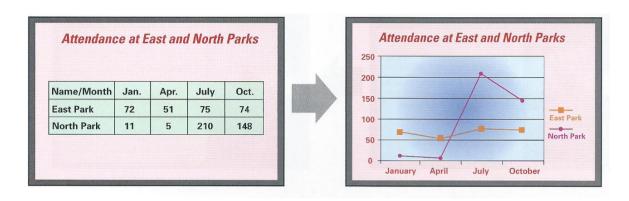
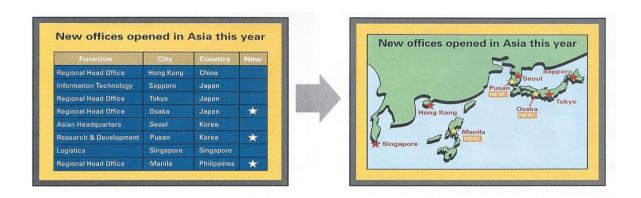
How to Make Effective Visuals: Show Images

Look at the "before" and "after" pictures of the visuals below. How was each visual improved?

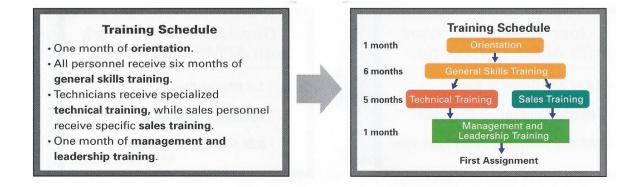
1.



2.



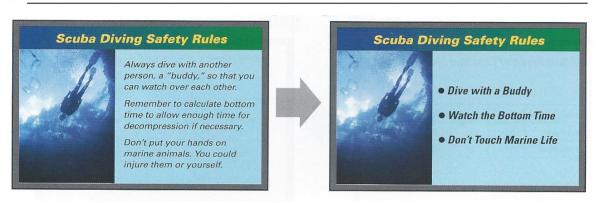
3.



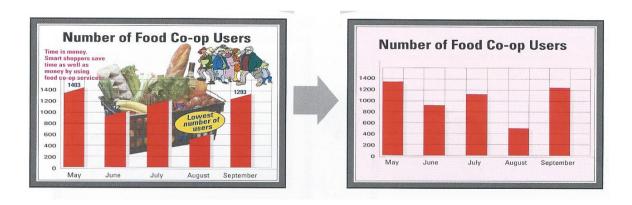
How to Make Effective Visuals: KISS (Keep Your Information Short and Simple)

Look at the "before" and "after" pictures of the visuals below. How was each visual improved?

1.



2



2

3 Good Reasons to Work with ACME Corporation

- · 1,236,427 Items in Stock
- · 149,650 Customers Last Year
- · \$28,435,954.94 in Sales Last Year



3 Good Reasons to Work with ACME Corporation

- 1.2 Million Items
- · 150,000 Customers
- · \$28.5 Million in Sales

Figures are for last year