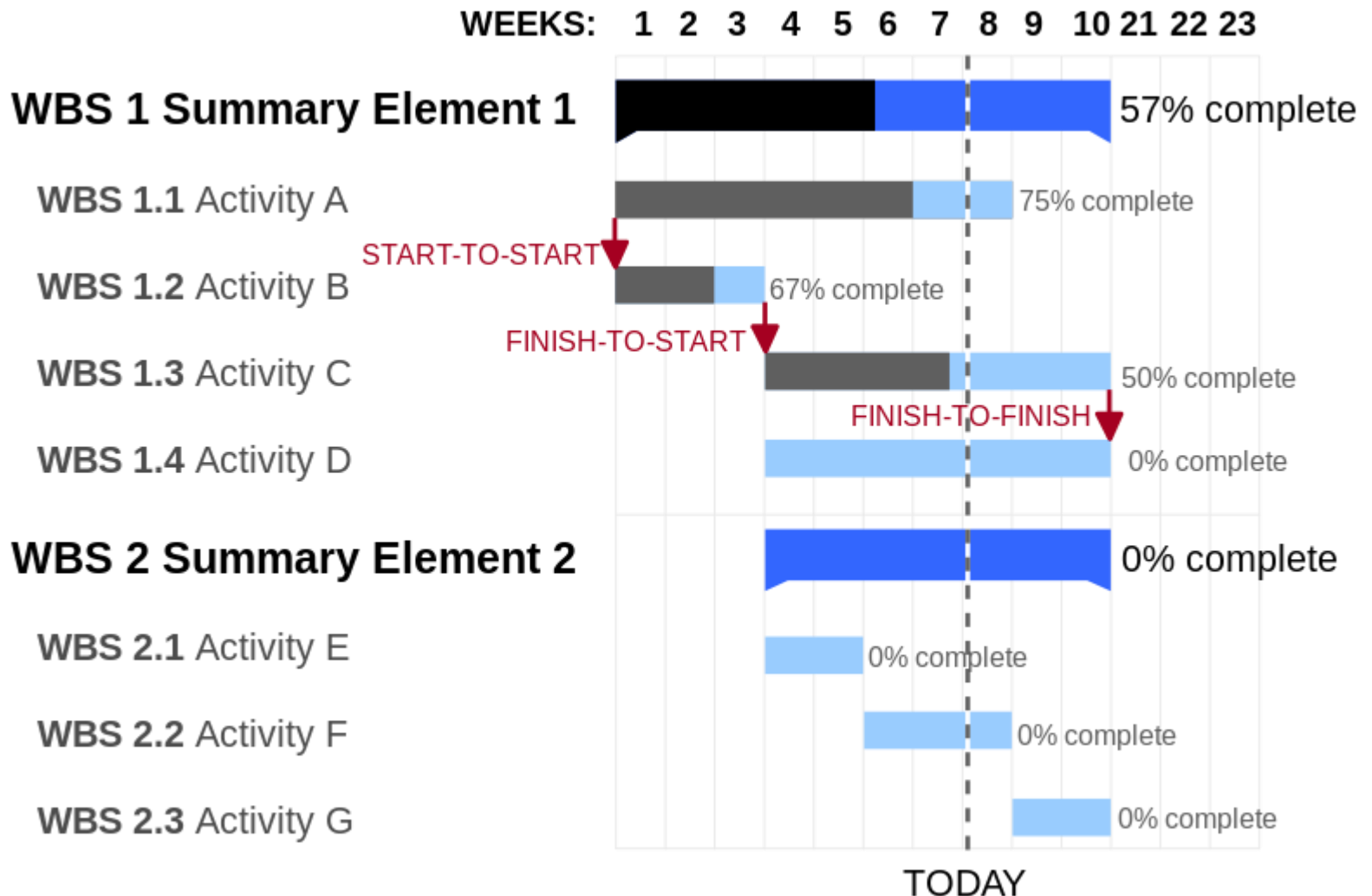
Source: www.barronstrestprep.com

3D bar graphs

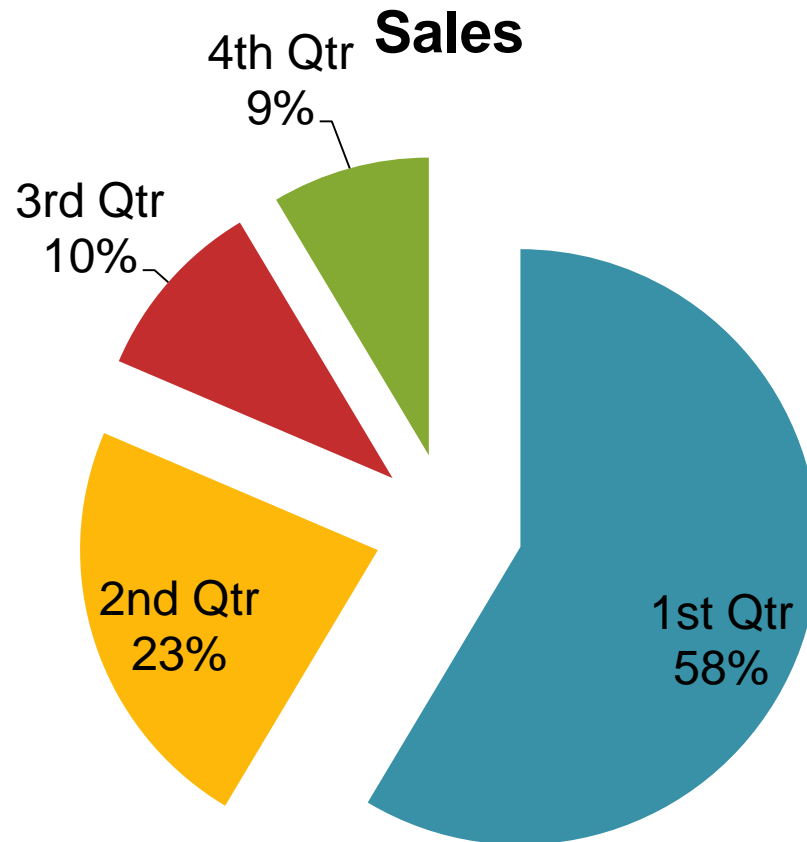


Source: www.originlab.com

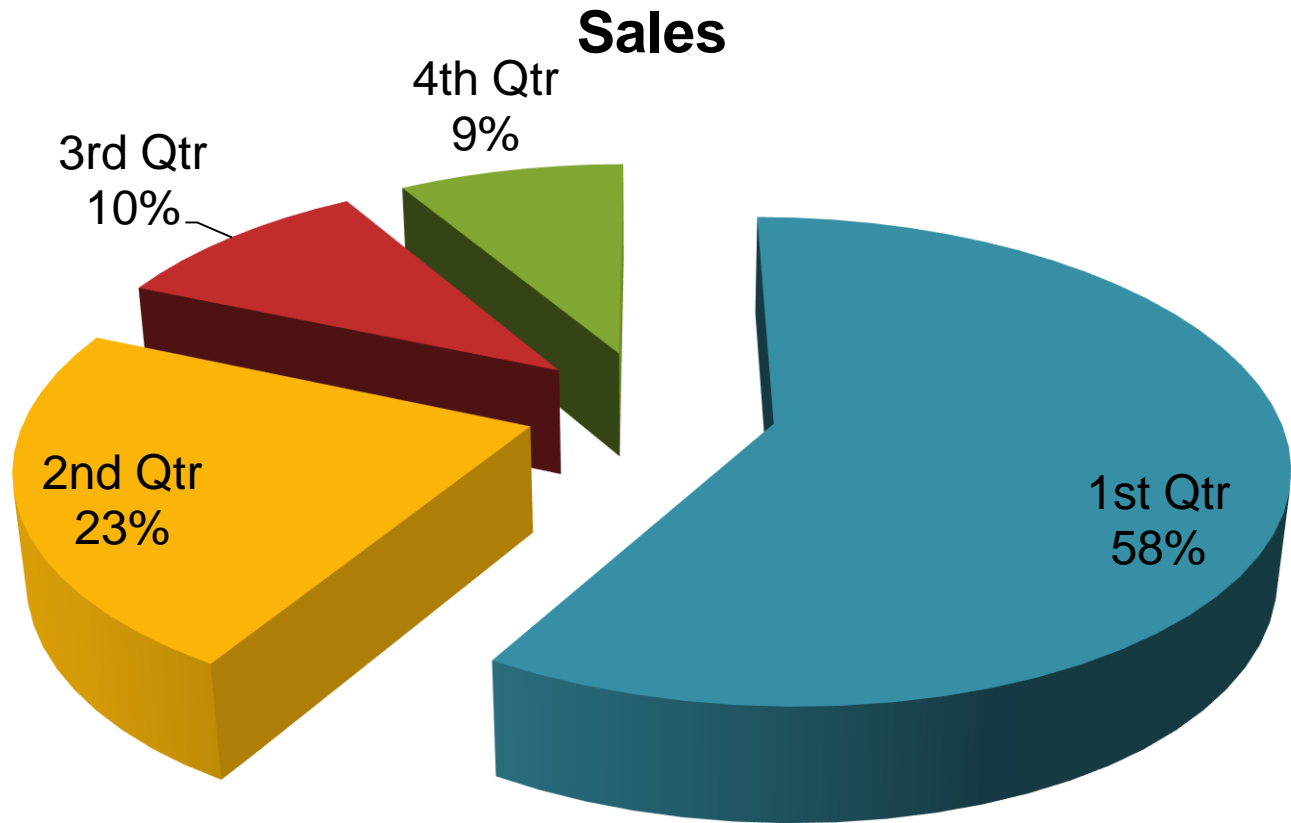
Gantt or Schedule Charts



Pie Charts

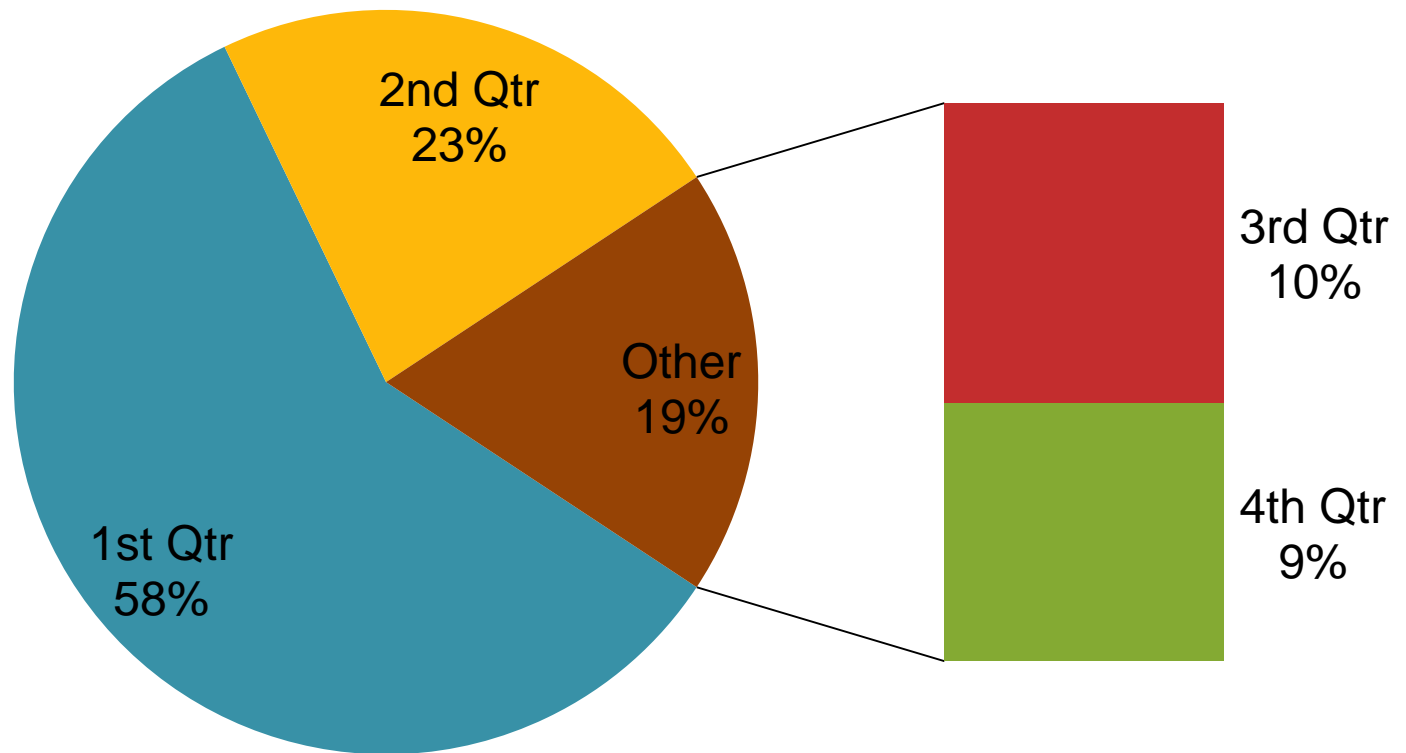


Another Example

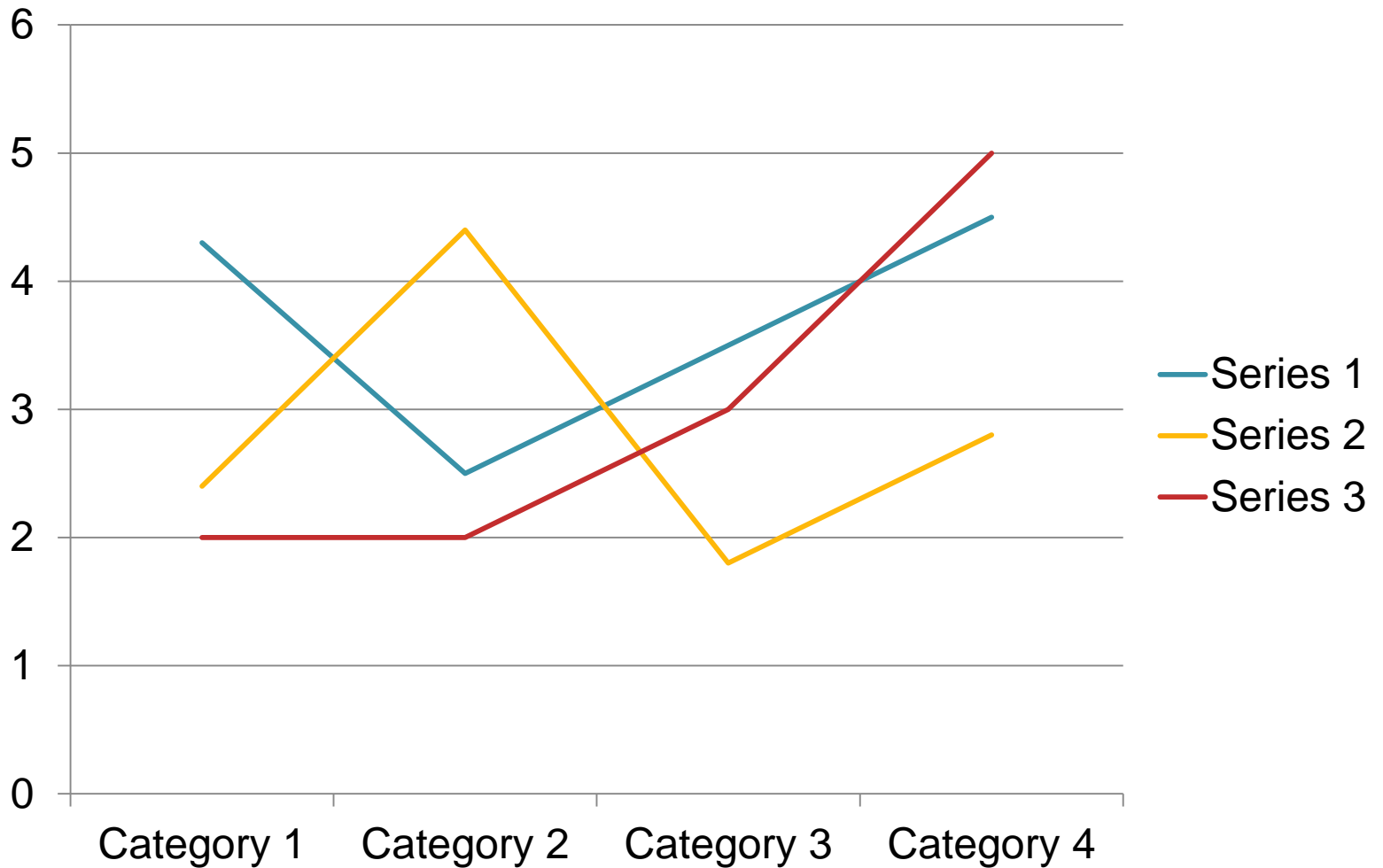


Another Example

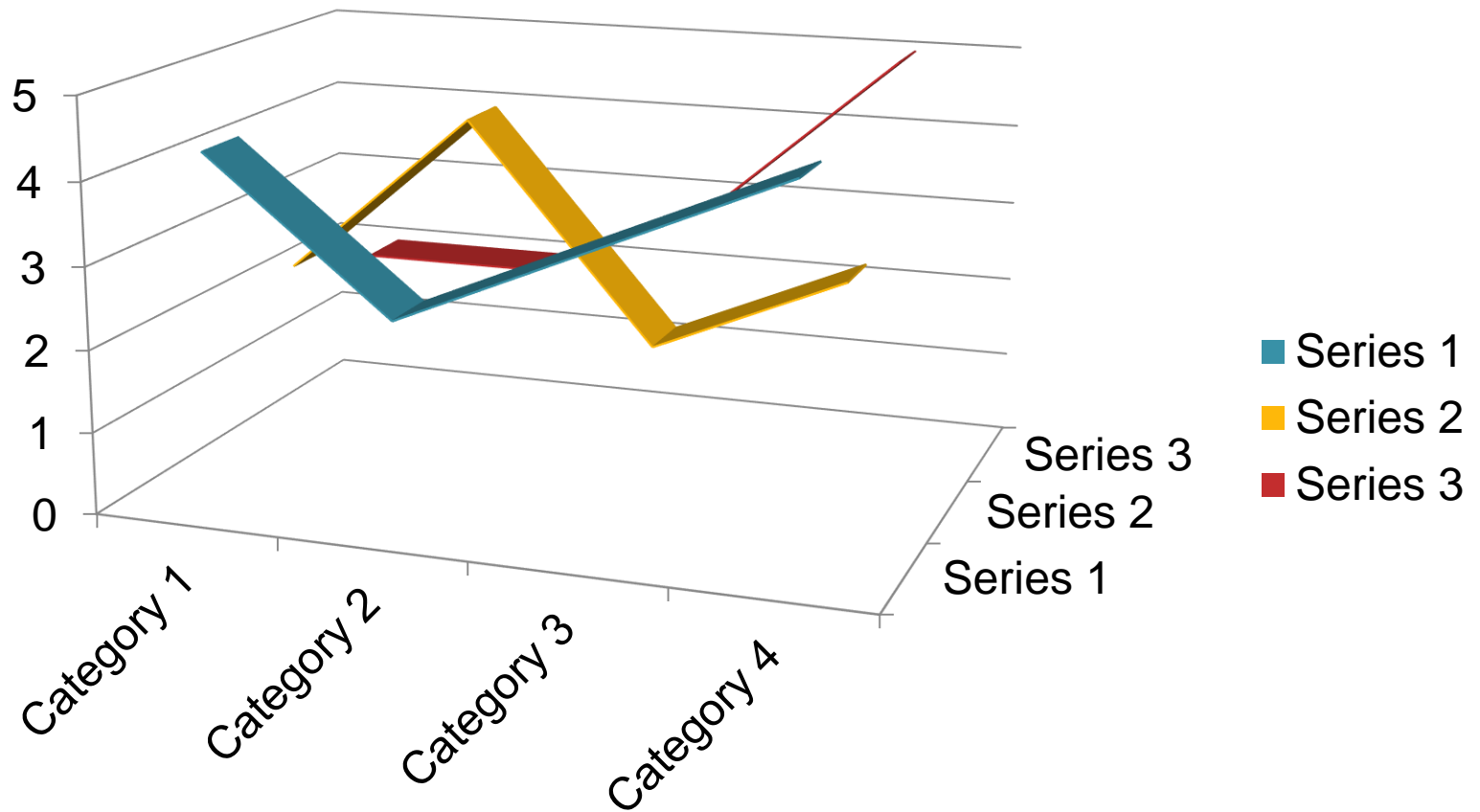
Sales



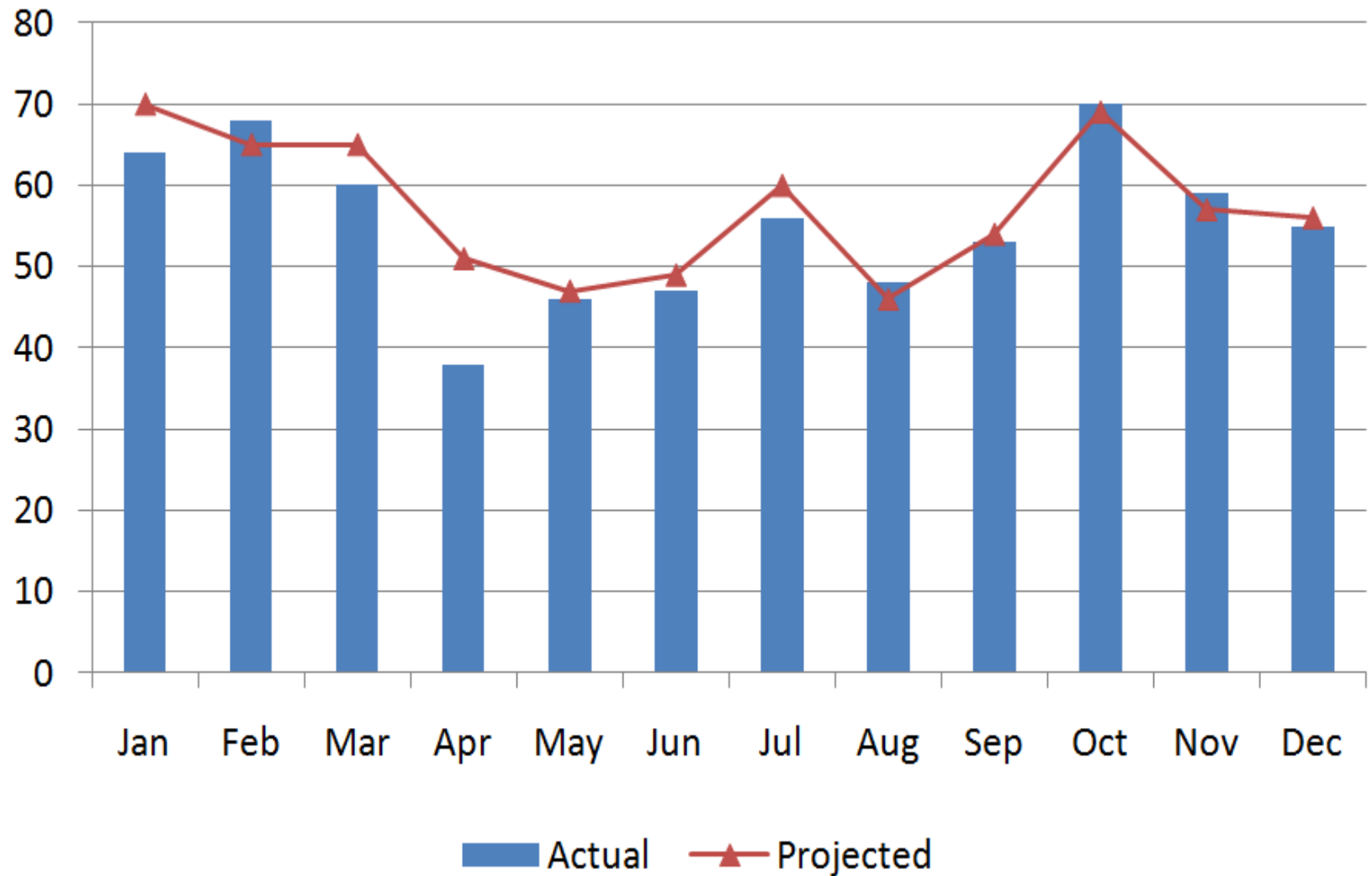
Line Chart



CD Line Chart

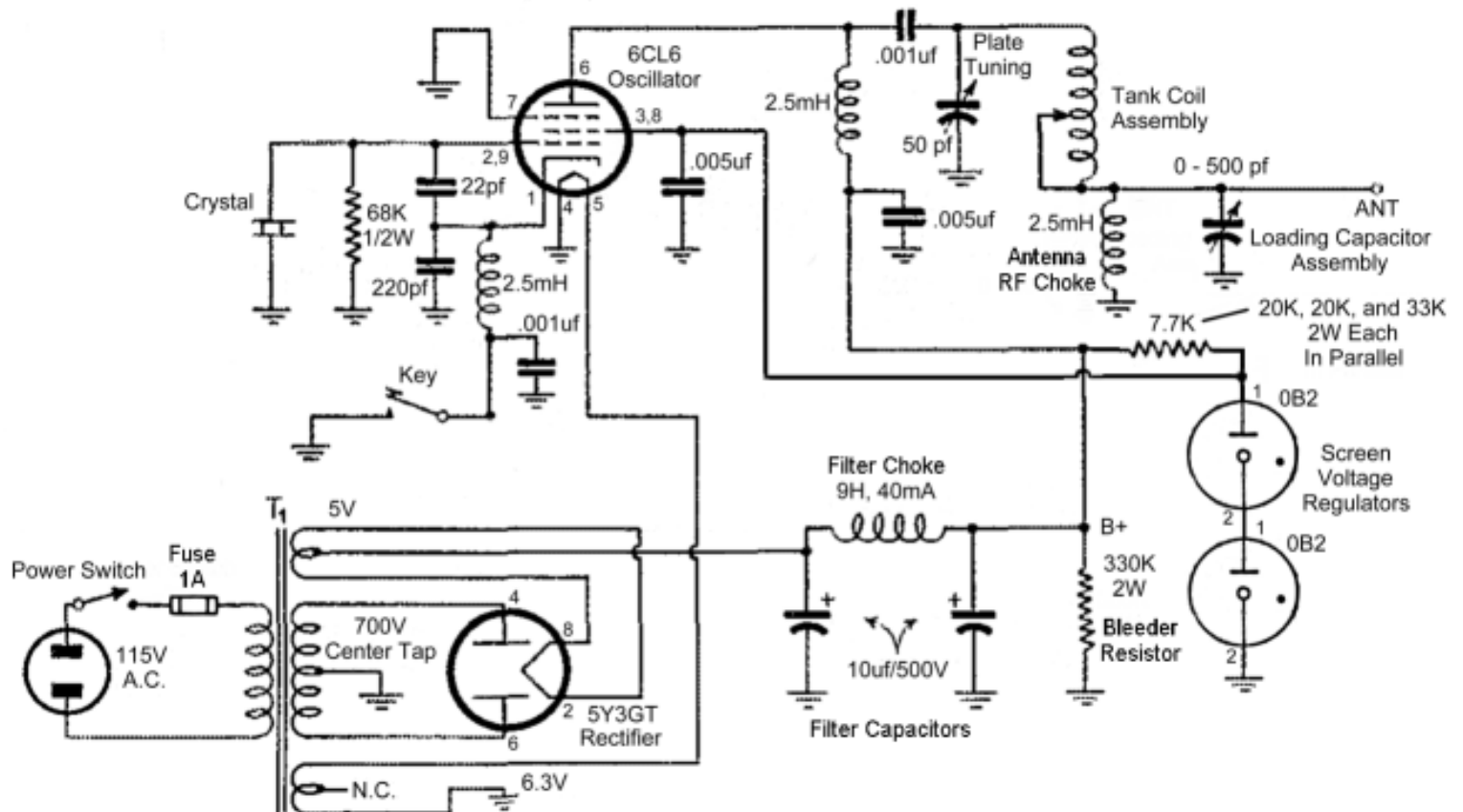


Combination Chart

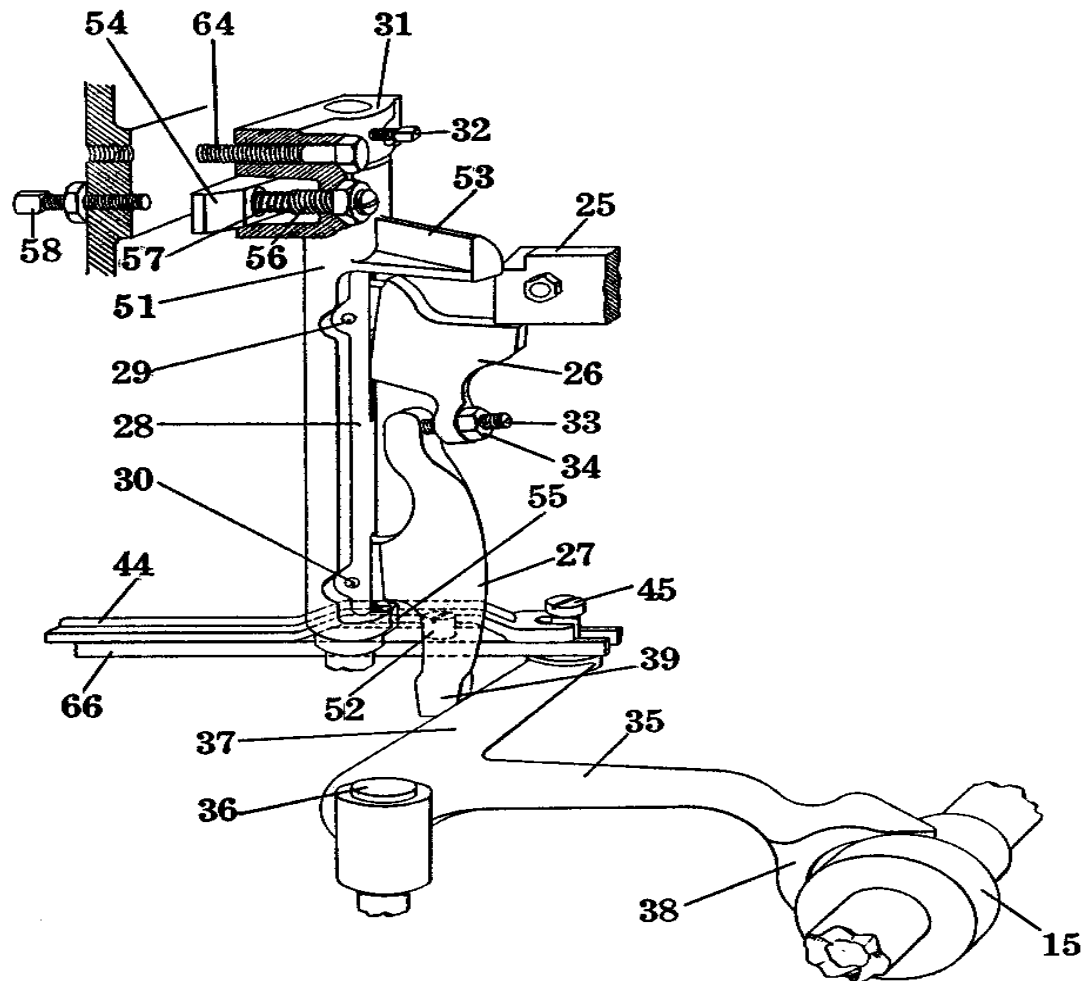


Source: www.newsroom.unl.edu

AA8V/W8EXI 6CL6 One-Tube Transmitter



LINE DRAWING



OTHERS

- Organizational charts
- Flow charts
- Photographs
- CAD drawings

ICONS



- Keep it simple
- Create a realistic image
- Chose a view that would make it recognizable – e.g. top view of a telephone pole might be confusing
- Avoid cultural and gender bias – e.g. showing hand neither male or female

Create a table on actual amount of rainfall of each month in 2013 versus the average documented rainfall for the same months of that year. In January 2013 the rainfall was 1.5 inches whereas the average rainfall was 2.00 inches. In the month of February 2013 the rainfall was 1.50 inches but the average rainfall was 2.50 inches. The rainfall dropped to 1.00 inch in March where as the average was 2.50 inches. April saw the same rainfall as the previous month. The average also remained at the same as the previous month. However May saw a drop in rainfall by .50 inches and by 1 inch in average. June experienced no rainfall, thus bringing down the average rainfall by 1 inch. However, the metrological department of Nagpur city provided no data for the subsequent months of 2013.


Use the above information to create a table. The table will appear as the second table in the third chapter of your report. Follow all the criteria that you have been taught to create an effective table.

Table 3.2: 2015 monthly annual rainfall versus average rainfall (in inches)

Month	Actual	Average
January	1.50	2.00
February	1.50	2.50
March	1.00	2.50
April	1.00	2.50
May	0.50	1.50
June	0.00	0.50
July	DNA	DNA
August	DNA	DNA
September	DNA	DNA
October	DNA	DNA
November	DNA	DNA
December	DNA	DNA

DNA: Data not available

Source: Metrological Department, Nagpur city

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1. Table number
 2. Title
 3. Inches in title
 4. Column headings
 5. Grid lines
 6. All the months
 7. Correct data in columns
 8. No cells empty
 9. Abbreviation
 10. Full form of abbr and mention below table
 11. Source of table
 12. Using 2.00 and not 2 in the cells