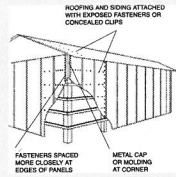


CHOOSING APPROPRIATE VISUALS

TO SHOW OBJECTS AND SPATIAL RELATIONSHIPS

DRAWINGS CAN . . .



- Depict real objects difficult to photograph
- Depict imaginary objects
- Highlight only parts viewers need to see
- Show internal parts of equipment in cutaway views
- Show how equipment parts fit together in exploded views

PHOTOGRAPHS CAN . . .



- Show actual physical images of subjects
- Record an event in process
- Record the development of phenomena over time
- Record the as-found condition of a situation for an investigation

TO DISPLAY GEOGRAPHIC INFORMATION

MAPS CAN . . .



- Show specific geographic features of an area
- Show distance, routes, or locations of sites
- Show the geographic distribution of information (e.g., populations by region)

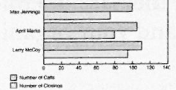
TO SHOW NUMERICAL AND OTHER RELATIONSHIPS

TABLES CAN . . .

Divisions	Employees
Research	1,052
Marketing	2,782
Automotive	13,251
Consumer Products	2,227

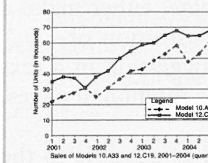
- Organize information systematically in rows and columns
- Present large numerical quantities concisely
- Facilitate item-to-item comparisons
- Clarify trends and other graphical information with precise data

BAR & COLUMN GRAPHS CAN . . .



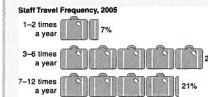
- Depict data in vertical or horizontal bars and columns for comparison
- Show quantities that make up a whole
- Visually represent data shown in tables

LINE GRAPHS CAN . . .



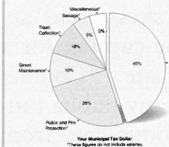
- Show trends over time in amounts, sizes, rates, and other measurements
- Give an at-a-glance impression of trends, forecasts, and extrapolations of data
- Compare more than one kind of data over the same time period
- Visually represent data shown in tables

PICTURE GRAPHS CAN . . .



- Use recognizable images to represent specific quantities
- Help nonexpert readers grasp the information
- Visually represent data shown in tables

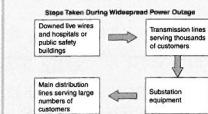
PIE GRAPHS CAN . . .



- Show quantities that make up a whole
- Give an immediate visual impression of the parts and their significance
- Visually represent data shown in tables or lists

TO SHOW STEPS IN A PROCESS OR RELATIONSHIPS IN A SYSTEM

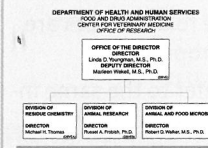
FLOWCHARTS CAN . . .



- Show how the parts or steps in a process or system interact
- Show the stages of an actual or a hypothetical process in the correct direction, including recursive steps

TO SHOW RELATIONSHIPS IN A HIERARCHY

ORGANIZATIONAL CHARTS CAN . . .



- Give an overview of an organization's departmental components
- Show how the components relate to one another
- Depict lines of authority within an organization

TO SUPPLEMENT OR REPLACE WORDS

SYMBOLS OR ICONS CAN . . .



- Convey ideas without words
- Save space and add visual appeal
- Transcend individual languages to communicate ideas effectively for international readers

FIGURE V-1. Chart for Choosing Appropriate Visuals (continued on next page)

FIGURE V-1. Chart for Choosing Appropriate Visuals (continued)

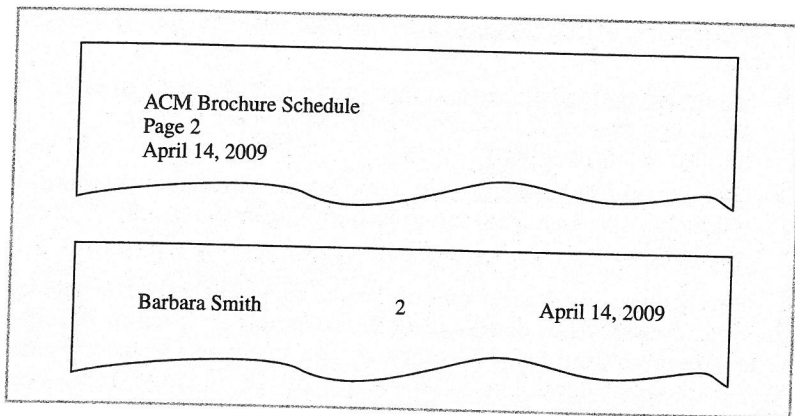


FIGURE M-5. Headers for the Second Page of Memos

the most common methods, each of which is discussed in further detail in its own entry.

- **Cause-and-effect method of development** begins with either the cause or the effect of an event. This approach can be used to develop a report that offers a solution to a problem, beginning with the problem and moving on to the solution or vice versa.
- **Chronological method of development** emphasizes the time element of a sequence, as in a **trouble report** that traces events as they occurred in time.
- **Comparison method of development** is useful when writing about a new topic that is in many ways similar to another topic that is more familiar to your readers.
- **Definition method of development** extends definitions with additional details, examples, comparisons, or other explanatory devices. See also **defining terms**.
- **Division-and-classification method of development** either separates a whole into component parts and discusses each part separately (*division*) or groups parts into categories that clarify the relationship of the parts (*classification*).
- **General and specific methods of development** proceed either from general information to specific details or from specific information to a general conclusion.
- **Order-of-importance method of development** presents information in either decreasing order of importance, as in a **proposal** that begins with the most important point, or increasing order of

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importance, as in a **presentation** that ends with the most important point.

- **Sequential method of development** emphasizes the order of elements in a process and is particularly useful when writing step-by-step **instructions**.
- **Spatial method of development** describes the physical appearance of an object or area from top to bottom, inside to outside, front to back, and so on.

Rarely does a writer rely on only one of these methods. Documents often blend methods of development. For example, in a report that describes the organization of a company, you might use elements from three methods of development. You could divide the larger topic (the company) into operations (division and classification), arrange the operations according to what you see as their impact within the company (order of importance), and present their manufacturing operations in the order they occur (sequential). As this example illustrates, when outlining a document, you may base your major division on one primary method of development appropriate to your purpose and then subordinate other methods to it.

minutes of meetings

minutes of meetings

Organizations and committees that keep official records of their **meetings** refer to such records as *minutes*. Because minutes are often used to settle disputes, they must be accurate, complete, and clear. When approved, minutes of meetings are official and can be used as evidence in legal proceedings. An example of minutes is shown in Figure M-6.

Keep your minutes brief and to the point. Except for recording formally presented motions, which must be transcribed word for word, summarize what occurs and paraphrase discussions. To keep the minutes concise, follow a set format, and use **headings** for each major point discussed. See also **note-taking**.

Avoid abstractions and generalities; always be specific. Refer to everyone in the same way—a lack of consistency in titles or names may suggest a deference to one person at the expense of another. Avoid **adjectives** and **adverbs** that suggest good or bad qualities, as in “Mr. Sturgess’s *capable* assistant read the *comprehensive* report to the subcommittee.” Minutes should be objective and impartial.

If a member of the committee is to follow up on something and report back to the committee at its next meeting, clearly state the person’s name and the responsibility he or she has accepted.