

	Simple The information to be communicated is easy to understand and not involved.	Complex The information to be communicated is intricate or multivariable.	Quantitative The information to be communicated is numeric.
Hierarchy	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
Architecture or Structure	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
Process or Flow	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
Cause and Effect	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
Comparison <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
Synergy	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
Relationship <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
Transition	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
Amount or Value <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
Time <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
Physical Description	floor plan, illustration, photograph, map graphic	collage, cross section diagram, cutaway diagram, exploded diagram, table	table
Location or Distance	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
Protection or Isolation	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

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1. showing dimensions
2. using quantitative charts