



Using images

You can use pictures or diagrams alongside writing to help people understand information, explanations or instructions.

For example:

- maps can make it easier to understand directions
- charts can make numerical information easier to understand
- signs can have an immediate impact when they're illustrated
- photographs or pictures can help you visualise, or picture, what's being described - for example, a holiday destination

This sign clearly gives the message that smoking isn't allowed.



'The beautiful and quiet beach offers the chance to try a variety of water sports.'
(The photograph and caption help the reader visualise the resort.)

