

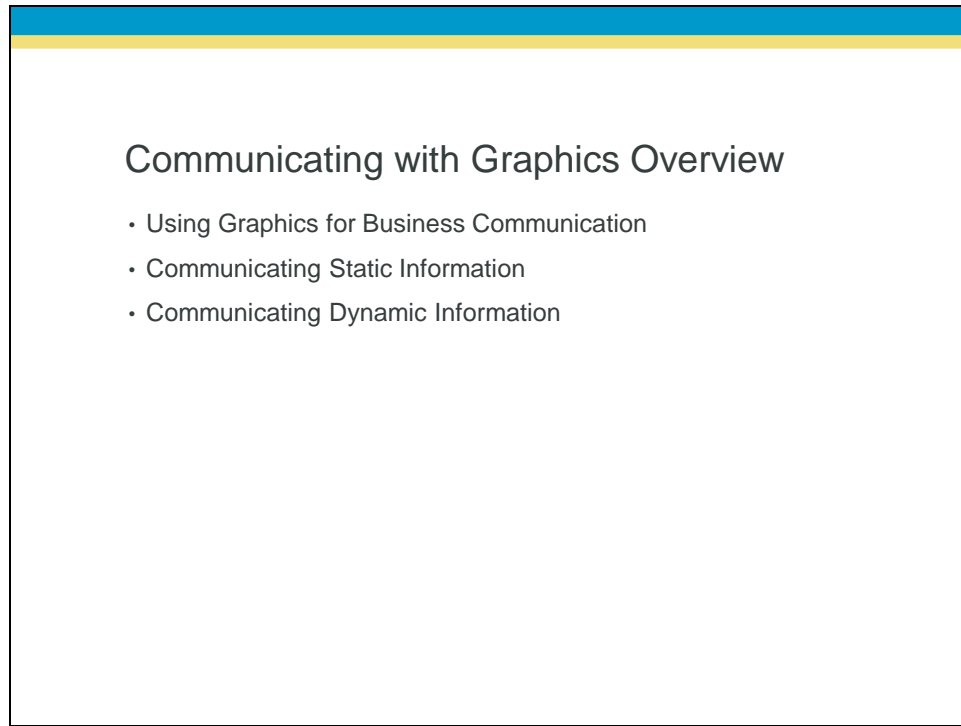


Communication Essentials

Lesson 5 - Communicating with Graphics

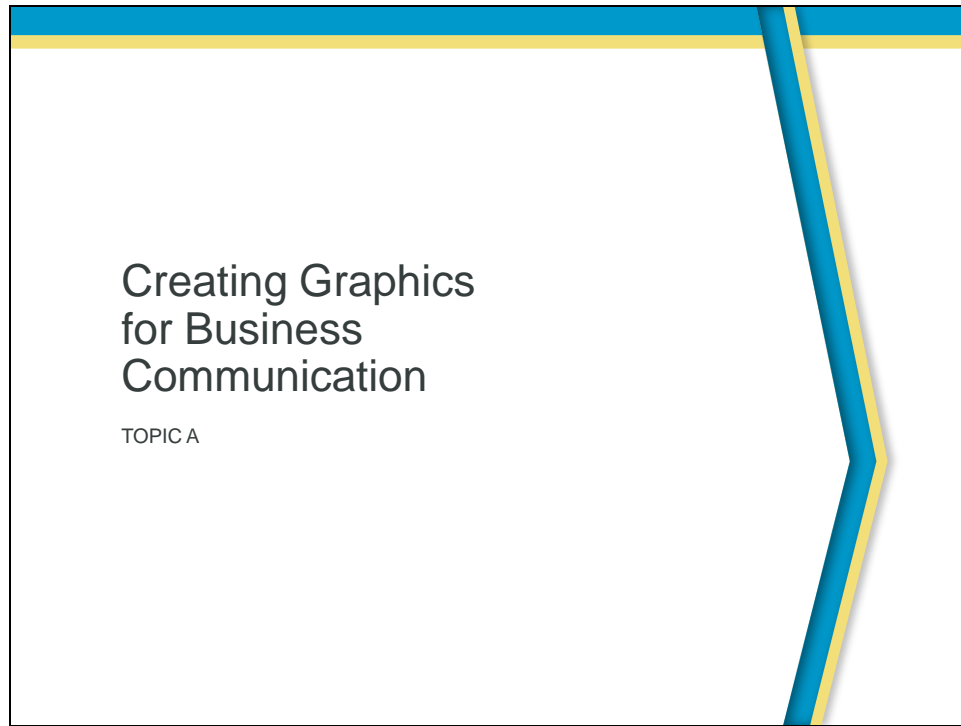
WORKBOOK

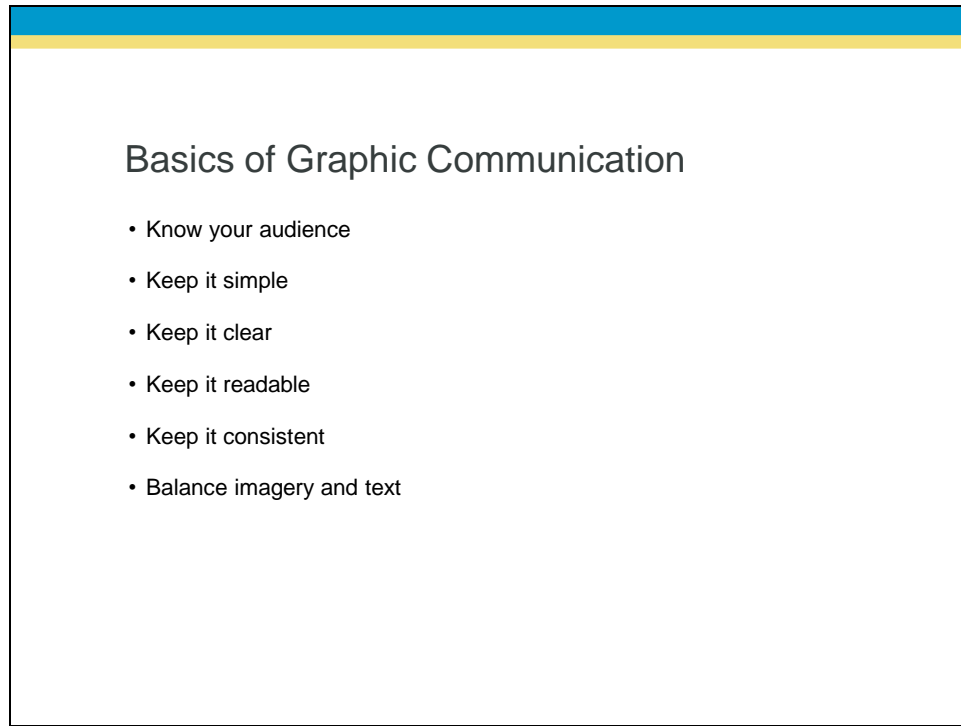




Communicating with Graphics Overview

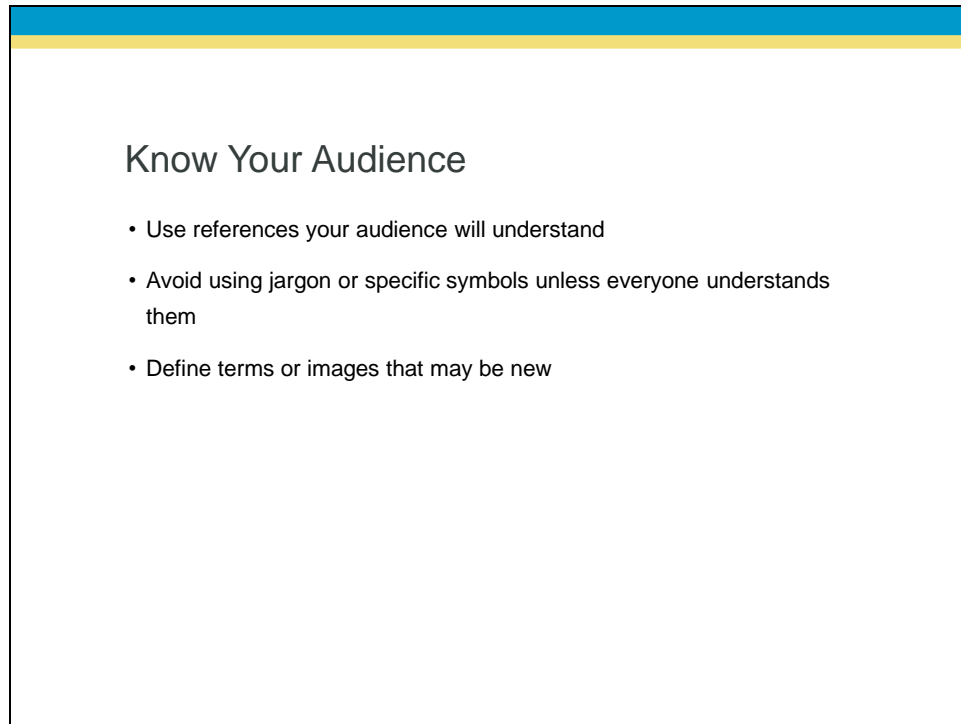
- Using Graphics for Business Communication
- Communicating Static Information
- Communicating Dynamic Information



The slide features a blue header bar at the top, followed by a thin yellow bar. The main content area is white with a black border. The title 'Basics of Graphic Communication' is centered in a large, dark grey font. Below the title is a bulleted list of six principles. The slide is part of a presentation, as indicated by the 'Slide 3' label in the top left corner.

Basics of Graphic Communication

- Know your audience
- Keep it simple
- Keep it clear
- Keep it readable
- Keep it consistent
- Balance imagery and text



Know Your Audience

- Use references your audience will understand
- Avoid using jargon or specific symbols unless everyone understands them
- Define terms or images that may be new

Keep it Clear

- Limit your use of color:
 - For charts and graphs, simple colors work best
- Limit the number of type styles:
 - Two should be enough
 - Use **bold** or *italic* for emphasis
- Consider using black and white graphics for documents that are printed without color
- Keep the page free of clutter so the audience can focus on your graphic message

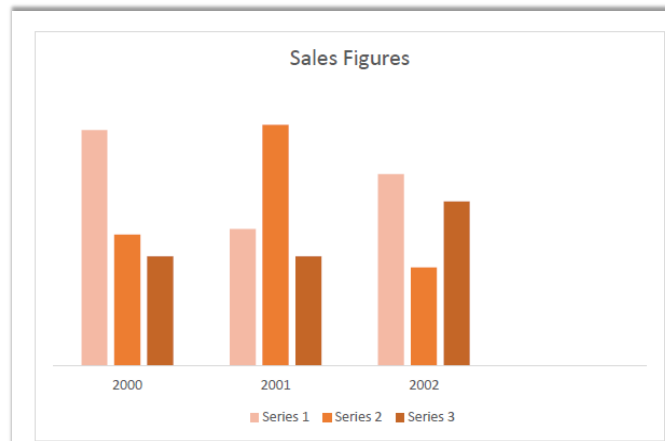
Keep it Simple

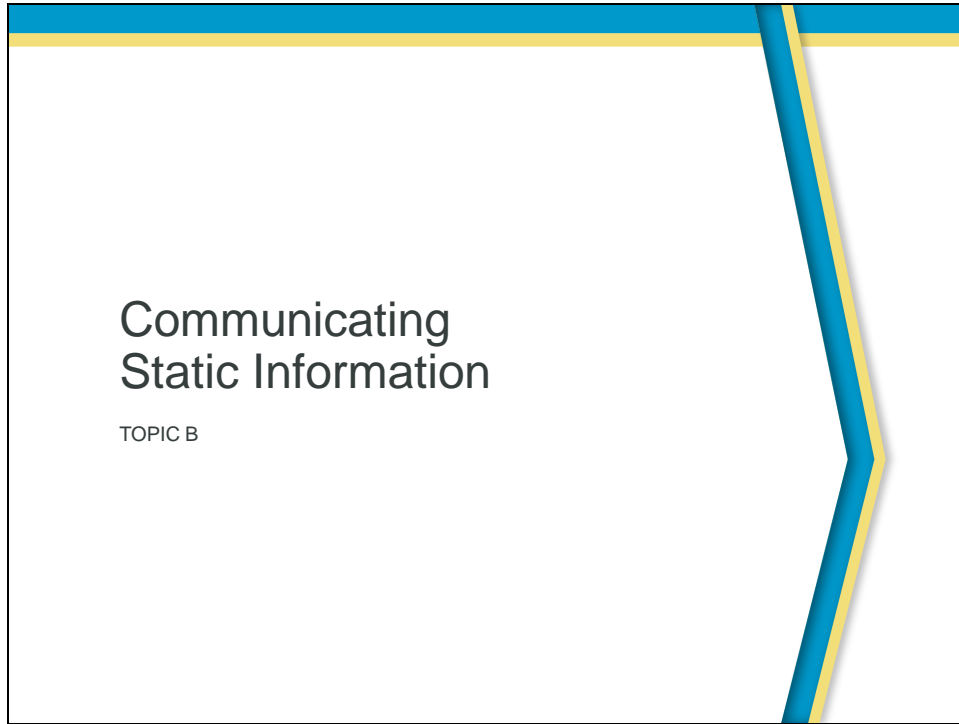
- One topic per graphic.
- A series of related points per graphic.
- One concept per graphic.
- Avoid putting too many items on one graphic.
- Use labels or title to clarify items in your graphic.

Keep it Readable

	RED	Stop, hot, passionate
	PURPLE	Royalty, Intelligence
	BLUE	Corporate, cool, quality
	GREEN	Go, health, cash
	YELLOW	Caution, emphasis

Clear, Simple, Readable Bar Charts



A decorative graphic consisting of a horizontal blue bar at the top, a thin yellow line below it, and a large blue chevron shape pointing right on the right side of the slide. The chevron has a yellow outline.

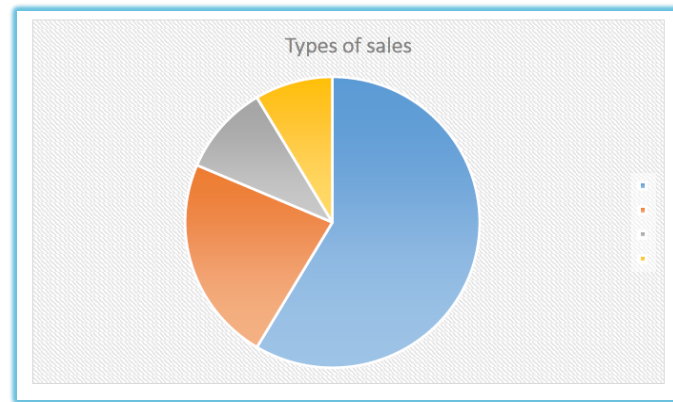
Communicating Static Information

TOPIC B

Static Information

- Static information presents facts and figures
- Pie charts and bar graphs
- Basic elements of design:
 - Include one topic or point per graphic
 - Create graphics that are clear and easy to understand
 - Do not clutter graphics with unnecessary items
 - Limit your use of color and type for clarity and readability
 - Label items as needed for clarity and emphasis

Presenting Static Information Pie Chart



Gathering Information

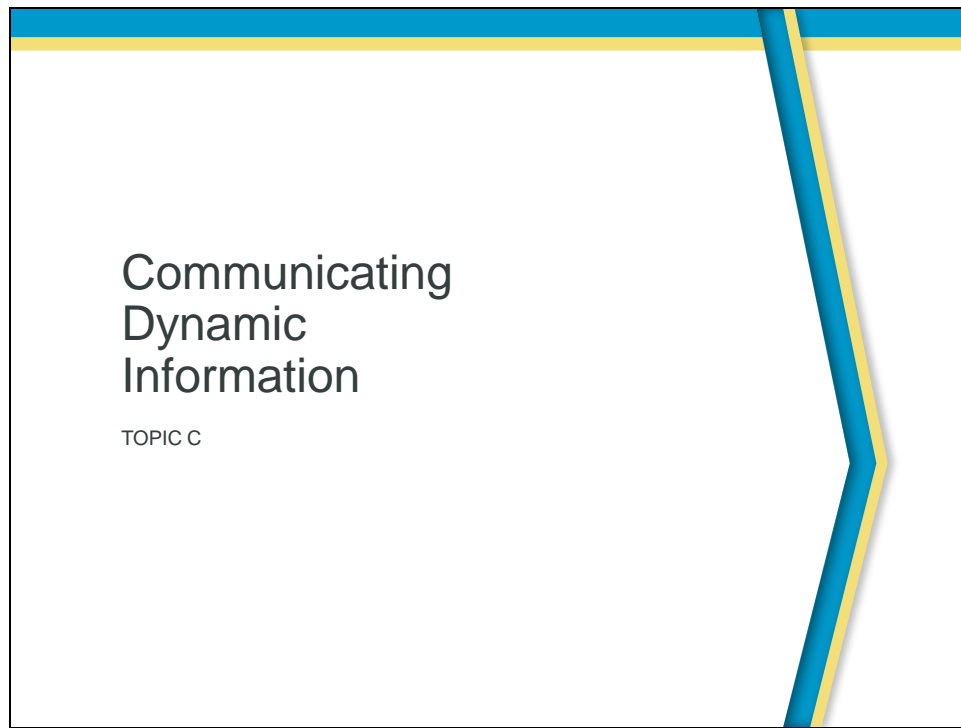
Total Weekly Emails Sent by Employees of Shawn and Associates

	Business	Personal	Undecided
Total Emails	2487	642	32

Analyzing Information

Total Weekly Emails Sent by Employees of Shawn and Associates

	Business	Personal	Undecided
Total Emails	2487	642	32
4,000	62%	16%	0.8%

A decorative graphic consisting of a thick blue line and a thinner yellow line that run horizontally across the top of the slide and then bend diagonally down towards the right side.





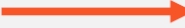
Communicating
Dynamic
Information

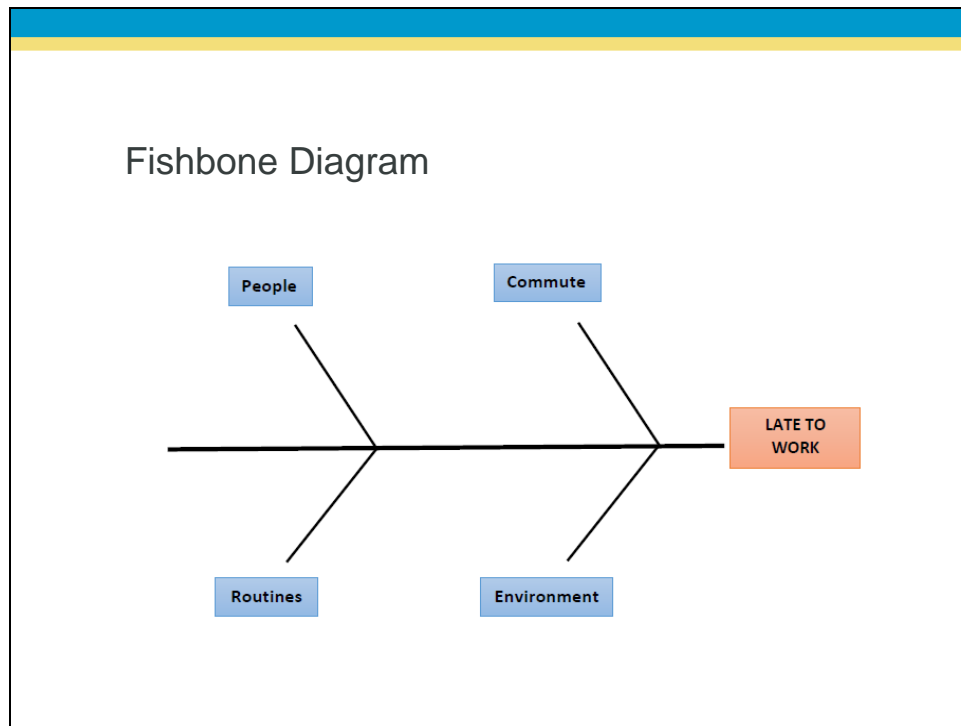
TOPIC C

Dynamic Information

- Dynamic information illustrates a process, procedure, or cause and effect relationship
- Flowcharts:
 - A graphic that illustrates how something moves through a series of steps, stages, or phases
- Fishbone diagrams:
 - A graphic that illustrates causes that contribute to a problem

Flowcharts

NAME	SYMBOL	DEFINITION
OVAL		Denotes the beginning or end of a program
RECTANGLE		Denotes a process to be carried out (e.g., an addition)
DIAMOND		Denotes a decision (or branch) to be made. The program should continue along one of two routes (e.g., if/then/else)
PARRALLELOGRAM		Denotes either an input operation (e.g., INPUT) or an output operation (e.g., PRINT)
FLOW LINE		Denotes the direction of logic flow in a program



Communicating with Graphics Review

- Using Graphics for Business Communication
- Communicating Static Information
- Communicating Dynamic Information



Questions and Answers

Review Questions:

1. True or False: When using graphics in a presentation, you should always include additional verbiage and wording on the slide so that the audience can have information in addition to the graphics.
 - A. True
 - B. False
2. Which of the statements is true about how to use graphics and keep it simple?
 - A. One topic per graphic
 - B. A series of related points per graphic
 - C. One concept per graphic
 - D. All of the above
3. What graphic or text color is used to represent "Intelligence?"
 - A. Purple
 - B. Red
 - C. Blue
 - D. Green
4. What kind of information presents facts and figures?
 - A. Fluid
 - B. Complex
 - C. Static
 - D. Simple
5. Flowcharts and Fishbone Diagrams are examples of what kind of information?
 - A. Static
 - B. Dynamic
 - C. Fluid
 - D. Simple

Answer Key:

1. B

False. When using graphics, keep the page free of clutter (such as additional or unnecessary words and verbiage) so the audience can focus on your graphic message.

2. D

The ways to keep it simple when using graphics include: one topic per graphic; a series of related points per graphic; one concept per graphic; avoid putting too many items on one graphic; use labels or a title to clarify items in your graphic.

3. A

Purple represents royalty and intelligence; Red represents stop, hot, and passionate; Blue represents corporate, cool, and quality; Green represents go, health, and cash; and Yellow represents caution and emphasis.

4. C

Static information presents facts and figures such as pie charts and bar graphs.

5. B

Dynamic information illustrates a process, procedure, or cause and effect relationship.