

|  | Simple<br>The information to be communicated is easy to understand and not involved.   | Complex<br>The information to be communicated is intricate or multivariable.  | Quantitative<br>The information to be communicated is numeric.   |
|--|--|---|--|
| <b>Hierarchy</b>   | building block graphic, chain graphic, puzzle graphic, pyramid graphic, stair graphic, step-by-step graphic  | hexagon graphic, network diagram, org. chart, peg graphic, stacked graphic, table, temple graphic, process diagram, tree diagram, waterfall diagram   | table  |
| <b>Architecture or Structure</b>   | building block graphic, puzzle graphic, pyramid graphic, floor plan, zipper graphic  | bridge graphic, cross section diagram, cutaway diagram, gear graphic, hexagon graphic, hub and spoke graphic, pipe graphic, network diagram, org. chart, peg graphic, pie chart, stacked graphic, table, temple graphic   | table  |
| <b>Process or Flow</b>   | building block graphic, chain graphic, conveyor belt graphic, pipe graphic, pyramid graphic, stair graphic, step-by-step graphic, timeline, venn diagram   | bridge graphic, funnel graphic, gear graphic, looping graphic, spiral graphic, network diagram, pie chart, pipe graphic, process diagram, road graphic, stacked graphic, vee diagram, waterfall diagram   | area chart, gantt chart, line chart, table   |
| <b>Cause and Effect</b>  | before & after graphic, step-by-step graphic   | fishbone diagram, gear graphic, looping graphic, process diagram, risk matrix, road graphic, table, tree diagram, vee diagram, waterfall diagram  | before & after graphic, gantt chart, table   |
| <b>Comparison</b><br><i>(Another option is to show two of the same graphic type and highlight the similarities or differences between both.)</i>       | before & after graphic, gauge graphic, puzzle graphic, scale graphic, timeline   | bridge graphic, dashboard graphic, table  | area chart, bar chart, before & after graphic, bubble chart, calendar, candlestick chart, circle chart, dashboard graphic, gantt chart, line chart, pareto chart, pie chart, point chart, radar chart, table                         |
| <b>Synergy</b>   | building block graphic, chain graphic, puzzle graphic, pyramid graphic, venn diagram, zipper graphic   | collage, conveyor belt graphic, cutaway diagram, dashboard graphic, dna graphic, funnel graphic, gear graphic, hexagon graphic, looping graphic, org. chart, peg graphic, pie chart, pipe graphic, road graphic, spiral graphic, stacked graphic, temple graphic, vee diagram   | dashboard graphic, pie chart   |
| <b>Relationship</b><br><i>(Most graphic types can show relationships between elements. The graphic types pictured here are those most often used.)</i> | before & after graphic, building block graphic, chain graphic, hexagon graphic, puzzle graphic, pyramid graphic, scale graphic, stair graphic, step-by-step graphic, timeline, venn diagram, waterfall diagram, zipper graphic | collage, conveyor belt graphic, cross section diagram, cutaway diagram, dashboard graphic, dna graphic, dome graphic, exploded diagram, funnel graphic, gear graphic, hub and spoke graphic, looping graphic, network diagram, org. chart, peg graphic, pie chart, pipe graphic, process diagram, spiral graphic, stacked graphic, table, temple graphic, tree diagram, vee diagram | area chart, bar chart, before & after graphic, bubble chart, calendar, candlestick chart, circle chart, dashboard graphic, gantt chart, line chart, map graphic, pareto chart, pie chart, point chart, radar chart, table            |
| <b>Transition</b>  | before & after graphic, building block graphic, conveyor belt graphic, looping graphic, stair graphic, step-by-step graphic, timeline  | bridge graphic, collage, funnel graphic, pipe graphic, process diagram, road graphic, spiral graphic, tree diagram, waterfall diagram   | area chart, bar chart, before & after graphic, bubble chart, calendar, circle chart, gantt chart, line chart, pareto chart, point chart, radar chart, table  |
| <b>Amount or Value</b><br><i>(Most graphic types can accommodate amounts and values. The graphic types pictured here are those most often used.)</i>   | building block graphic, calendar, conveyor belt graphic, floor plan, funnel graphic, gauge graphic, map graphic, pipe graphic, scale graphic, stair graphic, step-by-step graphic, timeline                                    | cross section diagram, cutaway diagram, dashboard graphic, network diagram, org. chart, peg graphic, process diagram, table, waterfall diagram  | area chart, bar chart, before & after graphic, bubble chart, calendar, candlestick chart, circle chart, dashboard graphic, gantt chart, line chart, map/bar graphic hybrid, pareto chart, pie chart, point chart, radar chart, table |
| <b>Time</b><br><i>(Most graphic types can show time. The graphic types pictured here are those most often used.)</i>                                   | before & after graphic, building block graphic, calendar, chain graphic, conveyor belt graphic, gauge graphic, pipe graphic, pyramid graphic, stair graphic, step-by-step graphic, timeline                                    | bridge graphic, collage, dashboard graphic, process diagram, road graphic, spiral graphic, stacked graphic, table, tree diagram, waterfall diagram  | area chart, bar chart, before & after graphic, bubble chart, calendar, candlestick chart, circle chart, dashboard graphic, gantt chart, line chart, pareto chart, pie chart, point chart, radar chart, table                         |
| <b>Physical Description</b>  | floor plan, illustration, photograph, map graphic  | collage, cross section diagram, cutaway diagram, exploded diagram, table  | table  |
| <b>Location or Distance</b>  | floor plan, illustration, map graphic, photograph  | collage, road graphic, table  | area chart, bar chart, before & after graphic, bubble chart, calendar, circle chart, line chart, map graphic, pareto chart, point chart, radar chart, table  |
| <b>Protection or Isolation</b>   | building block graphic, chain graphic  | cross section diagram, cutaway diagram, dome graphic, pipe graphic, stacked graphic   |  |

Graphic Types...

|                        |                       |                     |                      |
|------------------------|-----------------------|---------------------|----------------------|
| area chart             | dashboard graphic     | map graphic         | scale graphic        |
| background             | dna graphic           | network diagram     | spiral graphic       |
| bar chart              | dome graphic          | org. chart          | stacked graphic      |
| before & after graphic | fishbone diagram      | peg graphic         | stair graphic        |
| bridge graphic         | floor plan            | photograph          | step-by-step graphic |
| bubble chart           | funnel graphic        | pie chart           | table                |
| building block graphic | gantt chart           | pipe graphic        | tear sheet           |
| calendar               | gauge graphic         | point chart         | template             |
| candlestick chart      | gear graphic          | PowerPoint template | temple graphic       |
| chain graphic          | hexagon graphic       | process diagram     | timeline             |
| circle chart           | hub and spoke graphic | puzzle graphic      | tree diagram         |
| collage                | icons & symbols       | pyramid graphic     | vee diagram          |
| conveyor belt graphic  | illustration          | radar chart         | venn diagram         |
| cross section diagram  | line chart            | risk matrix         | waterfall diagram    |
| cutaway diagram        | looping graphic       | road graphic        | zipper graphic       |

Combine graphics and insert icons, symbols, and photos to build an infinite number of visuals.

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1. showing dimensions  
2. using quantitative charts