

Visual Aids: Illustrative Means of Persuasion

Visuals are illustrations that express ideas or convey information in ways that words cannot.

TABLES: useful for showing large numbers of specific, related data in a brief space.

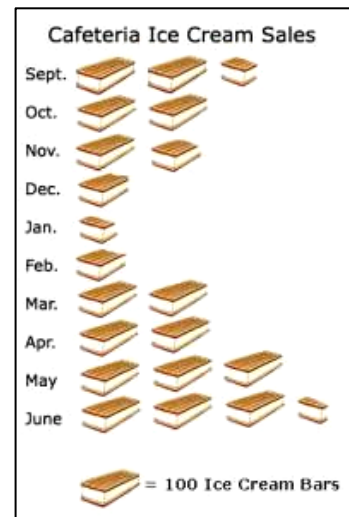
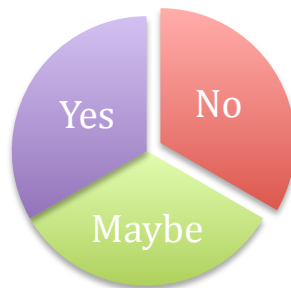
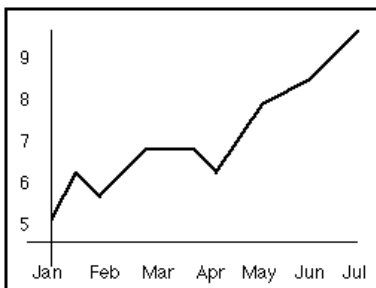
GRAPHS (charts): present numerical data in visual form, showing trends, movements, distributions, and cycles in a format that is easy to understand.

Line graphs: show the relationship between two or more sets of figures.

Bar graphs: show different types of information over time, quantities of the same kind of information at different periods of time, quantities of different information during a fixed period of time, and quantities of the different parts that make up a whole.

Pie graphs: present data as a wedge-shaped section of a circle.

Picture graphs (pictograms): modified bar graphs that use picture symbols to represent data.



- Why include your visual?
 - Is the information in your visual accurate?
 - Is your visual focused and free of clutter?
- Are terms and symbols in your visual defined?
 - Does your visual specify measurements?
 - Is the lettering readable?
 - Is the caption clear?
 - Is there a figure or table number?
 - Is a list of figures or tables needed?
 - Are visuals appropriately placed?
- Do visuals stand out from surrounding text?

DRAWINGS: illustrate an object's general appearance or an overview of a series of steps or directions. Drawings are the best choice when you need to focus on details or relationship that a photograph cannot capture.

FLOWCHARTS: chart the stages of a process from beginning to end.

MAPS: show the specific geographic or human-made features of an area (rivers, mountains, streets) or the information according to geographic distribution (population, housing, etc.).

PHOTOGRAPHS: record an event or the development of a phenomenon over a period of time.