Visuals

Pictorial representations used to:

- Clarify a concept
- Emphasize a particular meaning
- Illustrate a point
- Analyze ideas or data

Visuals

Save space and words

Help people:

- Process information

- Understand information

- Remember information

Visuals

Powerful new ways of looking at:

- Data

- Trends

- Possibilities

- Problems

Visuals

Four main types:

- Tables

- Graphs

- Charts

- Illustrations

Visuals

People:

- *Expect them*

- *Want to find what they need quickly and easily*

- *Want information to be understandable*

- *Want to feel intelligent and understand the message at a glance*

Visuals

People resist unbroken pages of printed text. Visuals:

•Enhance comprehension by displaying abstract concepts in concrete, geometric shapes

•Make meaningful comparisons possible.

•Depict relationships.

•Serve as a universal language.

•Provide emphasis.

•Focus and organize information, making it easier to remember and interpret.

Use a visual when you:

- Want to instruct or persuade

- Want to draw attention to something immediately important

- Expect the document to be read randomly or selectively instead of from start to finish

- Expect the audience or reader to be relatively less educated, motivated, or familiar with the topic

- Expect the audience or reader to be distracted

Page Design

- The "look" of a page

- The arrangement of words and visuals

Well designed pages:

- Invite readers in

- Guide them through the material

- Help them understand and remember it

Page Design

- Technical documents are designed differently from most other forms of writing.

- Technical documents rarely get readers' undivided attention

- People read work-related documents only because they have to.

- Documents compete for attention because of the increasing amount of information published.

Page Design Guidelines:

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•Use the right paper and ink.

•Use consistent page numbers, headers, and footers.

•Use a "grid."

•Use adequate white space.

•Provide ample and appropriate margins.

•Keep line length reasonable.

•Keep line spacing consistent.

Lists:

- Make lists for easy reading.

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A list is three (3) or more items.

Make lists parallel; each item begins the same way: verb, noun, etc.

Use bullets, numbers, checkboxes, etc.

Possible Lists:

- Advice or examples

- Conclusions and/or recommendations

- Criteria for evaluation

- Errors to avoid

- Materials and equipment for a procedure

- Parts of a mechanism

- Steps or events in a sequence

Fonts (typefaces):

- Use standard type sizes (10 to 12); larger for headers

- Use appropriate fonts "professional, businesslike"

- Use serif fonts for large amounts of text

- Use sans serif fonts for headers, visuals, etc.

- Do not use capital letters for more than a word or two

- Highlight with bold or italic; avoid underlining