

# 7 Tips for Better Graphics & Tables

*Graphics & tables make your audit report pop!*

## Add a Message Nearby

Interpret the graphic and table for the reader lest they make up an alternative message on their own! Use one or two full sentences to describe what you want the reader to see.



## Add a Title

Share a title that goes beyond 'Exhibit A1.' Add an action word and mirror the message. For example: *Enrollments are Declining*

## Less is More

Can you interpret the graphic at a glance? If not, simplify it until your message is obvious. Cut half of the content and then cut it in half again to find the essence of your message.



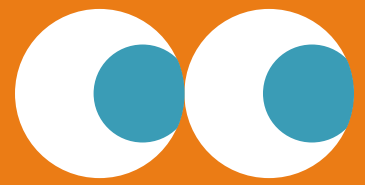
## Highlight What You Want Them to See

To make sure the reader sees something important, bold it, highlight it, underline it or italicize it. Otherwise, they will look at something else and miss it entirely.



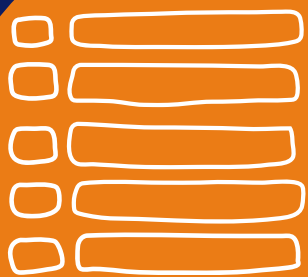
## Plan the Viewers' Eye Movements

Text and graphics compete for the readers' attention and graphics always win! Make sure your graphic is worth the attention and your main message is not lost or embedded deep in the text.



## Conquer Your Pride

Yes, you did gather all of the info in that table on your audit, but *please* don't share it all! More than 4 columns and 5 rows of data overwhelms readers.



## Check Out This Book

*Say It With Charts* by Gene Zelazny will help you refine your message and choose the right graphic style.

