




Use of Images Self-Review



A Stop, Read, & Apply Activity

How to Review Your Draft

1. Open your draft in the appropriate software,
OR print your draft if possible.
2. Move through the slides, and check your draft:
 -  STOP on each slide.
 -  Read the advice on the slide.
 -  Apply the advice to your draft, if necessary.
3. Repeat until you apply all the slides to your draft.

Use Images to Communicate

Use images in your technical writing that relate directly to the ideas in the text. Your images should communicate, not decorate. Stop and confirm that your images add meaning to the text. If any images are purely decorative, delete them.

Recommendation Report to Kelly Sutton

Page 2

October 23, 2021

Lack of Quality in Current Bolt Supply

Reports from customers indicate the current supply of bolts does not meet our quality standards. The bolt shown on the right (Figure 2) is typical of those customers have shared. The sheared-off saddle bolts could result in injury to a customer using the bike at the time it broke.



Figure 2. Sheared-off saddle bolt, [from Flickr](#). Used under a CC-BY-SA 2.0 license.

Do Not Use Clipart or Cartoons

Clipart and cartoons are unprofessional. They work as decorations instead of contributing to the meaning. Stop and remove (or replace) any clipart and cartoons in your document.

Don't Do This

Lack of Quality in Current Bolt Supply

Reports from customers indicate the current supply of bolts does not meet our quality standards. Customers have shared photos of badly damaged bolts on social media and sent photos to customer support. Such sheared-off saddle bolt could result in injury to a customer using the bike at the time it broke.



Do This Instead

Lack of Quality in Current Bolt Supply

Reports from customers indicate the current supply of bolts does not meet our quality standards. The bolt shown on the right (Figure 2) is typical of those customers have shared. The sheared-off saddle bolt could result in injury to a customer using the bike at the time it broke.



Figure 2. Sheared-off saddle bolt, [from Flickr](#). Used under a CC-BY-SA 2.0 license.

Use Images That Show Relevant Info

Make sure the key information from your images is easy to see. In the example below, the image on the left does not show the damage to the bolt. Stop and confirm that all your images show the details that contribute to the document.

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Do This Instead

Lack of Quality in Current Bolt Supply

Reports from customers indicate the current supply of bolts does not meet our quality standards. The bolt shown on the right (Figure 2) is typical of those customers have shared. The sheared-off



Figure 2. Sheared-off saddle bolt, [from Flickr](#). Used under a CC-BY-SA 2.0 license.

Verify Your Images Are Not Skewed

Skewed images are distorted or twisted out of shape. They often appear exaggerated and unprofessional, as if the author did not edit them properly. Stop and verify the images in your text are not skewed.

Don't Do This



Do This Instead



Align and integrate images with the text

Place images near the information they refer to, wrapping the text around the image for the best document design. Stop and make sure your images are integrated with the text.

Don't Do This

Lack of Quality in Current Bolt Supply

Reports from customers indicate the current supply of bolts does not meet our quality standards. The bolt shown in Figure 2 is typical of those customers have shared.



Do This Instead

Lack of Quality in Current Bolt Supply

Reports from customers indicate the current supply of bolts does not meet our quality standards. The bolt shown on the right (Figure 2) is typical of those customers have shared. The sheared-off saddle bolt could result in injury to a customer using the bike at the time it broke and potential liability to



Figure 2. Sheared-off saddle bolt, [from Flickr](#). Used under a CC-BY-SA 2.0 license.

Introduce and Explain Images

Introduce images in the preceding text, and explain how they relate to the ideas in the text using specific details. Stop and verify that the text introduces and explains all images.

Don't Do This

Lack of Quality in Current Bolt Supply

Reports from customers indicate the current supply of bolts does not meet our quality standards. They can break or bend under use, causing the bicycle seat to become unattached from the bicycle. This is a dangerous



Figure 2. Saddle bolt, [from Flickr](#). Used under a CC-BY-SA 2.0 license.

Do This Instead

Lack of Quality in Current Bolt Supply

Reports from customers indicate the current supply of bolts does not meet our quality standards. The bolt shown on the right (Figure 2) is typical of those customers have shared. The sheared-off saddle bolt could result in



Figure 2. Sheared-off saddle bolt, [from Flickr](#). Used under a CC-BY-SA 2.0 license.

Label images properly with captions

Images, graphs, and other visuals should include a numbered label (e.g., Figure 2), a description of the image, and details on the related permissions for using the image. Stop and verify that all images in your text have appropriate captions.

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Cite Sources for Borrowed Images

If you use images you did not create, you must provide information on who created the images and on the related permissions for using the images. Stop and add citations in your captions and bibliography for images you did not create.

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Add a List of Illustrations, If Appropriate

If your document includes more than five graphics, add a List of Illustrations (a list of all figures, tables, and graphs in your document). List the figure number, title, and page number for each graphic. Stop and add a List of Illustrations, if you have more than five graphics in your document.

List of Illustrations

Figures

| | | |
|-----------|---|---|
| Figure 1. | Bicycle Saddle, showing nut and bolt assembly | 1 |
| Figure 2. | Sheared-off Saddle Bolt. | 2 |

Additional Information on Images

If you followed the Stop, Read, & Apply advice, your images are appropriately used and integrated in your document.

Read more about using images in your documents in Chapter 12, “Creating Graphics,” of Markel & Selber’s *Technical Communication*.

- For guidelines on integrating graphics, see p. 304–305.
- For details on citations for images, see p. 309.
- For advice on presenting photographs effectively, see p. 337.
- For information on a List of Illustrations, see p. 497–499.