Recommendation Report Visuals Worksheet

In all kinds of writing, but especially in technical documents, information presented visually can make the difference between readers understanding or not understanding the information. Think about the visuals you will include in your own report, using the following questions to help. [Note: You will be turning this worksheet in with the final draft of your Recommendation Report, so please answer the questions thoroughly.]

1. Describe the visual (specifically).

2. Where will it go in the report?

3. Why is it important that this information be presented visually?

4. What should readers learn from the visual or how will they use it?

5. What category of visual is the one you have described?

6. There are conventions for naming the visual and integrating it into the text. Names have a label (figure or table), a number, and a title. The label “Table” refers to tabular material (quantitative or verbal). The label “Figure” refers to every other visual. Numbers are sequential by category (you could have figures 1, 2, 3 and tables 1, 2, 3). Titles should be specific and name the contents of the visual (but not the category of visual). What will your visual be called (label, number, title)?
7. Visuals must be integrated into the text. They should be introduced before they appear, and their significance should be interpreted afterwards. Write the introduction for your visual.

8. Write the interpretation for the visual. What should the reader see from the visual, and what does it mean? [These words are an example of an interpretation: “For example, as shown in Figure 1.4, total annual input of hydrocarbons to the oceans of the world is about 180 million metric tons. Most of this is biogenic (made by living organisms), such as alkanes produced by phytoplankton. The annual contribution to this total from all sources of petroleum hydrocarbons is estimated at 3.2 million tons.”]