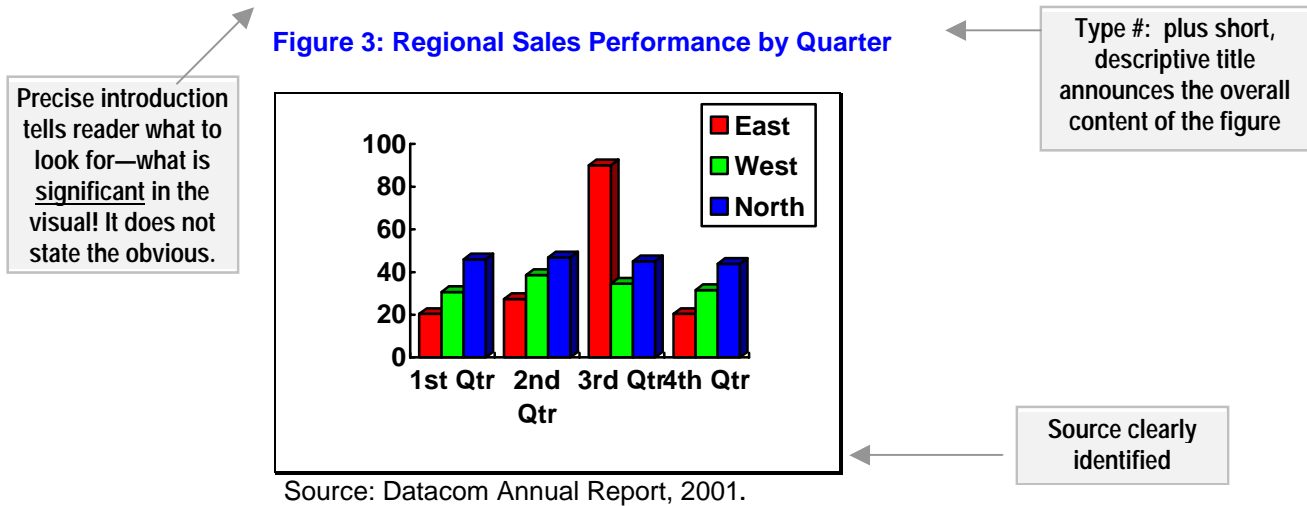


Integrated Graphics

Tables & Figures—sized, positioned, introduced, labeled & explained for maximum impact.

Sized so that it can be inserted immediately after the first reference to it, a figure or table significantly reduces the amount of text required to make a point. It also enables the reader to see important details and relationships very, very quickly. Don't lose that advantage by failing to point to the significant information the illustration emphasizes—tell the reader what to look for in your illustration. Label it carefully (especially the descriptive title), then follow up by carefully explaining the implications of what you pointed out in your introduction.

Figure 3 shows the dramatic impact of our new product line on sales in the Eastern Division in the 3rd quarter.



All regions introduced the same product line in the 3rd quarter, but the Eastern division outperformed the others for a number of reasons:

1. Intensive promotional training for all staff in the preceding 2 weeks
2. Dramatically lower prices for the first 2 days—loss leader approach
3. Strategic placement relative to competing brands.
4. Unique signage with a local flavor
5. Lack of competition

Precise but concise explanation of the implications of the detail highlighted by the figure.

When we returned to our usual marketing practices in the final quarter, our performance dropped back to previous levels. All but #5 can be repeated in all regions for significantly better performance.

Note: Avoid the lazy practice of writing "see Figure 3" and simply leaving it to the reader to figure out what is important. Since you've taken the time to emphasize important information by putting it in visual form, point the reader to what is significant before he/she begins to look at it. Then maintain the momentum you've gained by immediately explaining that significant information before the reader begins to wander through the other supporting data in the figure or table. Keep focused on what your reader needs and why you chose the visual.

Finally, the same approach applies to whatever table or figure (or drawing or...)—a well chosen, carefully labeled, introduced and explained graphic can save a reader a great deal of time and effort. Don't waste the tremendous time and space savings through carelessness or lack of attention to detail.

Sample Table / Figure Combination

In 1988, the enrollment totals were NORTH SHORE 2,341, FRASER VALLEY 3,116, and VANCOUVER CENTRE 1,807. In 1989, NORTH SHORE climbed to 2,410, FRASER VALLEY rose to 3,224, but VANCOUVER CENTRE fell to 1,784. In 1990, NORTH SHORE continued to climb to 2,689, FRASER VALLEY fell to 2,976, and VANCOUVER CENTRE recovered slightly to 1,929. In 1991, NORTH SHORE kept climbing to 2,714, FRASER VALLEY continued its fall to 2,840, and VANCOUVER CENTRE grew slowly to 1,992. In 1992, North Shore's enrollment rose further to 2,872, FRASER VALLEY slipped to 2,615, and VANCOUVER CENTRE crept up to 2,112. Finally, in 1993 NORTH SHORE slipped slightly to 2,868, while FRASER VALLEY continued to drop to 2,421, and VANCOUVER CENTRE kept closing with 2,267.

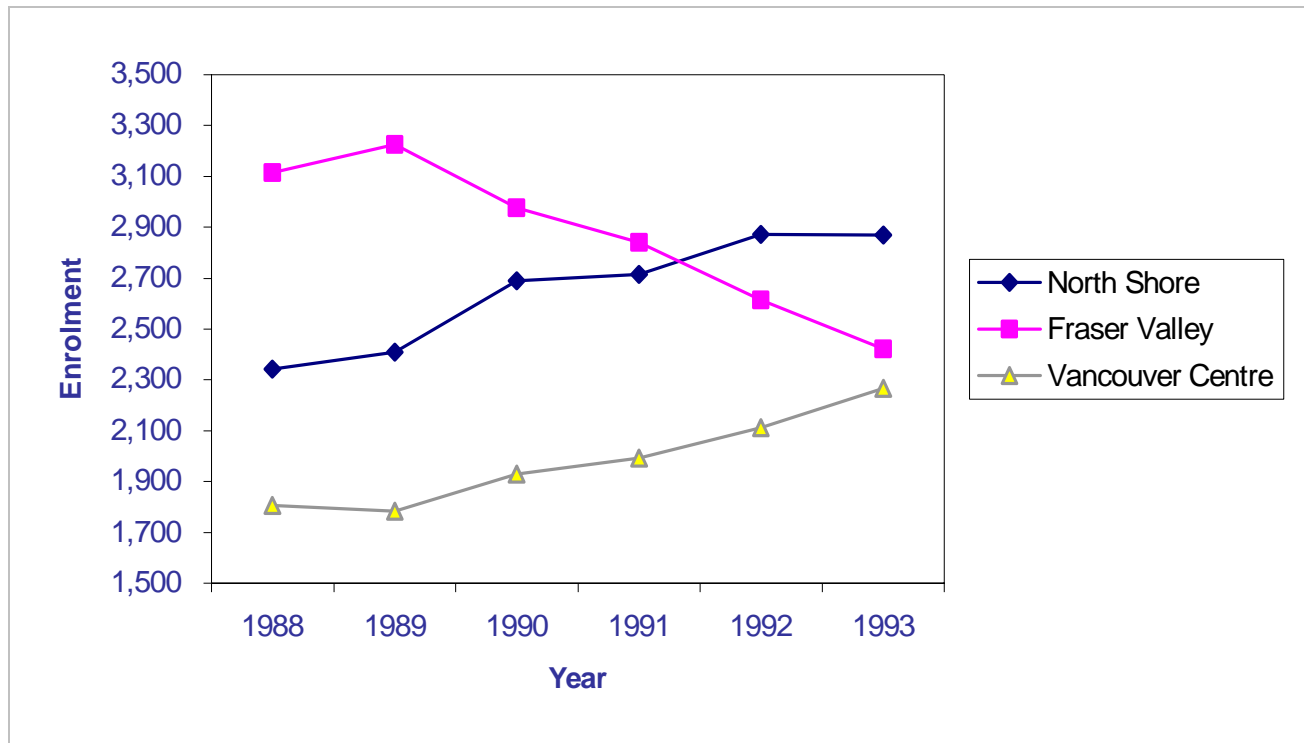
Sample Visuals *(require situation, message, audience & response details)*

Table 1: University enrollment trends 1988-93

<i>University</i>	1988	1989	1990	1991	1992	1993
NORTH SHORE	2,341	2,410	2,689	2,714	2,872	2,868
FRASER VALLEY	3,116	3,224	2,976	2,840	2,615	2,421
VANCOUVER CENTRE	1,807	1,784	1,929	1,992	2,112	2,267

Sample Introduction: Figure 1 shows that the turnaround year for all three schools was 1989.

Figure 1: University Enrollment Trends 1988-93



Sample Explanation: Vancouver Centre and North Shore adjusted, whereas Fraser Valley started its current downturn. Fraser Valley refused to accept the Ministry of Education's request to offer more applied courses, and insisted on remaining a purely academic university. As a result, students began transferring to its competitors in the lower mainland.