

## Chapter 19, "Illustrations": Discussion and Application

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Vocabulary: To test your understanding of key concepts,

- a. Distinguish these four types of illustrations and give an example of each:

*tabular*

*graphic*

*structural*

*representation*

*al*

- b. Distinguish *figures* from *tables*.

- c. Distinguish *illustrations* from *graphics* as category words.

- d. Explain *sequential* and *spatial* arrangement.

- e. Define

*emphasis*

*perspective*

*halftone*

*cropping*

3. **Criteria for evaluating illustrations.** The line drawing in figure 19.5 (p. 342) illustrates the how to avoid erasing a cassette tape. The drawing appeared an instruction manual accompanying the cassette recorder. Discuss this visual in terms of the following:

information conveyed

appropriateness of the visual information

match of form, content, and purpose

arrangement: sequential and spatial

emphasis and detail—are the important facts illustrated?

perspective

relationship of text and

visuals; labeling

proportion of data ink to  
non-data ink