Integrating Visuals & Introductions

## Integrating Visuals

* What are they
  + Graphs
  + Charts
  + Photographs
  + Diagrams
  + Maps
  + Tables
* Why use them
  + Capture attention
  + Make content clear
  + Correctly represent data
  + Should not replace what is written!
* Figures & Labels
  + Every figure gets a label
  + Numerized in order of appearance
    - Different counter for figures and tables
  + Appear below the figure
* Tables
  + Need exact values
  + Condense categories into multi-cells
  + Have labels above
* Conventions for integrating visuals
  + 1. Give each visual a caption
  + 2. Refer to the caption number within the content
  + 3. Label all units
  + 4. Provide source of the data if you did not create it
  + 5. Avoid distorting the data or image
* Selecting the right visuals
  + Growth or rate of change
    - Line graph
  + Compare frequency / correlation
    - Bar graph
    - Scatter plot
  + Fractions of a whole
    - Pie chart
  + Exact figures
    - Table

## Introductions

* Why we write introductions
  + Aristotle
    - Built common ground with their listener
    - Used pathos
  + Provides context and narrows the scope for the following report
* Do not claim that you have built a dashboard! You are proposing a dashboard
  + We’re not building the dashboard, but we have some ideas
* Remember the rhetorical situation
  + Show that you *understand* your audience and what they’re about
  + Addressed to Dave
* Background
  + Basic client background
* Problem definition
  + How will you compare your solution against other solutions?
    - Need statement
    - Goal statement
    - Measurable objectives
    - Defined constraint
* Overview of Proposed solutions
  + Brief 5-10 sentences overview
* Further info
  + Co-op WTR Guidelines