

Communicating Information Through Visuals

Planning Visuals

Decide What to Say

Develop a Story Line

Save Time



Preparing Visuals

**Gain an
Advantage**

**Pick Points
to Visualize**

**Balance Words
and Visuals**

**Set a
Schedule**

The Right Visual for the Job

Tables • Detailed, exact values

Line or Bar Charts • Trends over time

Pie or Area Charts • Frequencies or distributions

Bar Charts • Comparison of items

Pie Charts • Comparison of parts

Line or Dot Charts • Correlations

Maps • Geographic relationships

Flowcharts • Processes or procedures

The Parts of a Table

<i>Stub head</i>	<i>Multicolumn Head*</i>		<i>Single Column Head</i>	<i>Single Column Head</i>
	<i>Subhead</i>	<i>Subhead</i>		
Row head	XXX	XXX	XX	XX
Row head				
Subhead	XX	XXX	XX	XX
Subhead	XX	XXX	XX	XX
Total	XXX	XXX	XX	XX

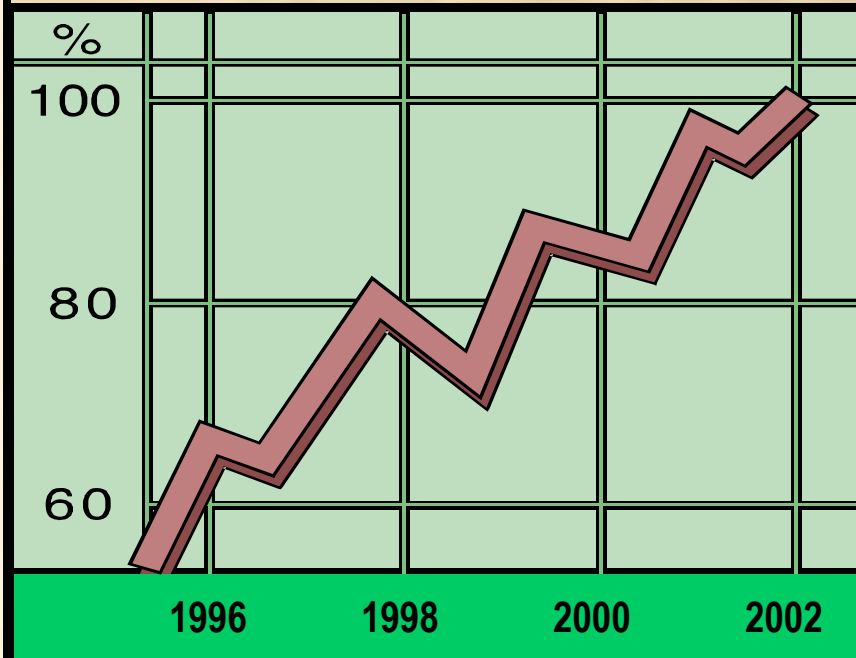
Source: (In the same format as a text footnote).

**Footnote (for explanation of elements in the table).*

Preparing Numerical Tables

- **Use common, clearly identified units**
- **Use the same units for all items in a column**
- **Label column headings**
- **Separate rows and columns**
- **Provide column-to-row totals or averages**
- **Document data sources**

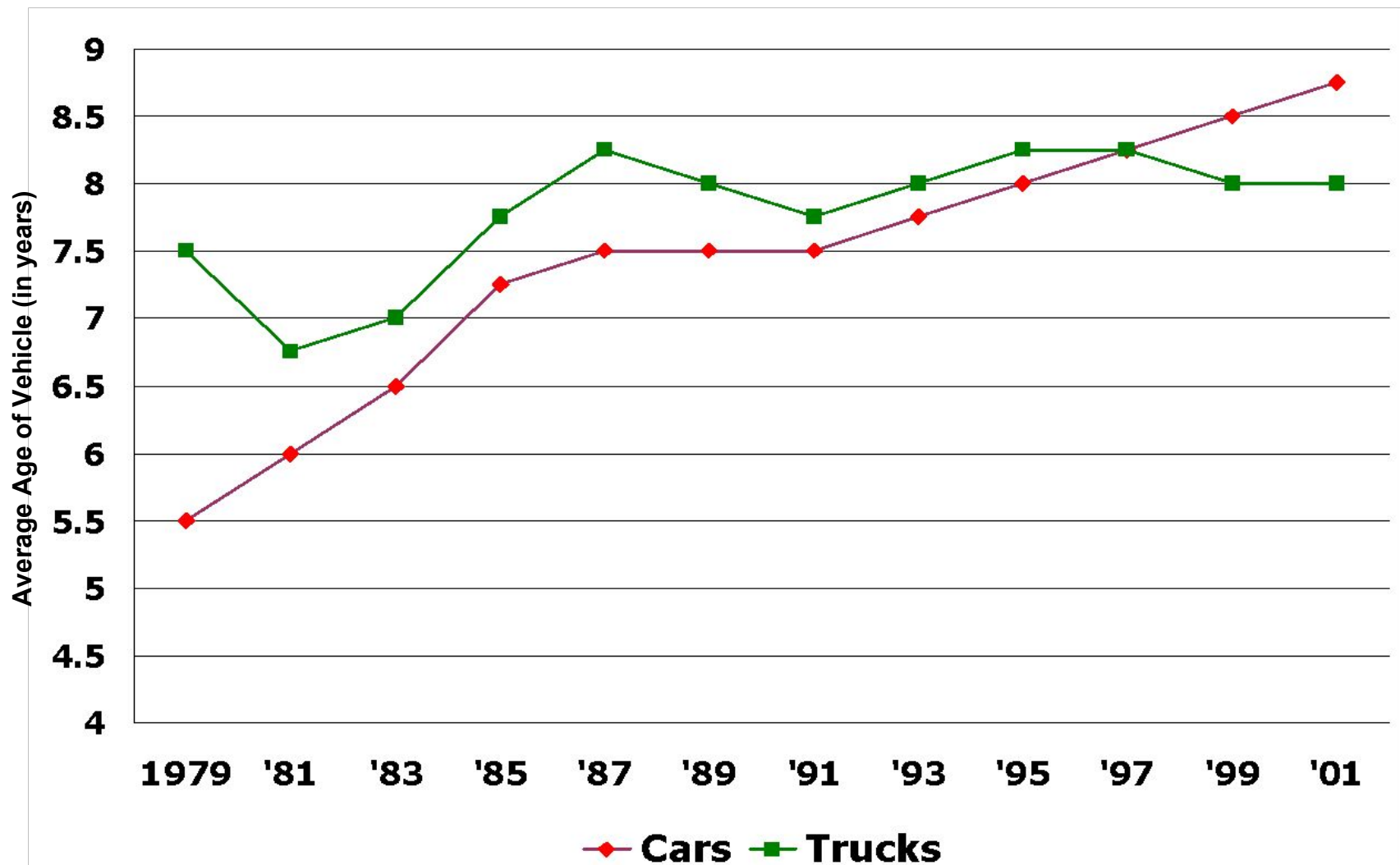
Using Line Charts and Surface Charts



**Show
Changes**

**Indicate
Relationships**

Average Age of Passenger Cars and Trucks in Use



Using Bar Charts

Compare Items

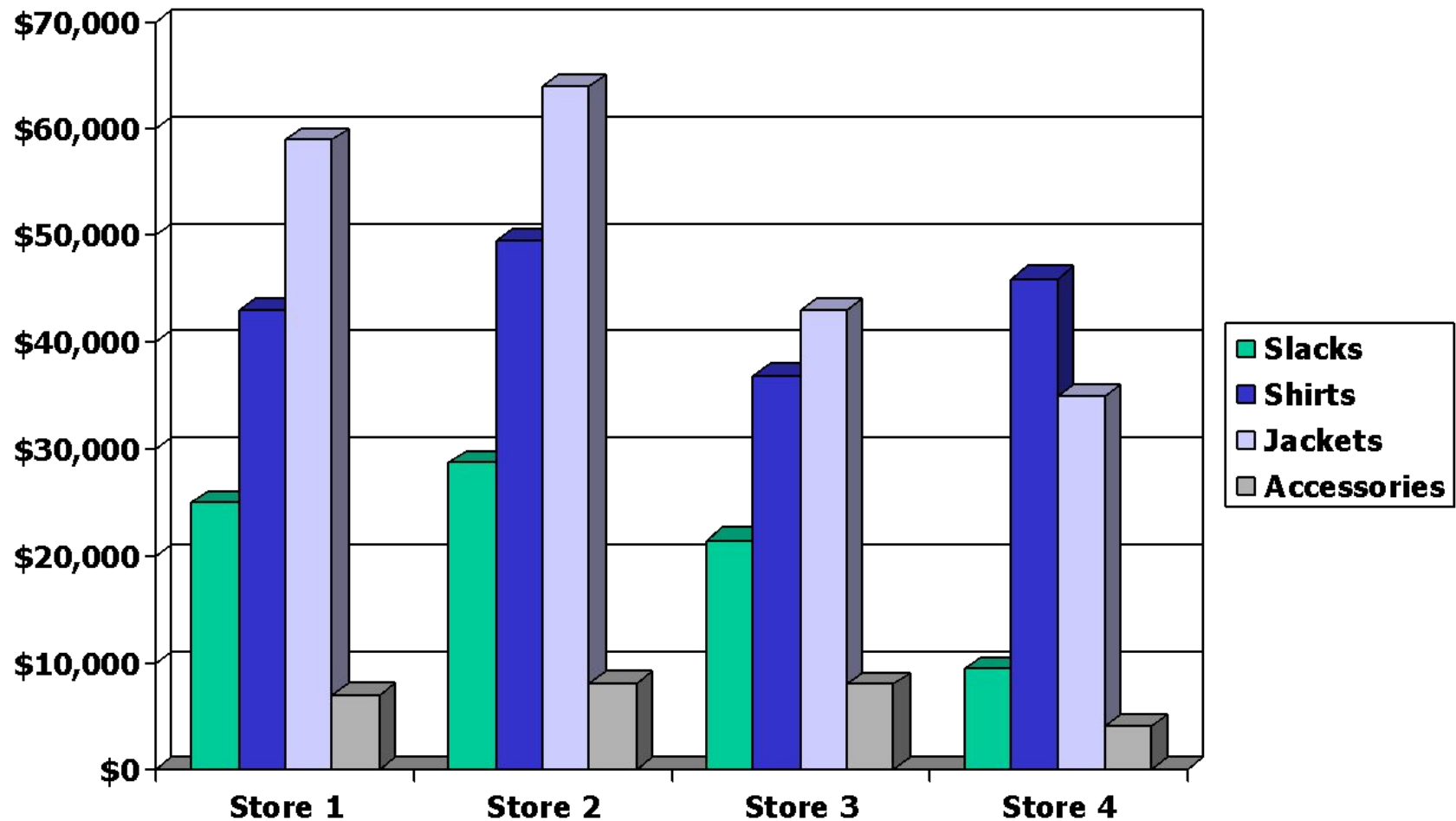
Show Changes

Indicate Composition

Show Relative Sizes



Average Monthly Sales at Waldo's



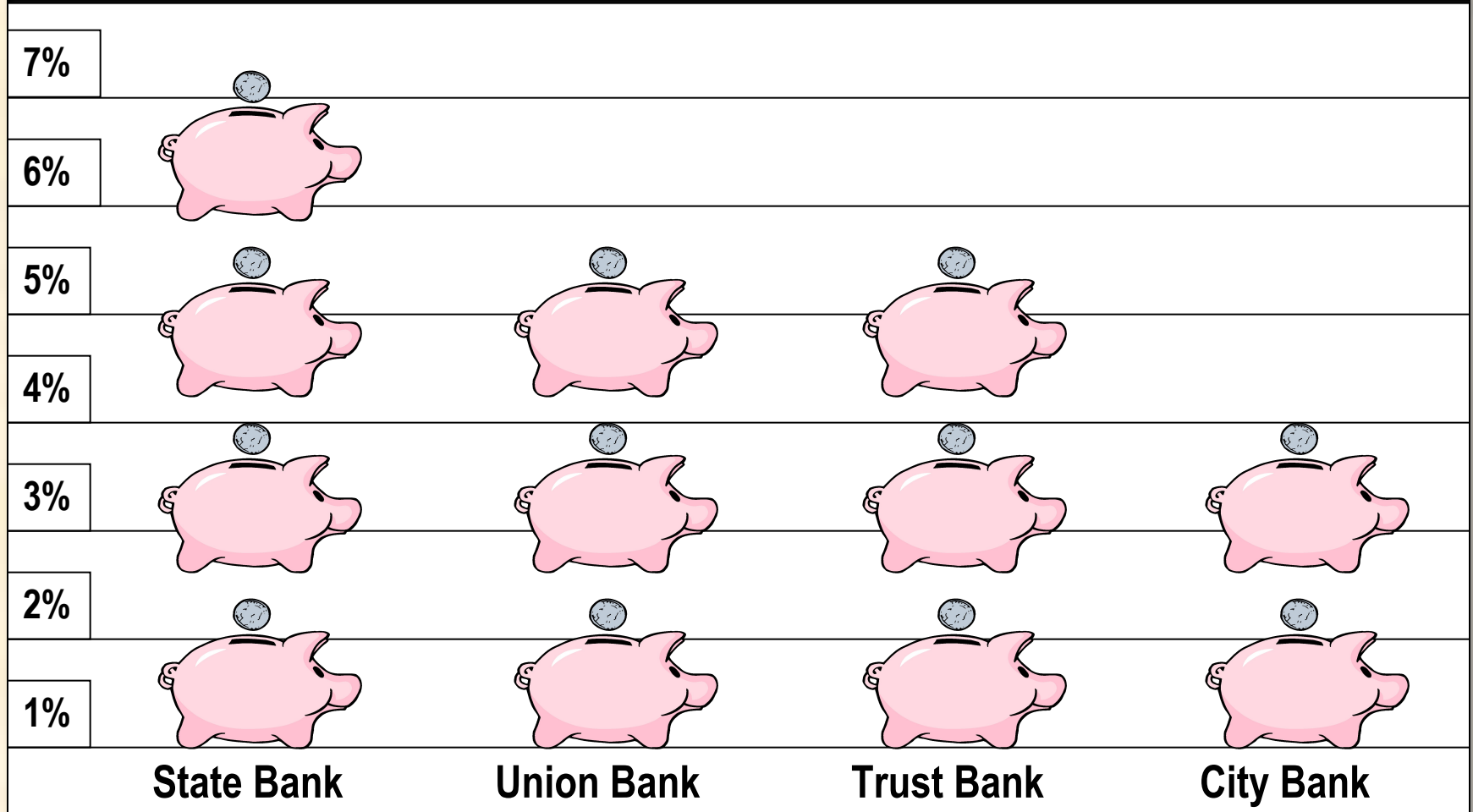
Using Pictograms



**Novelty
Impact**

**Visual
Appeal**

State Bank Pays More Interest



Timeline Charts

**Time
Schedules**

Milestones

**Completed
Tasks**

**Uncompleted
Tasks**

Marketing Research Timeline

Project Phase	Start Date	End Date	Duration	Percent Done	June	July
Primary Research	8/3/02	8/7/02	5d	100%	<pre> graph TD subgraph June direction TB P[Primary Research: 8/3/02 - 8/7/02] FG[Focus Groups: 8/10/02 - 8/14/02] I[Interviews: 8/12/02 - 8/16/02] end subgraph July direction TB SR[Secondary Research: 8/17/02 - 8/21/02] BP[Business Plan: 8/22/02 - 9/6/02] end P --> FG FG --> I I --> SR SR --> BP </pre>	
Focus Groups	8/10/02	8/14/02	5d	100%		
Interviews	8/12/02	8/16/02	5d	100%		
Secondary Research	8/17/02	8/21/02	5d	0.00%		
Business Plan	8/22/02	9/6/02	15d	0.00%		

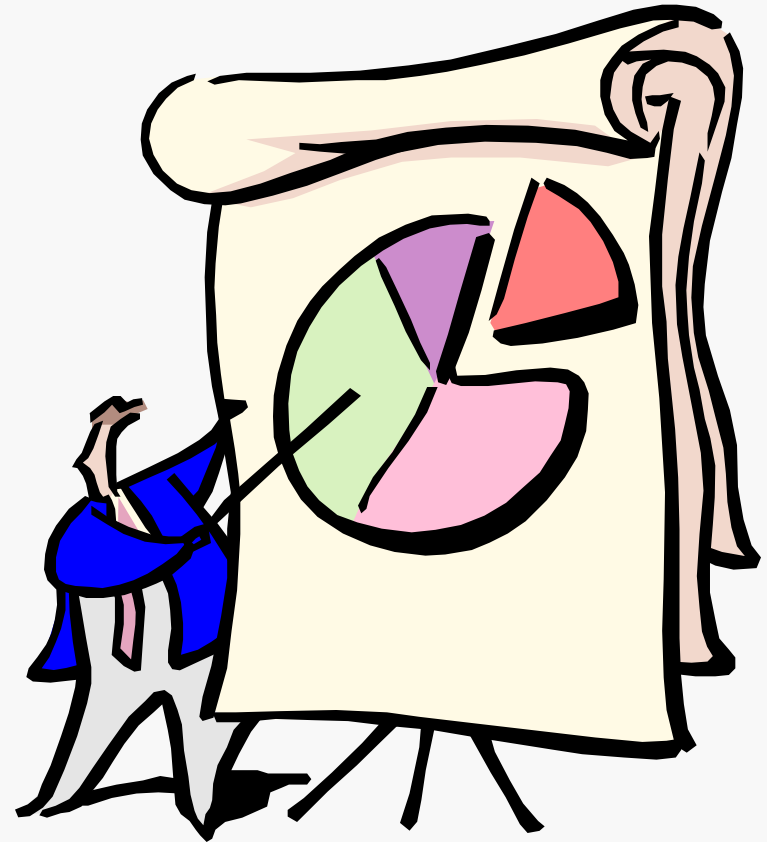
Using Pie Charts

**Limit the Number
of Slices**

Arrange Slices Clockwise

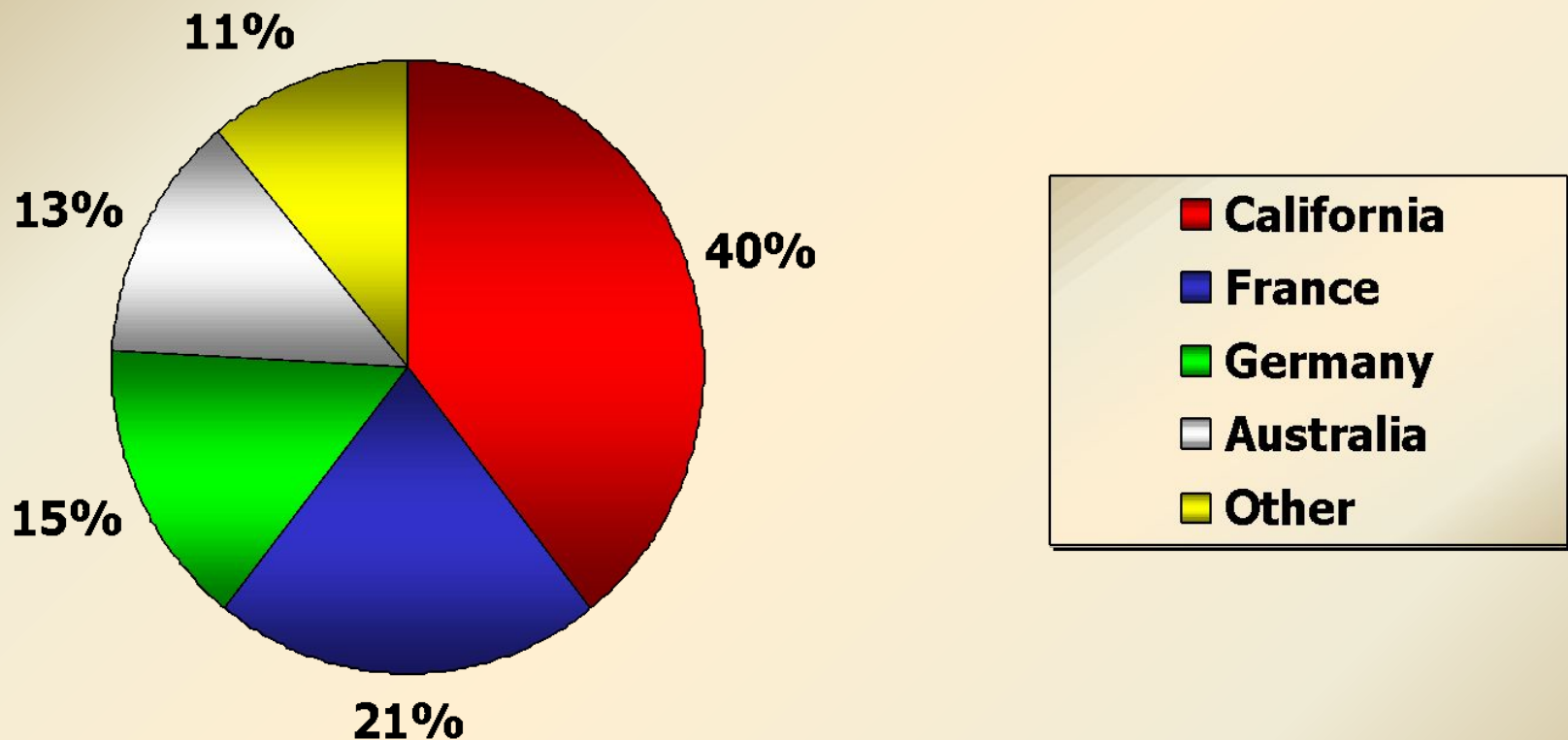
Use a Variety of Colors

**Show Numbers
or Percentages**



The French Quarter Vintner

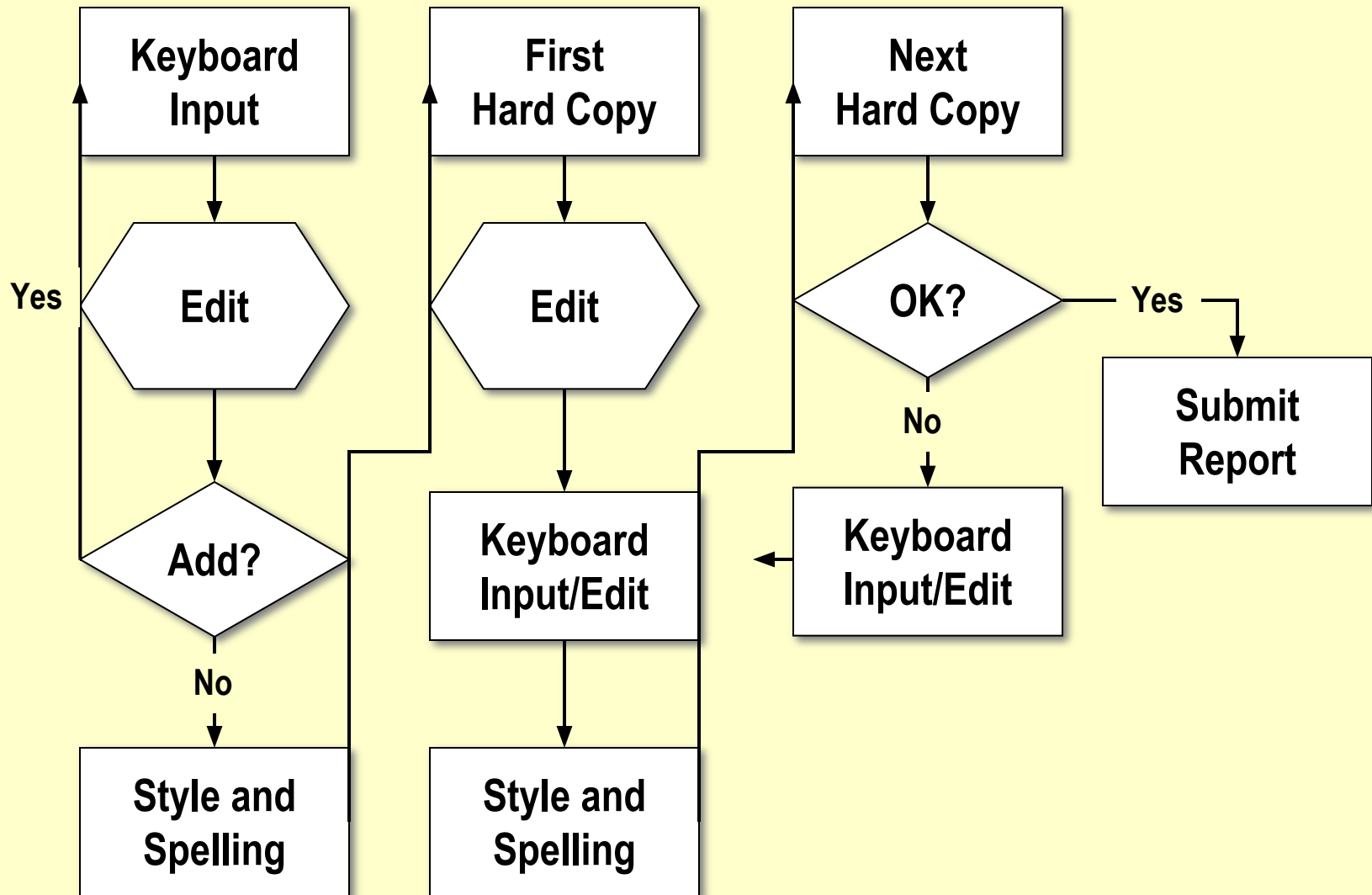
January Sales of Wine by Region



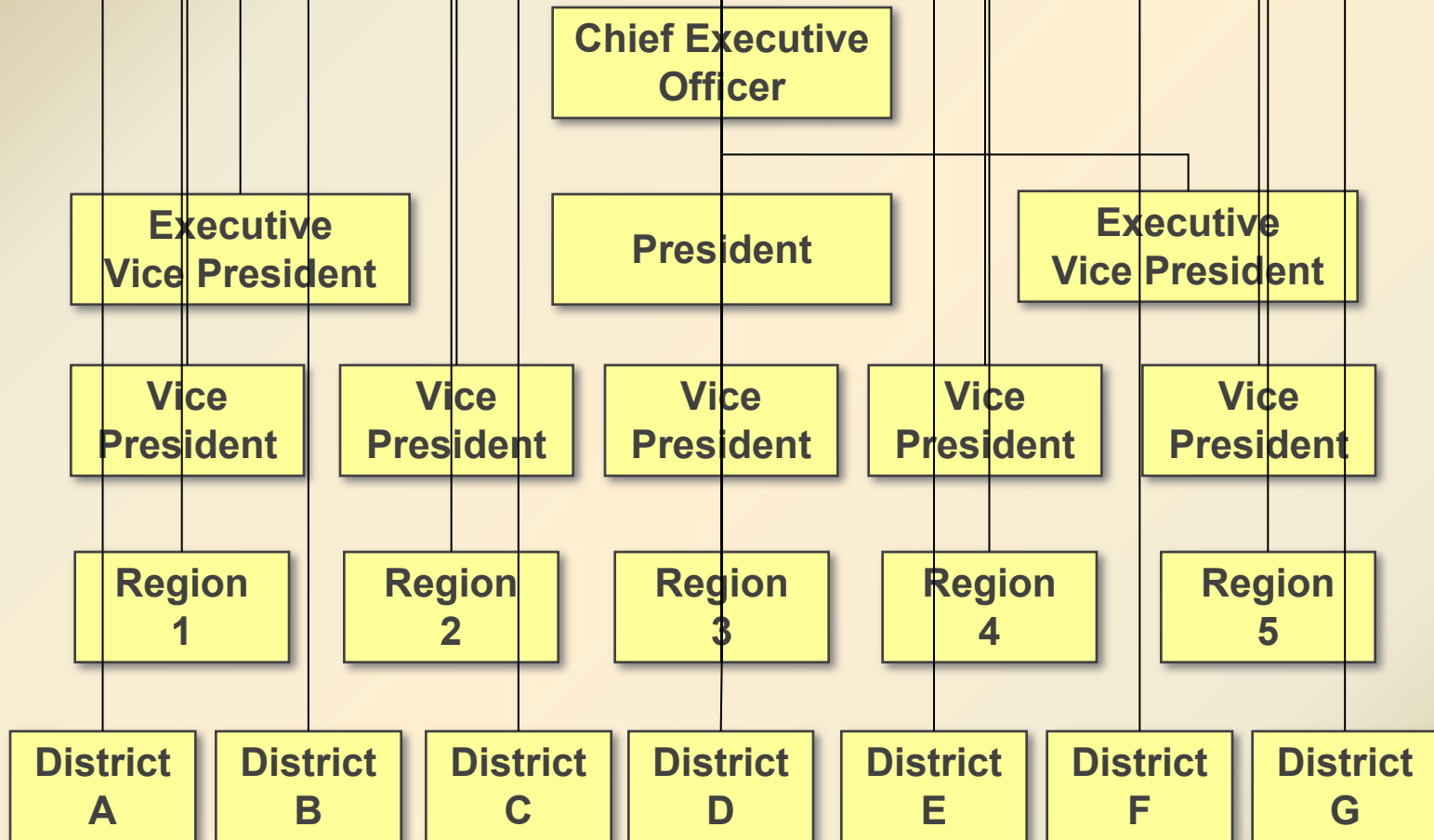
Illustrating Relationships

Organization Charts	Flow Charts
Positions	Processes
Units	Procedures
Functions	Sequences

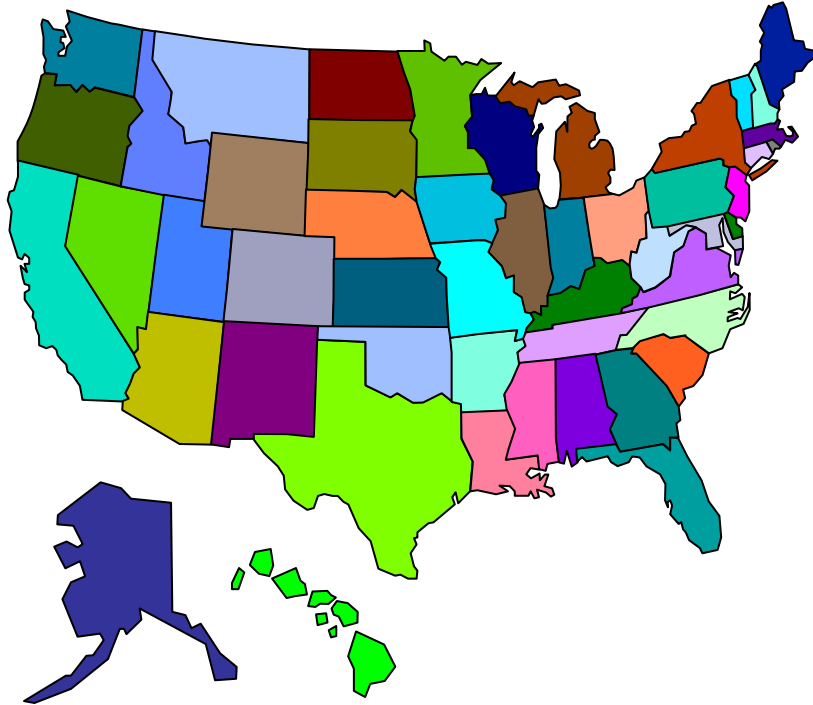
Flow Chart of the Report Writing Process



The Chain of Command



Using Maps



**Geographic
Areas**

**Regional
Differences**

Key Markets

Other Business Graphics

Drawings and Diagrams

Images and Photographs

Functions

Realism

Operations

Visual Appeal

Selected Details

Ethical Concerns

Working With Computers

Advantages

Speed

Accuracy

Versatility

Training

Challenges

Artistic Skills

Time Requirements

Computer Graphics



Design Principles

Continuity

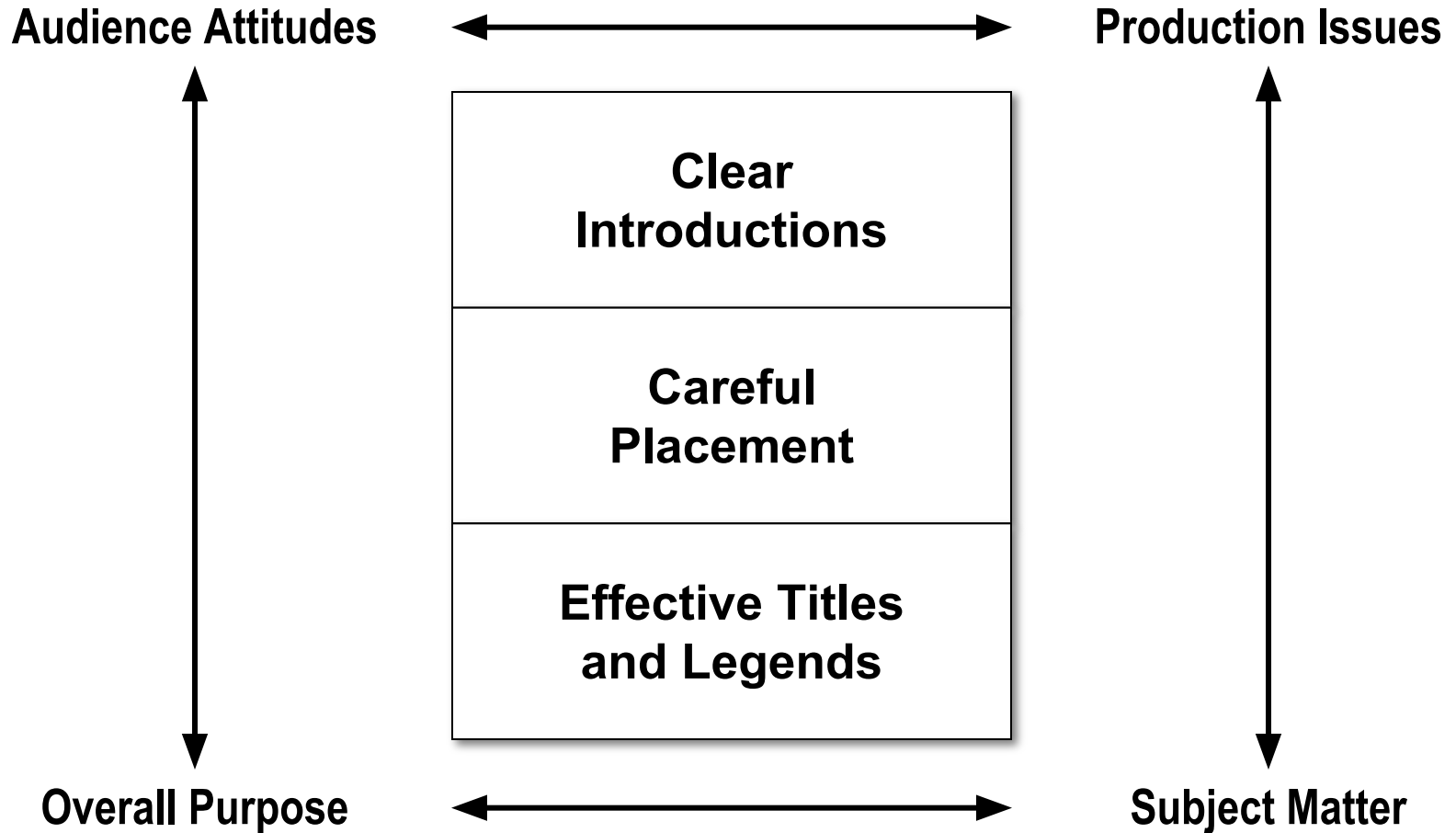
Contrast

Emphasis

Simplicity

Experience

Integrating Text and Graphics



Checking Visual Aids

