

## Communication Functions of Visuals

Function	Description	When to Use
Decorative	For aesthetic purposes, to add humor	Use sparingly; avoid distractions of seductive details
Representational	To show what something looks like	To illustrate forms, screens, objects relevant to your goal
Mnemonic	To provide a memory cue	To recall factual information
Organizational	To illustrate qualitative relationships	To give previews, overviews among concepts
Relational	To illustrate quantitative relationships	To show relationships among numeric data
Transformational	To show changes in time or space	To illustrate procedures and process changes
Interpretive	To illustrate principles or abstract concepts	To build deeper understanding of content