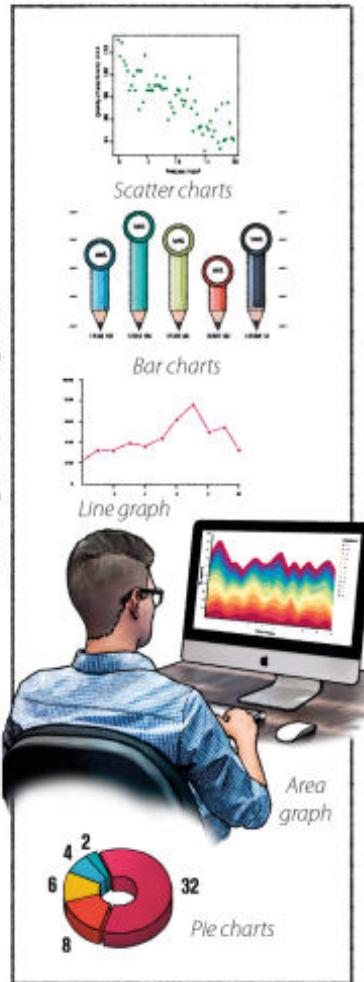


Using visualisation to build understanding and engagement

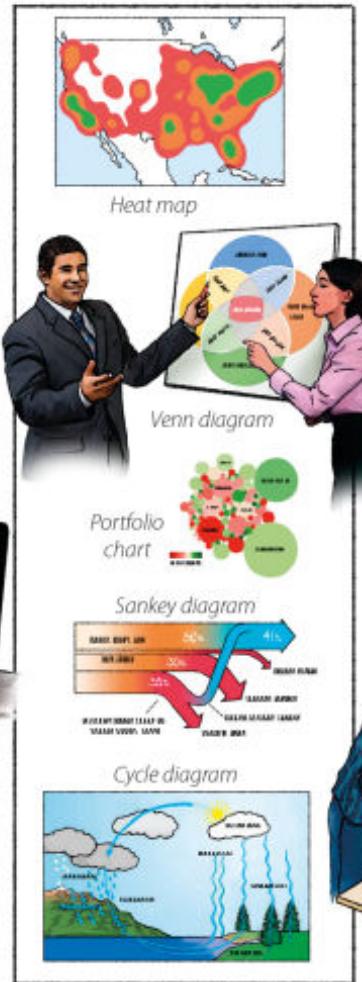
Data

Presentation of relationships between simple quantitative variables using a schematic form.



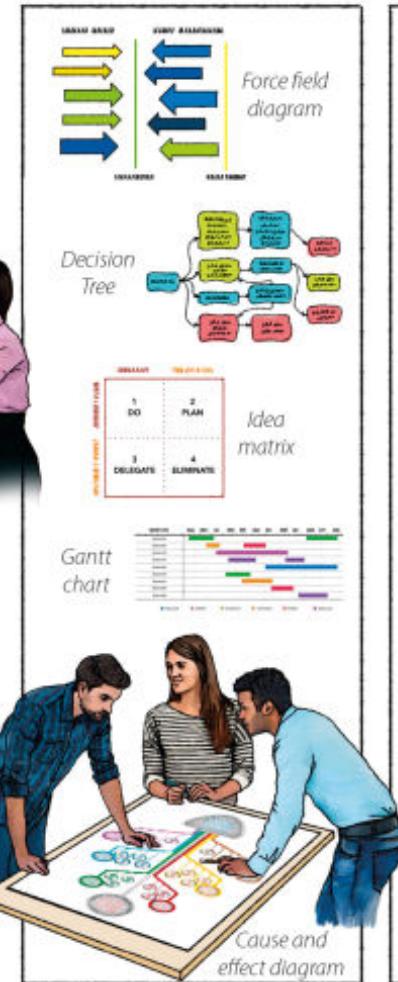
Information

Presentation of relationships between quantitative and qualitative information sometimes overlaid with images.



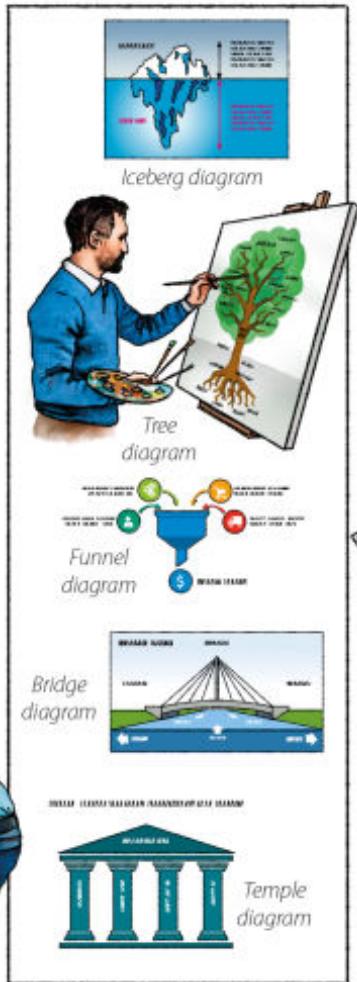
Concept

Presentation of complex, strategic and qualitative information, processes, concepts and relationships.



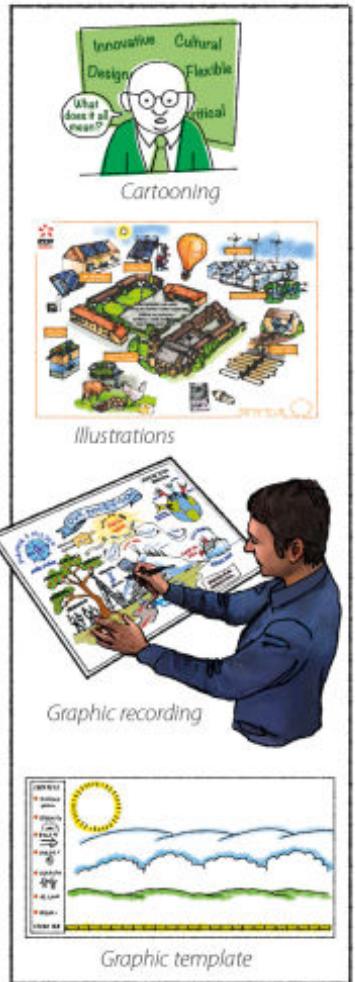
Metaphor

Presentation of information using an analogous structure to provide insights and to encourage creative thinking and more detailed storytelling.



Illustration

Presentation of information using illustrations, cartoons and drawings to relay ideas, concepts and visual stories.



Compound

Presentation using combination of visual techniques and into one image that can be used to show complex relationships.

