Solutions to Chapter 18 Checkpoint Questions

Page 437
1. What are the two general types of visual aids?
   
   Answer: Visual aids are generally considered as either informational graphics or illustrations.

2. What is the difference between informational graphics and illustrations?
   
   Answer: An informational graphic presents data and may be referred to as a table, chart, or graph. Illustrations show images and may be referred to as photos or drawings.

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1. Why are informational graphics used?
   
   Answer: Informational graphics can be used to emphasize specific details that need attention or to visually break up a large block of text on a page.

2. What are the three most commonly used informational graphics?
   
   Answer: The most commonly used informational graphics are bar, line, and pie charts.

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1. When would an illustration be used instead of an informational graphic?
   
   Answer: An illustration is a visual aid used to show ideas as images instead of data.

2. List four common types of illustrations.
   
   Answer: Photos, drawings, maps, and clipart.

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1. What is the first step for selecting visual aids?
   
   Answer: The first step for selecting visual aids is to identify the purpose.

2. What is a caption?
   
   Answer: A caption is descriptive text that appears with the visual aid to identify its purpose.

3. What is the rule of thumb for placing a visual aid in a written document?
   
   Answer: The rule of thumb for placement of a visual aid within text is to place it as close to its reference as possible and to be sure there is enough white space so that the page does not look crowded.