Creating effective graphics

Graphics that show parts/whole Graphics that show process

To create effective parts/whole or process graphics

- 1. Show the reader what s/he needs to see.
 - Choose appropriate type of graphic
 - For example, what is the difference between a photo and a drawing?
 - Remember audience analysis skills.
- 2. Plan the sequence and directionality.
 - How do you want the reader's eye to travel?
- 3. Think about the focal point of the graphic.
 - Humans scan for pattern against overall context.

4. Integrate labels and information into graphic to make interpretation efficient.

-Make the graphic substantive but not too dense.

- Pay attention to font style and font size. How will graphics be read?

5. Use color judiciously. Don't decorate. Make the color work with the information.

- Remember audience analysis skills. Different cultures "read" colors differently.

- 6. Plan to place graphic where it will improve reader's comprehension of complex material.
 - It's not about what you can do but instead what the reader needs.
- 7. Label and title all graphics.
 - Integrate, refer, and interpret.
 - In large documents, remember graphics appear in their own List of Tables and Figures.
- 8. Remember to edit, revise, and proofread graphics just as you do text.

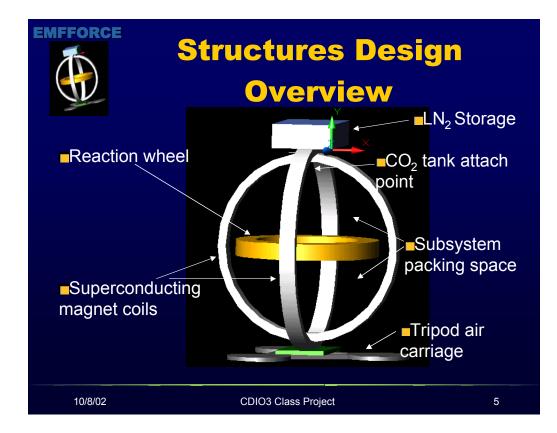
- Graphics that show parts/whole.
 - Technical drawings
 - External
 - Cutaway
 - Cross section
 - Exploded
 - Sketches
 - More appropriate for general audience or in introductory sections
 - Some photographs

- Graphics that show process
 - Decision trees
 - Flow charts
 - Organization charts
 - Budget
 - Schedules

Wear of Aircraft Tires during Touchdown

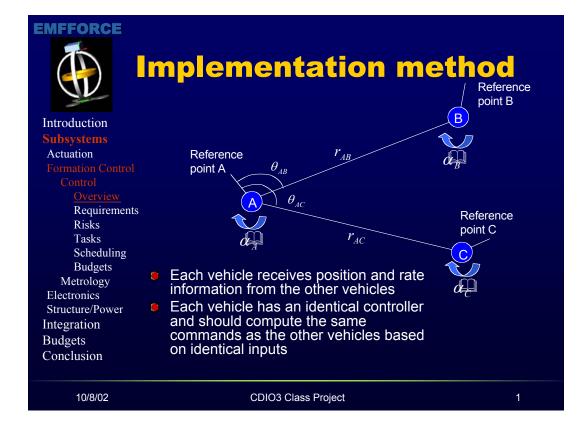


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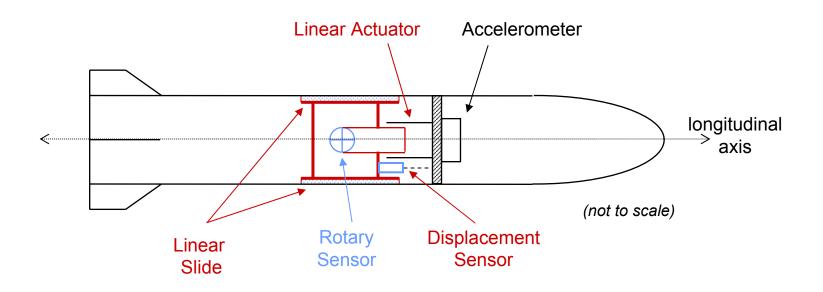


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stationary with respect to sting

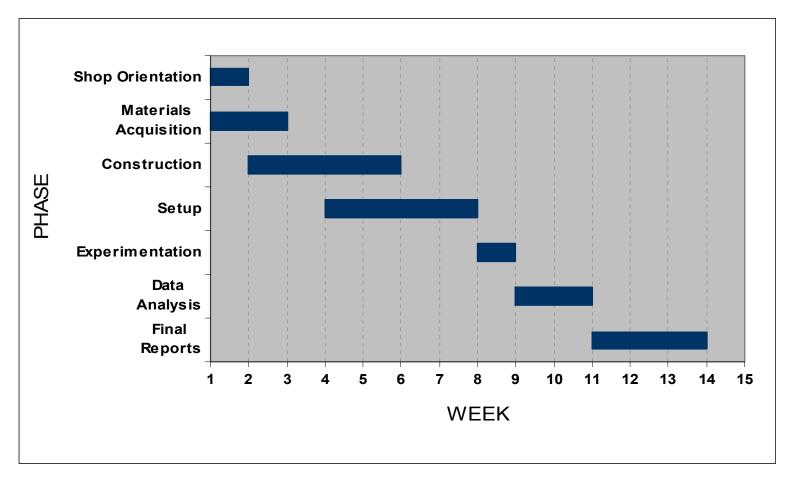
can be moved along the longitudinal axis

component with moving parts

Courtesy of Phil Springman, Glenn Tournier:

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