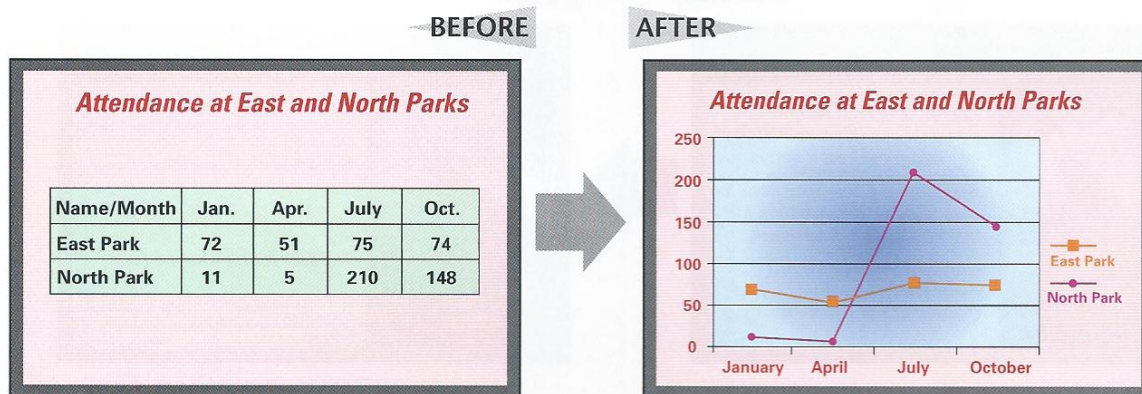


How to Make Visuals: Guidelines

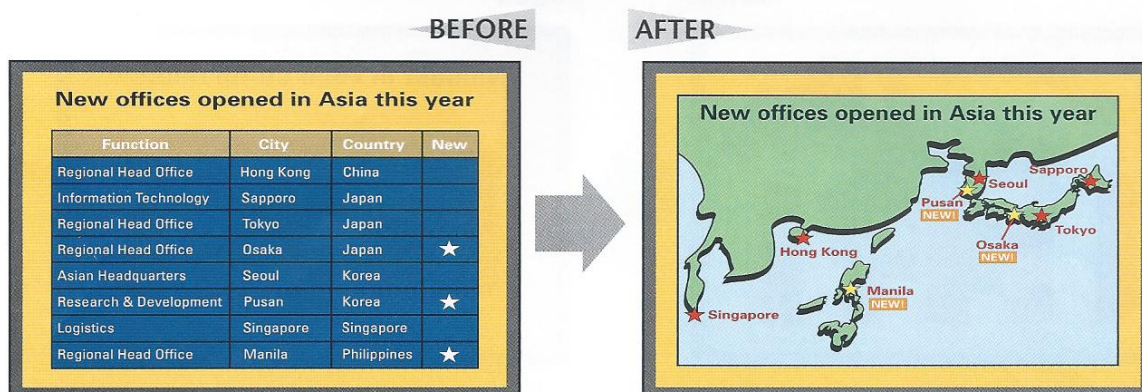
Guideline 1: Show Images

Show the audience your information by changing words and numbers into images.

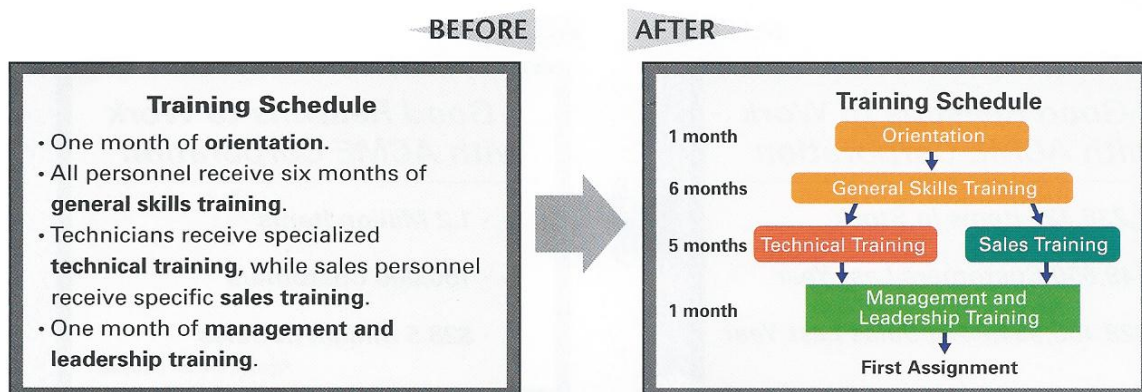
- Change a confusing table of numbers into a graph.



- Change a list of locations into a map.



- Change words into a flow chart.



Guideline 2: KISS (Keep your Information Short and Simple)

- Simplify sentences into easily remembered key words and phrases.

BEFORE AFTER

Scuba Diving Safety Rules

Always dive with another person, a "buddy," so that you can watch over each other.

Remember to calculate bottom time to allow enough time for decompression if necessary.

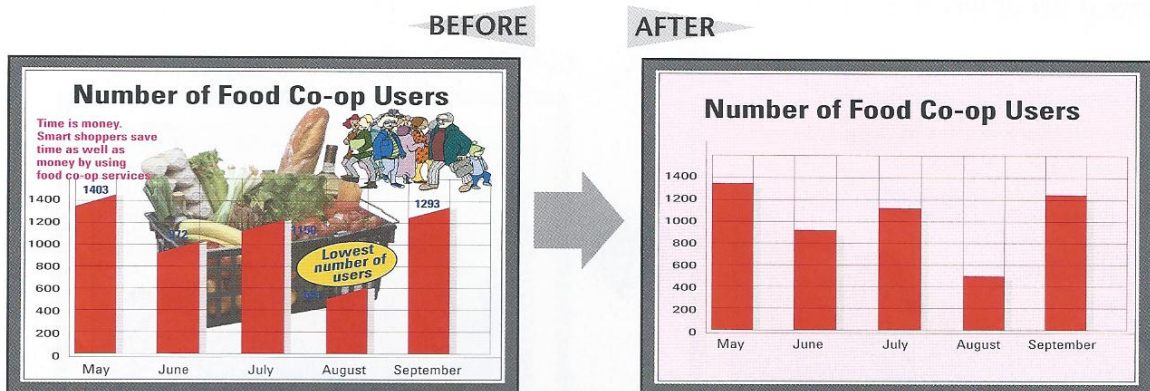
Don't put your hands on marine animals. You could injure them or yourself.

➔

Scuba Diving Safety Rules

- Dive with a Buddy
- Watch the Bottom Time
- Don't Touch Marine Life

- Eliminate unnecessary information.



- Eliminate unnecessary details. Round off numbers and eliminate extra words to make easily remembered key points.

BEFORE AFTER

3 Good Reasons to Work with ACME Corporation

- 1,236,427 Items in Stock
- 149,650 Customers Last Year
- \$28,435,954.94 in Sales Last Year

➔

3 Good Reasons to Work with ACME Corporation

- 1.2 Million Items
- 150,000 Customers
- \$28.5 Million in Sales

Figures are for last year