Communication menu

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|  | Bar chart   * Great for comparing categories * The length of each bar is proportionate to the value it represents * One axis features the categories being compared * The other axis represents the values of each bar |
|  | Line graph   * Great for comparing trends over time or highlighting a pattern between two data sets * The x-axis has the variable you are changing * The y-axis has the variable you are measuring * One graph can be used to show multiple trends by plotting lines in various colors |
|  | Pie Chart   * Visual tool for comparing parts of a whole * The area of each segment is proportional to the value it represents * Audiences can quickly gauge general figures without having to look in fine detail |
|  | Scatter graph   * Great for when you have a large sample size and are looking for trends * Each dot represents one data point – or one piece of information in your sample * Each sample is plotted based on two variables * Once lots of samples have been plotted, you can see if a trend emerges |
|  | Pictogram   * Images or symbols are used to illustrate data * Images hold more emotional power than raw data and so can often produce an emotive response * Each icon represents a specific value |
|  | Binary decision diagram   * Shows the pathway from one decision to another when you have two choices at each stage * Used lots in computer science to show actions within a process flow * Can be used outside of computer science if the decision is between “yes or no”, “1 or 2” or “true or false” (binary answers) |
|  | Stacked bar graph   * Useful for comparing categories that have multiple variables within them * Combines elements of the pie chart and bar graph to communicate totals, trends and proportions in a single illustration |
|  | Venn diagrams   * Shows where there are relationships within different categories * Each circle represents a different category * Factors are added to each circle accordingly * Where there is overlap, a factor satisfies both categories |