Citation:

Thesis:
This chapter described how to create or find graphics that are reader-centered. It provides help for the placement, color and objective of graphics.

Notes:
I. How to identify places where graphics would increase your communication’s usefulness and persuasiveness
   A. Places where graphics would make your communication easier for your reader to use
      i. Show your reader how something looks
      ii. Show how something is constructed
      iii. Show your reader how to do something
      iv. Explain a process
      v. Make particular facts easy to find and use
      vi. Show trends and other numerical relationships
   B. Places where graphics can increase you communication’s persuasiveness
      i. Opportunity when conveying your data in an especially dramatic way
      ii. A drawing
II. How to choose the type of graphic best matched to your objectives
   A. Consider your readers tasks
      i. Types of graphics or tables
   B. Consider your readers attitudes
III. How to make your graphics easy for your readers to understand and use
   A. Design your graphics to support your readers tasks
   B. Consider your readers knowledge and expectations
   C. Simplify your graphics
      i. Include only a manageable amount of materials
      ii. Eliminate unnecessary details
   D. Label the important content clearly
   E. Provide informative titles
IV. How to use color to support your message
   A. Guidelines
      i. Use color primarily for clarity and emphasis, not decoration
      ii. Choose color schemes, not just single colors
      iii. Promote easy reading, use a high contrast between text and background
      iv. Use the association that colors already have for your readers
      v. Use colors consistently to help your readers establish patterns of meaning
      vi. Stick to a few colors
V. How to integrate your graphics with your text
   A. Introduce your graphics in your text
   B. Place graphics near your references to them
C. State the conclusions you want your reader to draw
D. Include explanations in your figures when needed

Quotes:
- “direct your readers attention from your prose to the graphics and tell them how the graphic relates to the statements they just read” (308)
- “you must obtain permission for every graphic you wish to use, even if you want to use one out a hundred in a particular book” (310)
- “Western nations typically read graphics from left to right, the Japanese read them from right to left” (310)
- “Graphics can greatly increase the clarity and impact of your written communications” (312)
- “Think about the tasks your reader will perform and think about the ways your communication will shape the readers attitudes” (312)

Questions:
What graphic format is best as far as text wrap?
How are graphics cited? And are they different when it’s a picture or graph?

Connections:
This reading will help when trying to find and use graphics in our CTD assignment as well as anywhere else we will be using graphics. Thinking about what you want your reader to get out of the graphic will help when using and describing your graphic.