

Using visualisation to build understanding and engagement

Data

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

Scatter charts

Bar charts

Line graph

Area graph

Pie charts

Information

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

Heat map

Venn diagram

Portfolio chart

Sankey diagram

Cycle diagram

Concept

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

Force field diagram

Decision Tree

Idea matrix

Gantt chart

Cause and effect diagram

Metaphor

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

Iceberg diagram

Tree diagram

Funnel diagram

Bridge diagram

Temple diagram

Illustration

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

Cartooning

Illustrations

Graphic recording

Graphic template

Compound

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

Learning Maps

Infographics

Rich pictures