Objective

- Use illustrations effectively to help your audience better understand your ideas.

Points to Remember

- Illustrations should never be used as replacements for meaningful text
  - May enhance understanding of text
  - Used to summarize large blocks of data
- Be careful not to overillustrate
- Always consider your objective and your audiences’ understanding of the subject

Attributes

- Similar to those of “good writing”
  - Simplicity
  - Clarity
  - Conciseness
  - Directness

Creating Illustrations

- Clearly label
  - Title should describe its content clearly
  - Title location will vary depending on the type of illustration (tables vs. figures)
  - Specify proportions or scales clearly
    - Percent, pounds, years
- If the illustration is lengthy and/or detailed, place it in an appendix (refer to it in the text)

- Keep illustrations brief and simple
- Present only one type of information in each illustration
- Keep terminology consistent
- Allow adequate white space around and within the illustration
Creating Illustrations

- Acknowledge others’ illustrations with source
  - Insert below the caption for a Figure
  - Insert below footnotes at the bottom of a Table
- Figures are all illustrations that are not Tables
- Figures and Tables are numbered as separate items
  - Figure 1
  - Table 1

Integrating Illustrations With Text

- Readers should know why illustrations are used
- Descriptions in text will relate to:
  - Complexity of the illustration
  - Knowledge of the audience
- Always refer to illustrations in text with the corresponding figure or table number
  - No illustration precedes its mention in text
- Refer to your APA Manual for examples!

Illustration Types

Drawings

Flowcharts

Tables

- Useful for showing many numbers in a small space
- Facilitates comparisons among data because of rows and columns
- Does not illustrate overall trends as do charts and graphs

Tables

- If you have more than five tables, list them separately from the Table of Contents
- Avoid vertical and horizontal lines inside tables
- Use appropriate and consistent labeling

Table X

<table>
<thead>
<tr>
<th>Direction</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>East</td>
<td>7</td>
<td>7</td>
<td>5</td>
<td>19</td>
</tr>
<tr>
<td>West</td>
<td>6</td>
<td>4</td>
<td>7</td>
<td>17</td>
</tr>
<tr>
<td>South</td>
<td>8</td>
<td>7</td>
<td>9</td>
<td>24</td>
</tr>
<tr>
<td>Total</td>
<td>21</td>
<td>18</td>
<td>21</td>
<td>60</td>
</tr>
</tbody>
</table>

Title here
Line Graph

- Shows relationship between two sets of numbers
- Allows for comparison between two sets of statistics
  
  Tip
  
  - Hold grid lines to a minimum so curved lines stand out
  - Graduate vertical and horizontal scales to show accurate visual impressions of the data

Bar Graph

- Horizontal or vertical bars
- Numerical dimensions are shown in bars of varying length
- Shows comparisons
- Multiple comparisons are possible

Pie Graph

- Division of the whole or parts of the whole
- Easy to grasp
- Largest portions positioned first with clockwise position of smaller portions
- Label large portions inside, smaller outside with connecting lines
- Don’t make proportions too small – group if possible

Pie Graph

- If wedges are shaded, do so clockwise from light to dark
- Place all labels horizontally
- Show the value for each wedge
- All wedge values must add up to 100%

Pie Graph Example

- What’s wrong with this Pie Graph?

Pie Graph

- Modified bar graph that uses symbols of the item presented
- Not as accurate as other graphs
- Effective in presenting data to uninformed audiences

Picture Graph

- Modified bar graph that uses symbols of the item presented
- Not as accurate as other graphs
- Effective in presenting data to uninformed audiences
General Rules

- Poster lettering
  - 1 inch/32 feet
- Transparencies
  - 1/4 inch/32 feet
  - (~26 or 28 pt font)
- Slide presentations
  - Minimum 24 pt font

Application

- Go to the Web site on graphics for more information and illustrations
  - [http://agcj.tamu.edu/howto/GraphTypes.htm](http://agcj.tamu.edu/howto/GraphTypes.htm)
- Construct appropriate illustrations in your technical report following the guidelines discussed in class
- Prepare appropriate visual aids/illustrations for your oral presentation

Evaluation

- Fact Sheet Project
- Oral presentation
- Final examination