

# Picture It

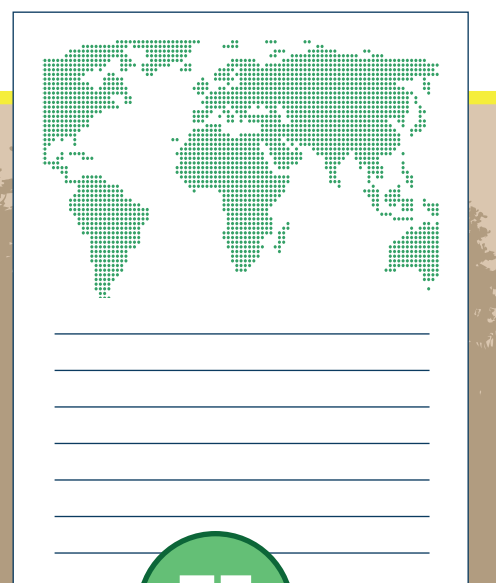


Graphics can be highly effective for **increasing the reader's interest** in and **comprehension** of alternatives and key issues, while also reducing page count.

The human brain's capacity for **visual processing, memory, and learning** is much greater than that for reading or listening.

1

**Plan the document with a ratio of figures-to-text in mind** to help balance document readability and focus. This is especially important for highly streamlined documents.



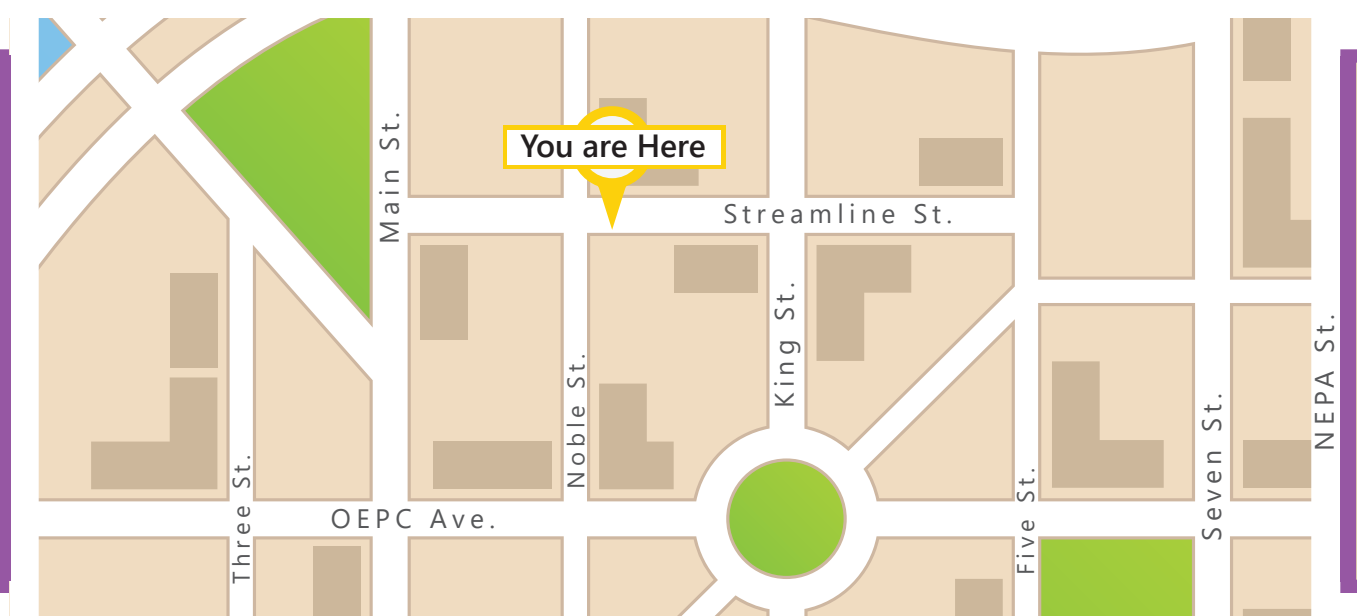
2

**Make the graphics first**, and then build text from the graphics, rather than the reverse. This technique highlights essential points and keeps unnecessary text to a minimum.

Whenever possible, communicate important points visually with **high-quality pictures, figures, and maps** as well as **concise tables**. Even dynamic content, such as story maps, can be incredibly effective.

3

**Do not repeat graphic information** in narrative form. Highlight only critical information. Graphics are intended to replace narrative in a format that is easier to comprehend.



4

Use graphics to illustrate **big picture concepts** (e.g., regional setting, components of the affected environment), and use text to focus on specific points.



5

Use a set of **graphics that build upon each other and weave a visual narrative** throughout the document.



6

**Create and distribute a graphic production standard** to ensure an expected quality and feeling to graphics in your document.

7

**Test print graphics** at publication scale to ensure the graphic and any associated text is clear.