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

| Stub head	Multicolumn Head*		Single Column Head	Single Column Head
	Subhead	*Subhead*		
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**
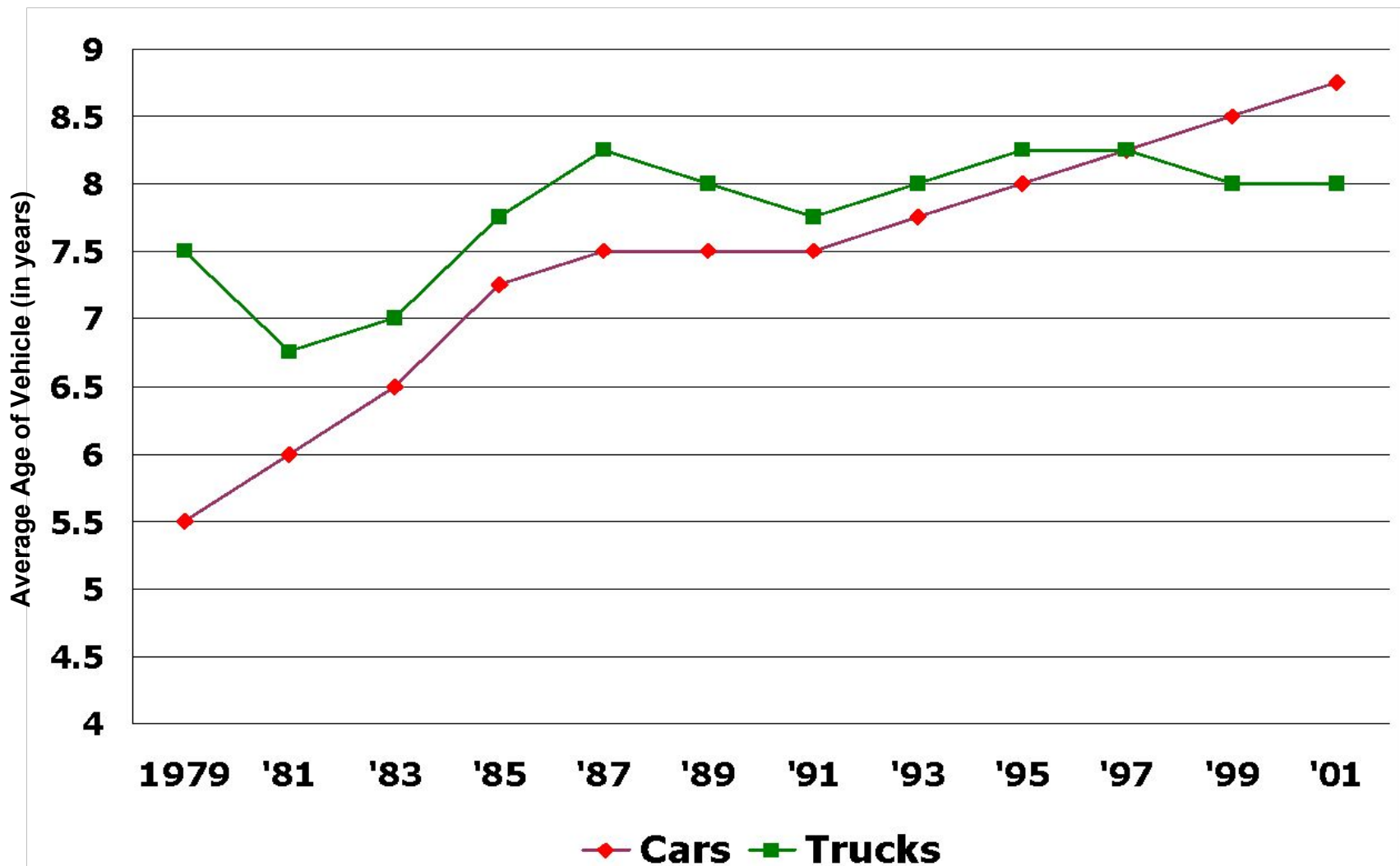
- **Document data sources**

Using Line Charts and Surface Charts
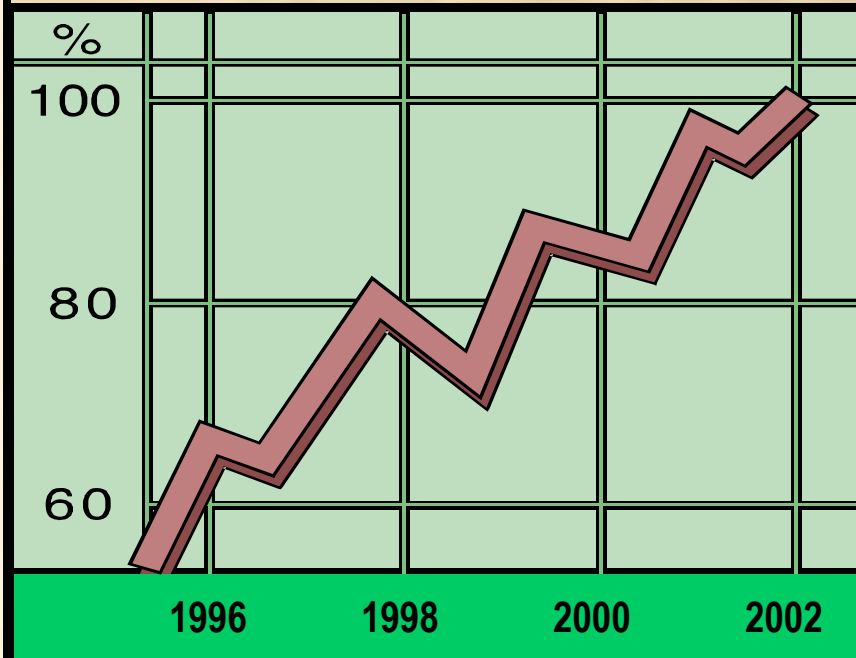
Show Changes

Indicate Relationships

Average Age of Passenger Cars and Trucks in Use
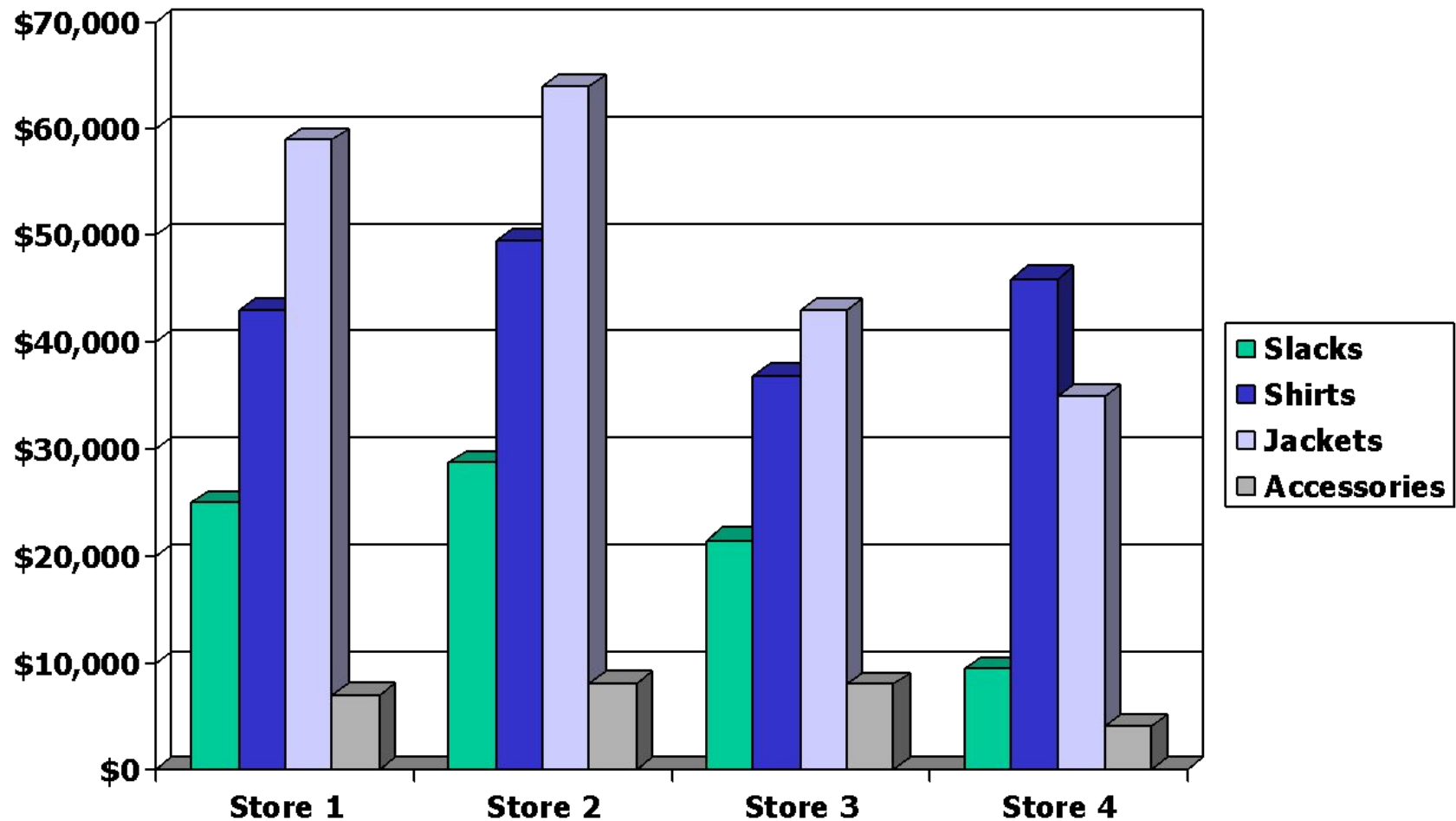
Using Bar Charts

Compare Items

Show Changes

Indicate Composition

Show Relative Sizes
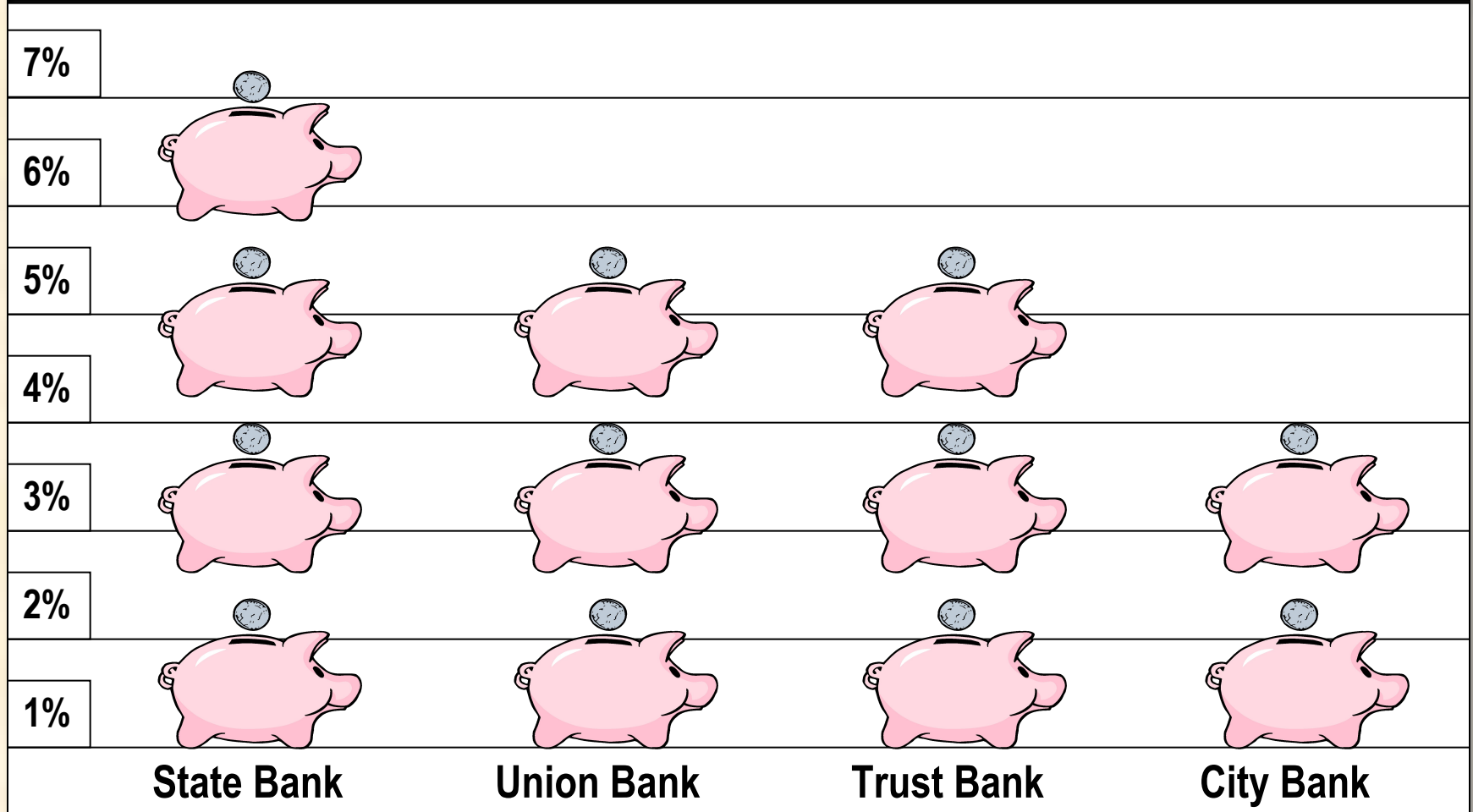
Average Monthly Sales at Waldo's

Using Pictograms

Novelty Impact

Visual Appeal

State Bank Pays More Interest

	State Bank	Union Bank	Trust Bank	City Bank
7%				
6%				
5%				
4%				
3%				
2%				
1%				

Timeline Charts

Time Schedules

Milestones

Completed Tasks

Uncompleted Tasks

Marketing Research Timeline

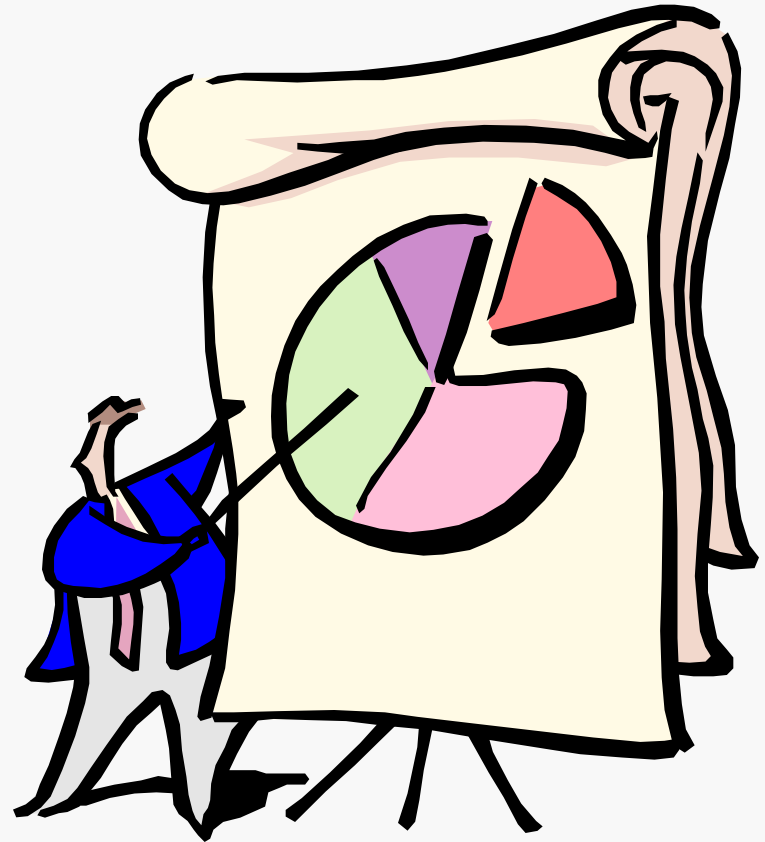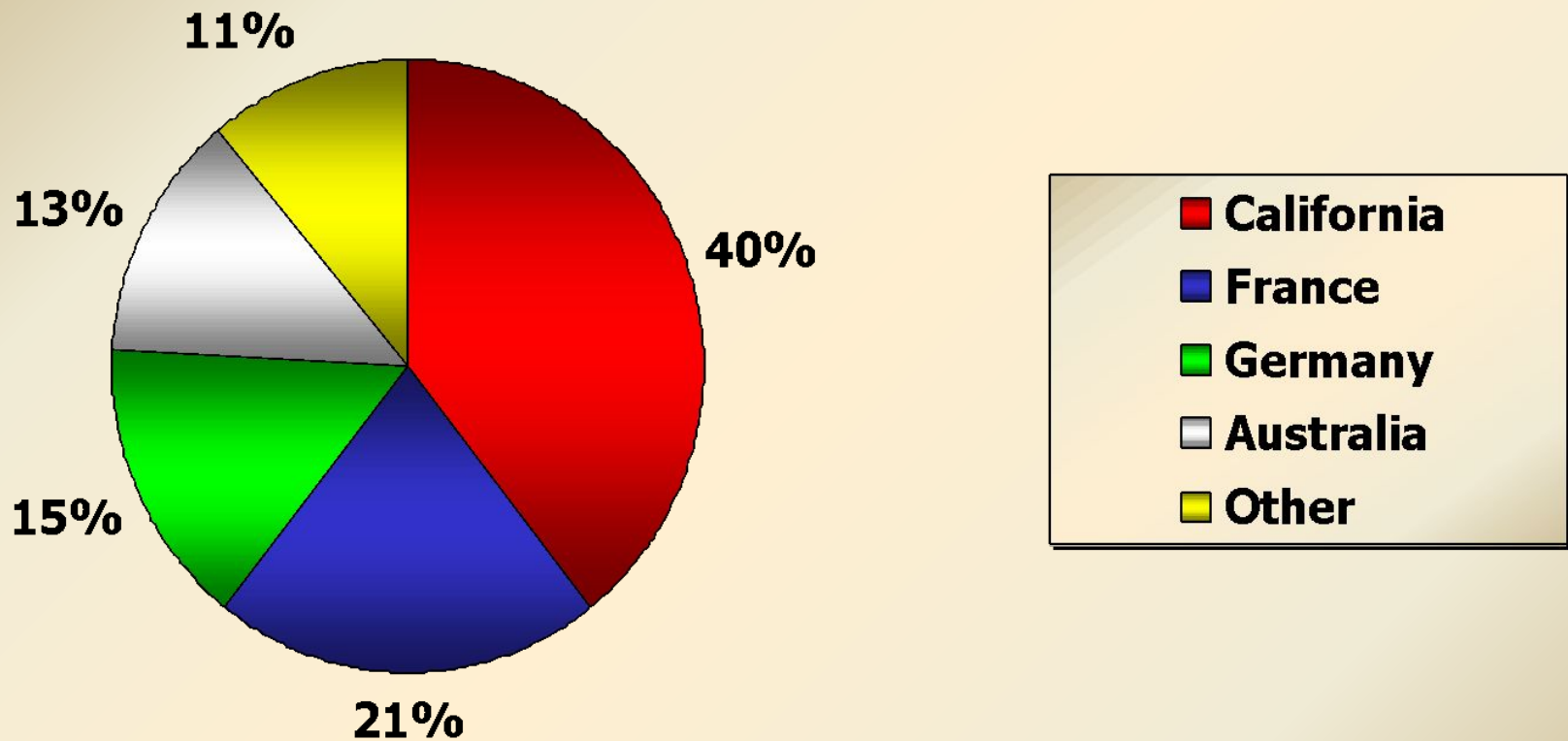| Project Phase	Start Date	End Date	Duration	Percent Done	June	July
Primary Research	8/3/02	8/7/02	5d	100%		
Focus Groups	8/10/02	8/14/02	5d	100%		
Interviews	8/12/02	8/16/02	5d	100%		
Secondary Research	8/17/02	8/21/02	5d	0.00%		
Business Plan	8/22/02	9/6/02	15d	0.00%		

Using Pie Charts

Limit the Number
of Slices

Arrange Slices Clockwise

Use a Variety of Colors

Show Numbers
or Percentages

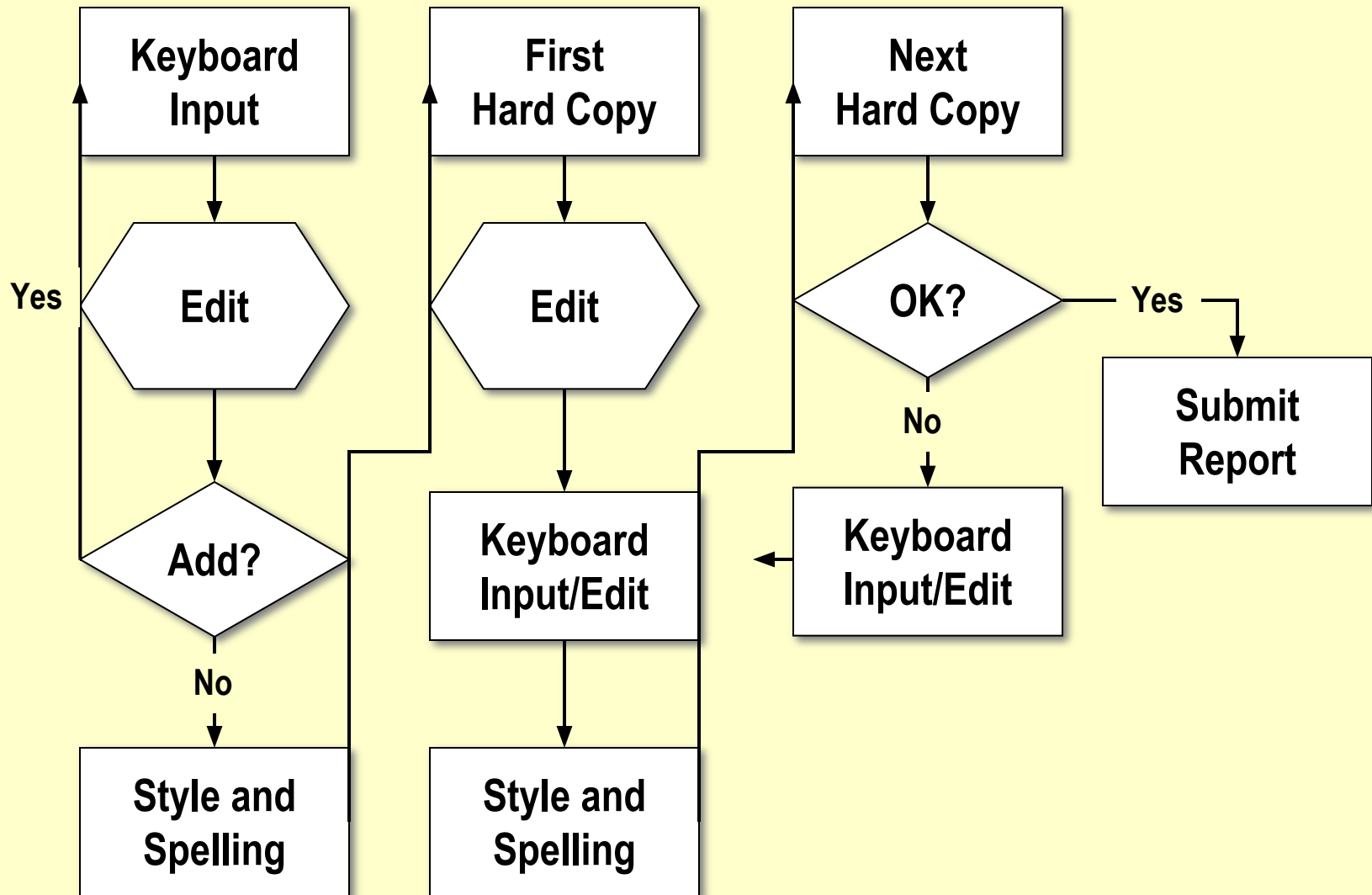# The French Quarter Vintner
January Sales of Wine by Region

Pie chart — January Sales of Wine by Region:
- California: 40%
- France: 21%
- Germany: 15%
- Australia: 13%
- Other: 11%

Legend:
- California
- France
- Germany
- Australia
- Other

Illustrating Relationships

Organization Charts	Flow Charts
Positions	Processes
Units	Procedures
Functions	Sequences

Flow Chart of the Report Writing Process

The Chain of Command

Chief Executive Officer

Executive Vice President

President

Executive Vice President

Vice President — Vice President — Vice President — Vice President — Vice President

Region 1 — Region 2 — Region 3 — Region 4 — Region 5

District A — District B — District C — District D — District E — District F — District G
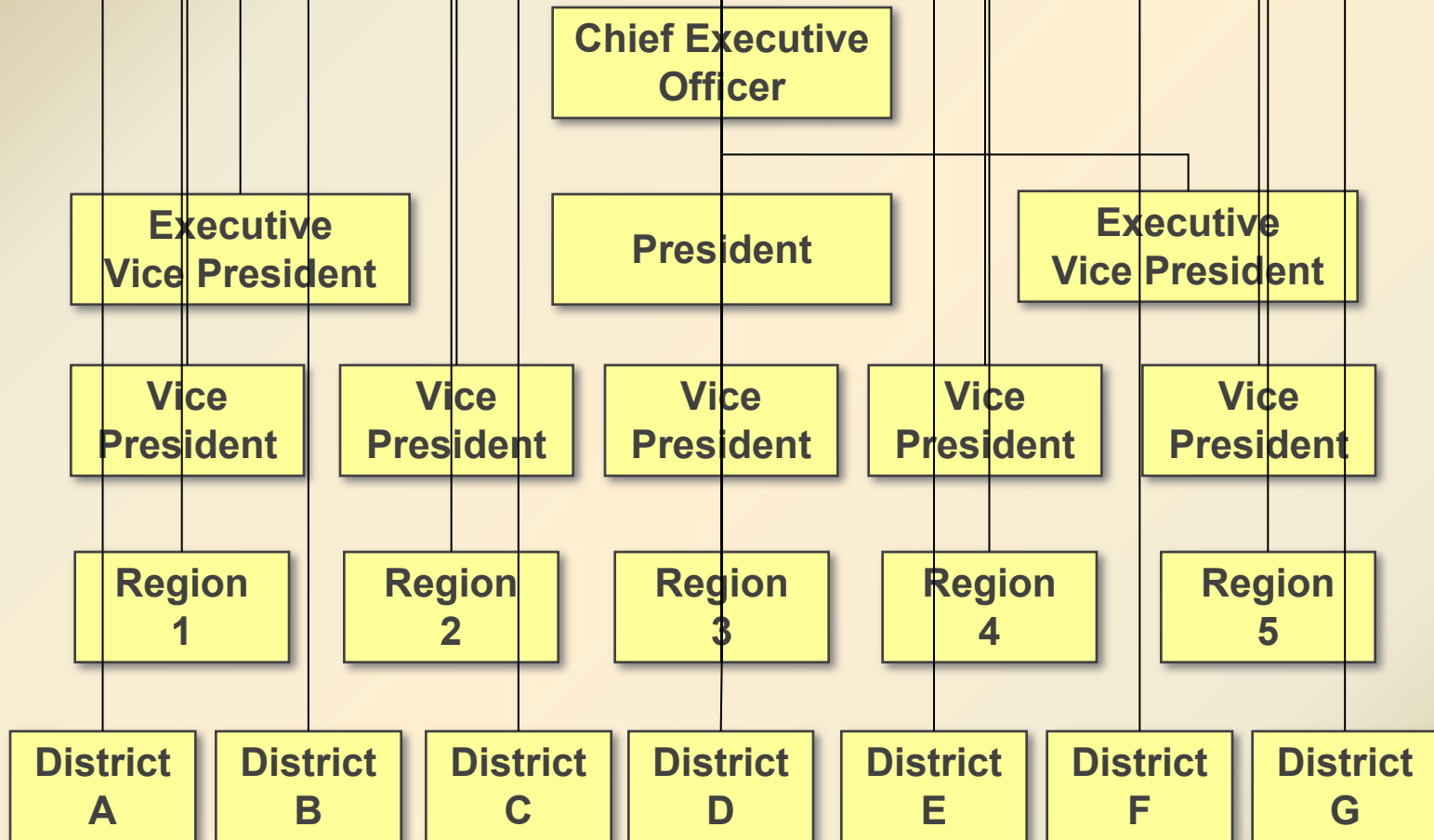
Using Maps
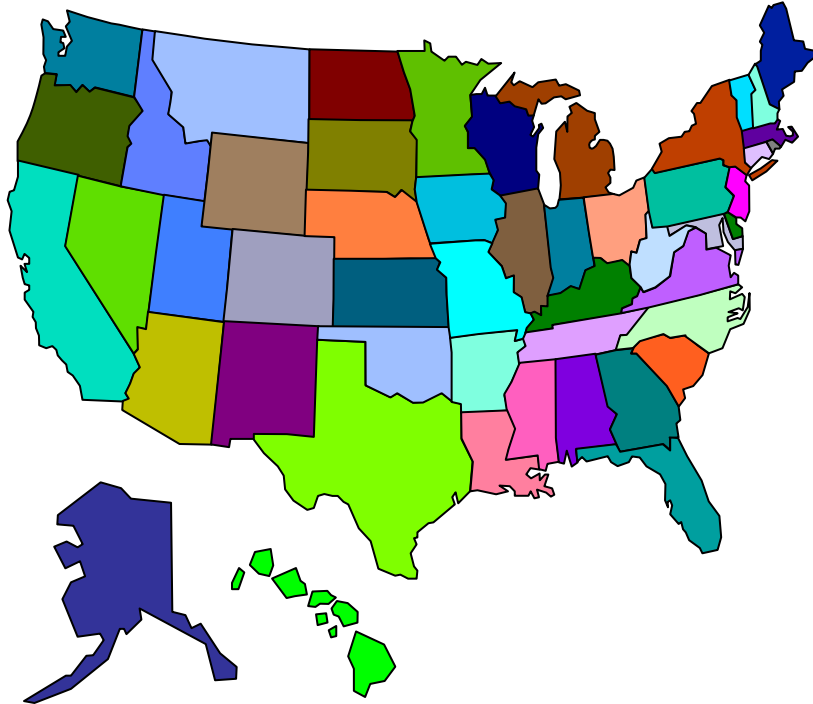
Geographic Areas

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

Challenges
- Training
- Artistic Skills
- Time Requirements

Computer Graphics

Continuity

Contrast

Emphasis

Simplicity

Experience

Design Principles

Integrating Text and Graphics

Audience Attitudes ←――――――――――→ Production Issues

Clear Introductions
Careful Placement
Effective Titles and Legends

Overall Purpose ←――――――――――→ Subject Matter

Business Communication Today

Checking Visual Aids

Honesty

Documentation

Typography

Coloring

Alignment

Necessity

Accuracy