



WATER



MANURE



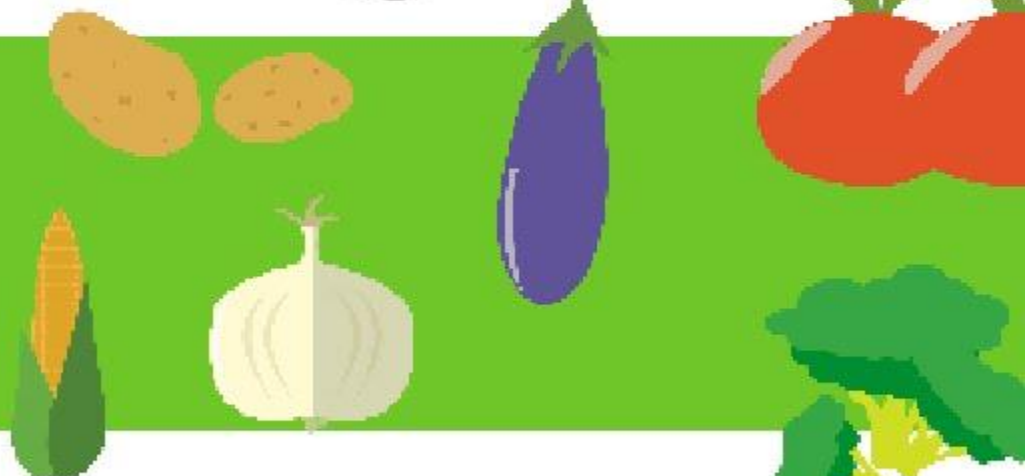
FERTILIZER



TRUCK



Welcome



GRa^{ph}ics

Graphics

- Materials which communicate **facts and ideas clearly and concisely**
- Through combination of **pictures, words and drawings**
- Universal **short hand language** to assist readers in understanding
 - Verbal
 - Symbolic visual cues
- Graphics >> **quantitative facts >> accuracy** of thought >> saving of **time**
- Editors >> use symbolic graphics to **clarify ideas and to highlight** messages in print
- Include **drawings, diagrams, graphs and charts**

Drawings

- **Creative visual forms** using graphic arrangements of lines and colours
- **Represent** ideas, concept, persons, places, things and situations
- **Types >>>**

Stick Figures

- **Simple** line drawings to show **facial expression**, **positions**, **motions** or **actions**.
- **Stick figures** **lack details**



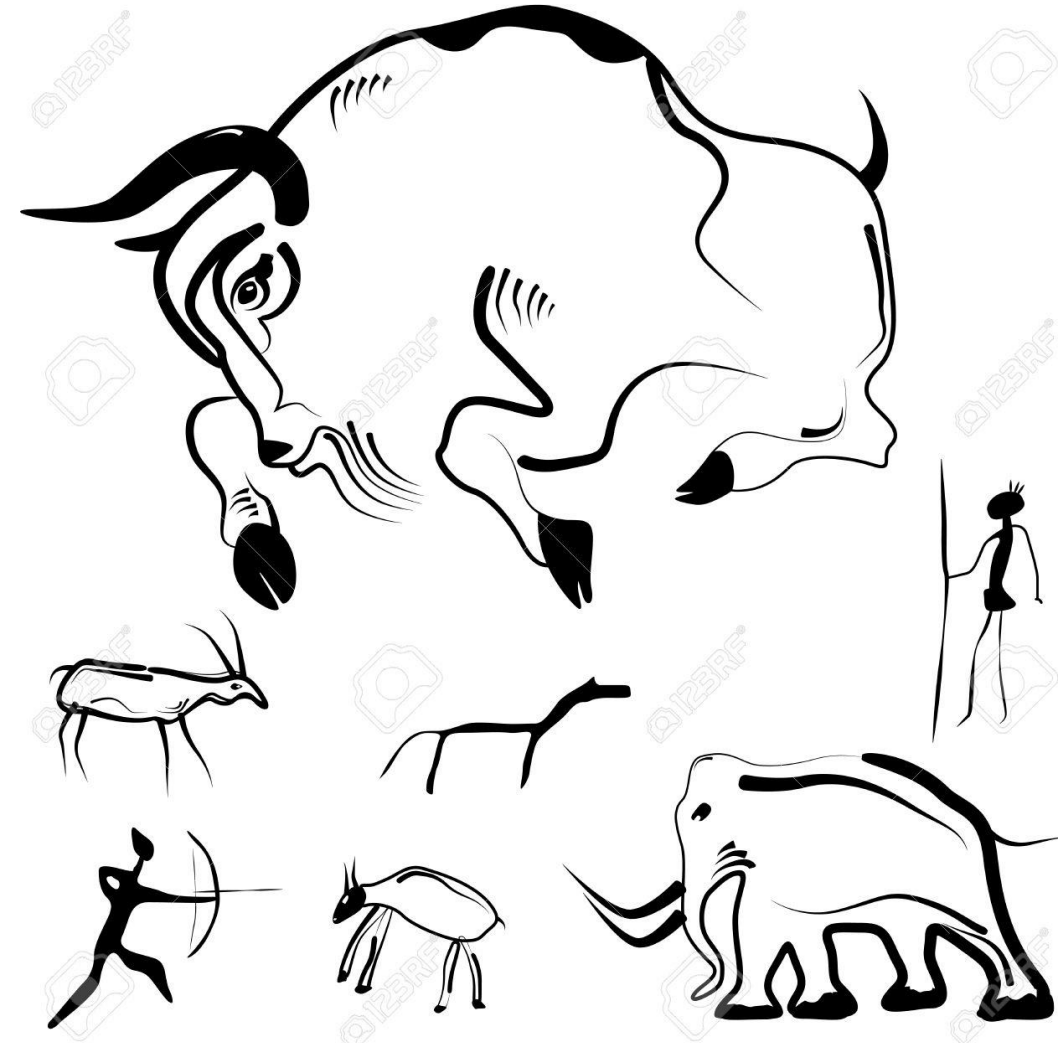
Humanised Drawings

- Represent **inanimate objects** to **look and act** like human
- Eg. Micky mouse, Donald Duck



Stylised figures

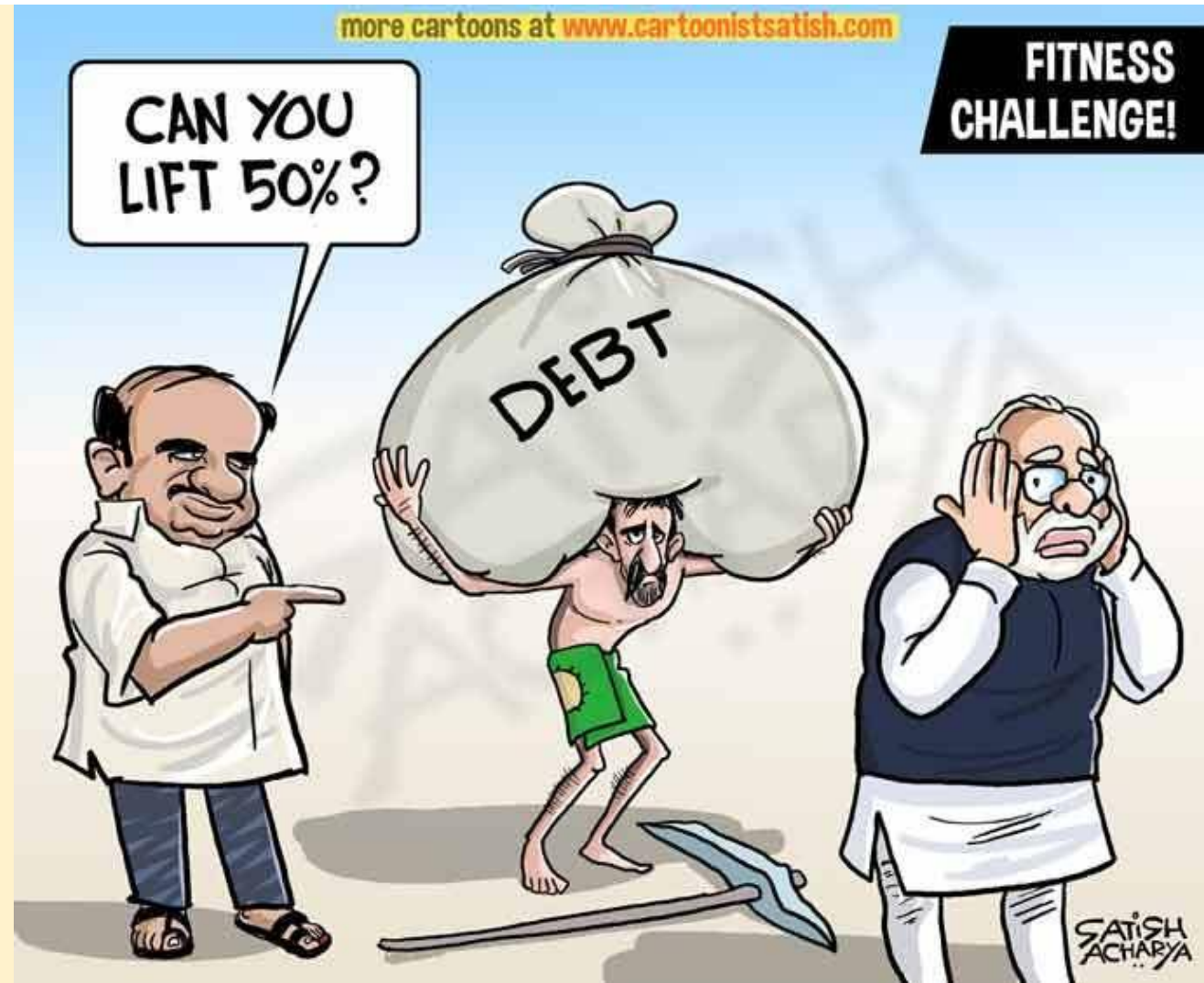
- **Graphic representation of persons, objects and things.**
- **Resemble things, but lack details and highly symbolic**



Cartoons



- Pictorial and use satire, caricature and exaggeration to tell a story about a person, group or situation



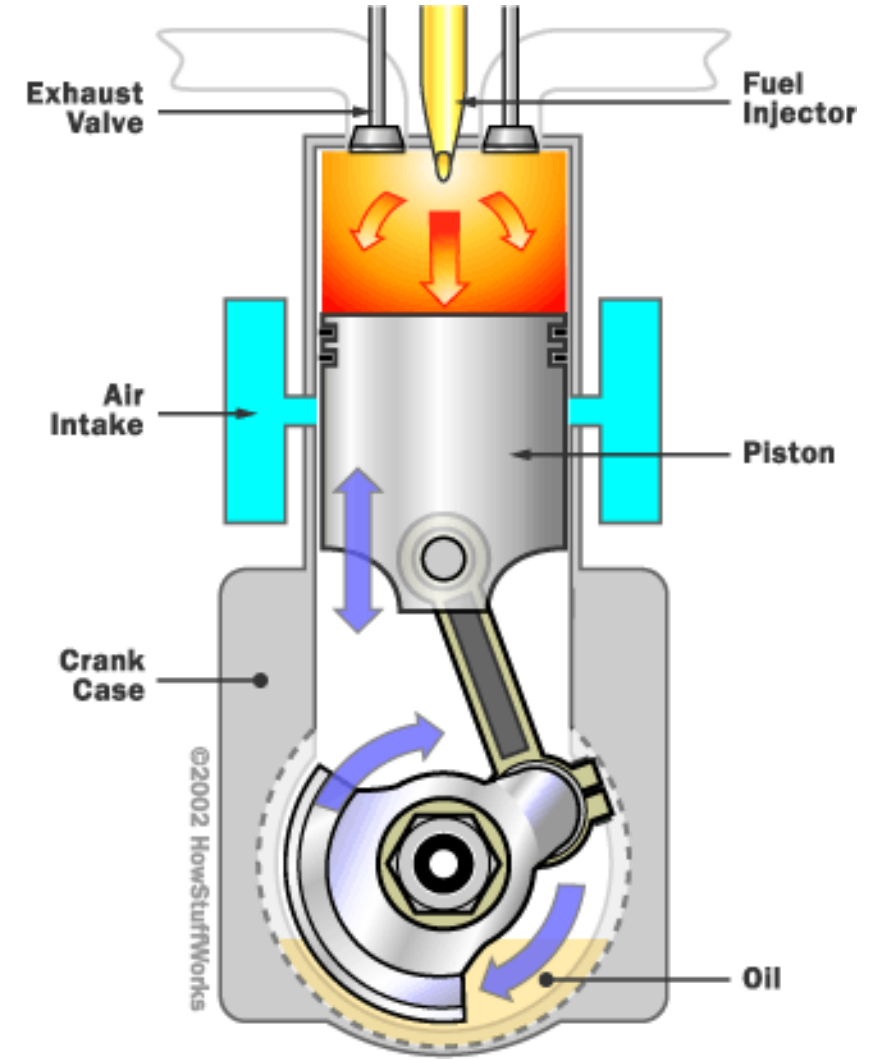
Realistic line drawings

- Highly **pictorial** which show **details of the things** they represent
- Popularly used in **comic books and illustrated manuals and text books**



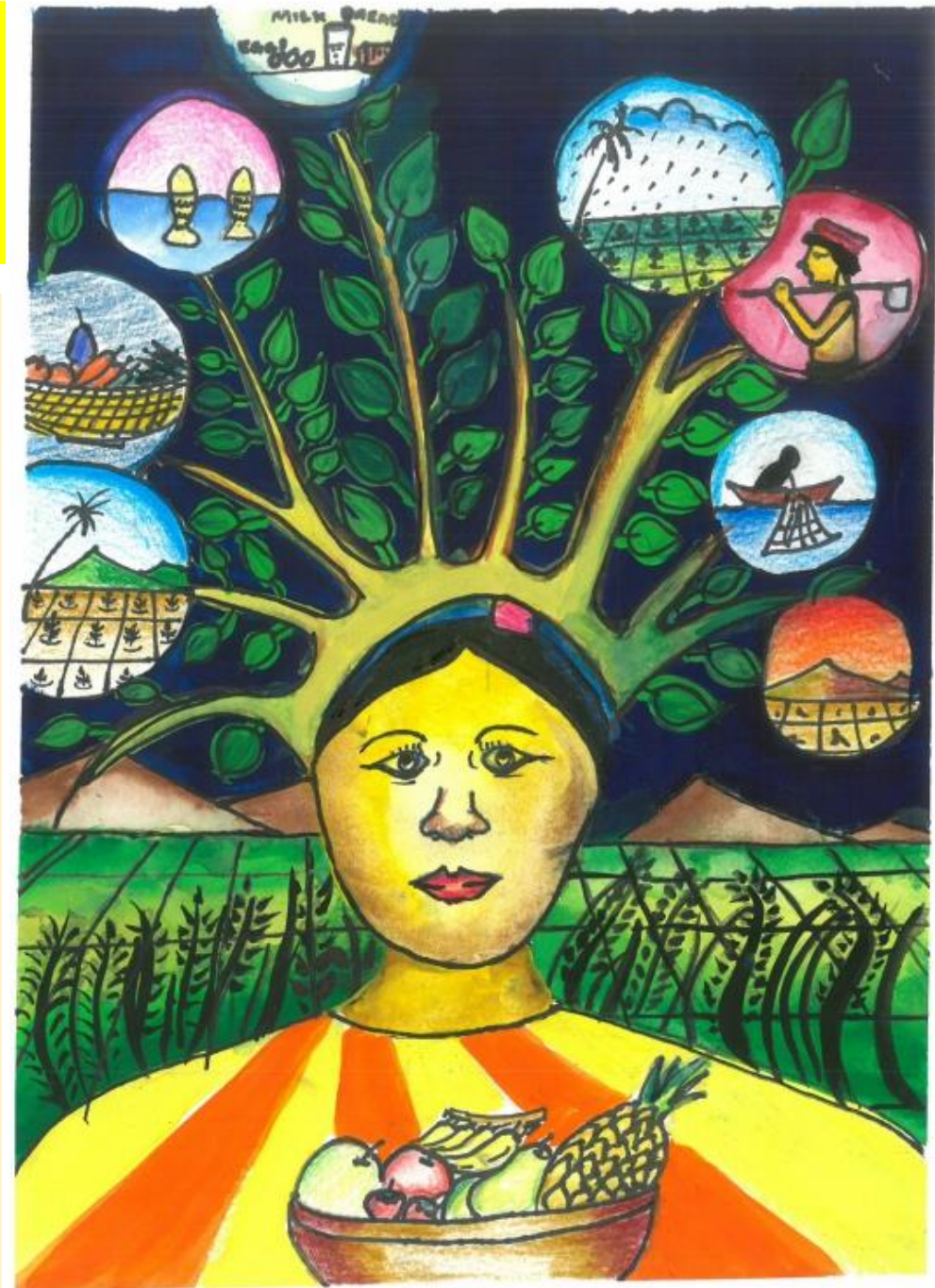
Diagrams

- Graphic illustrations **to show relationship** or to help **explain processes** such as how something works or how it is constructed
- Designed to illustrate both the **internal parts of objects and things**



Posters

- **Visual combination** of bold **design, colour and message** which is intended to catch hold the **attention of passer-by** long enough to **implant a specific impression**
- Emphasise a fact or idea & **stimulate** them to **support / obtain** more info/ take some **action**
- People **look at not walk around** as they look at birds / trees
- People should **get idea at single glance**



WORLD FOOD DAY

Guidelines to prepare poster

- Aim at **one main idea** / message
- **Forceful and clear** in treatment
- **Colourful** – bold colours draw attention and conveys the idea quickly and correctly
- Should be **large enough** to be easily seen
22”X28” or 28”X44”
- Contain **Few words, concise & striking slogan**
- Contain **plain, bold lettering with plenty of space**



Charts

- **Diagrammatical representation** of facts / ideas
- Communicate facts effectively and enables to **provide information with little explanation and analysis** a problem / situation
- Mixture of **pictures, drawings, cartoons, graphics, diagrams** and verbal materials



A growing educational food network ripe with opportunities for youth!



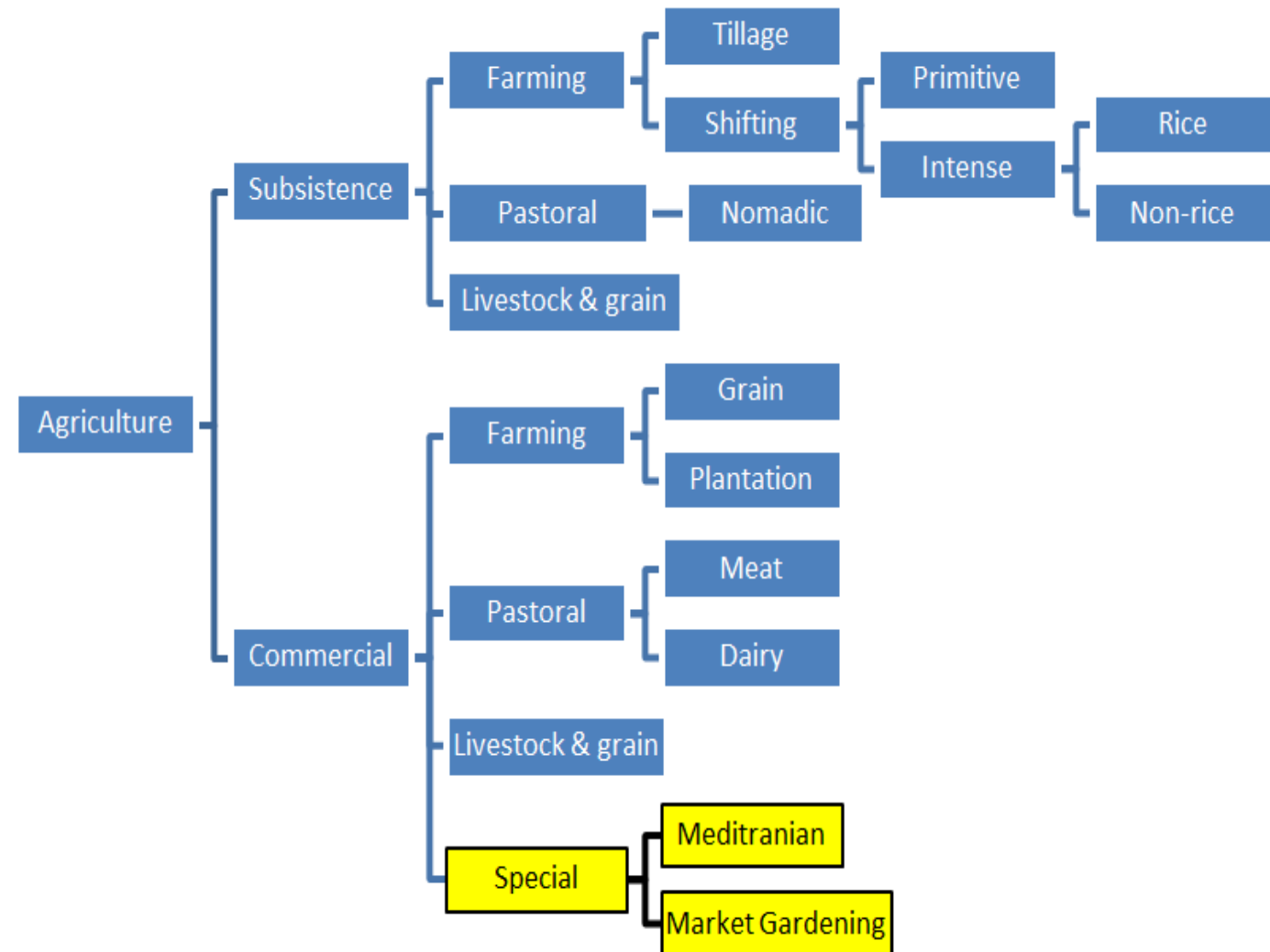
Organisational chart

- Shows the **functional relationship** or **chain of command** of individuals or groups within an organisation



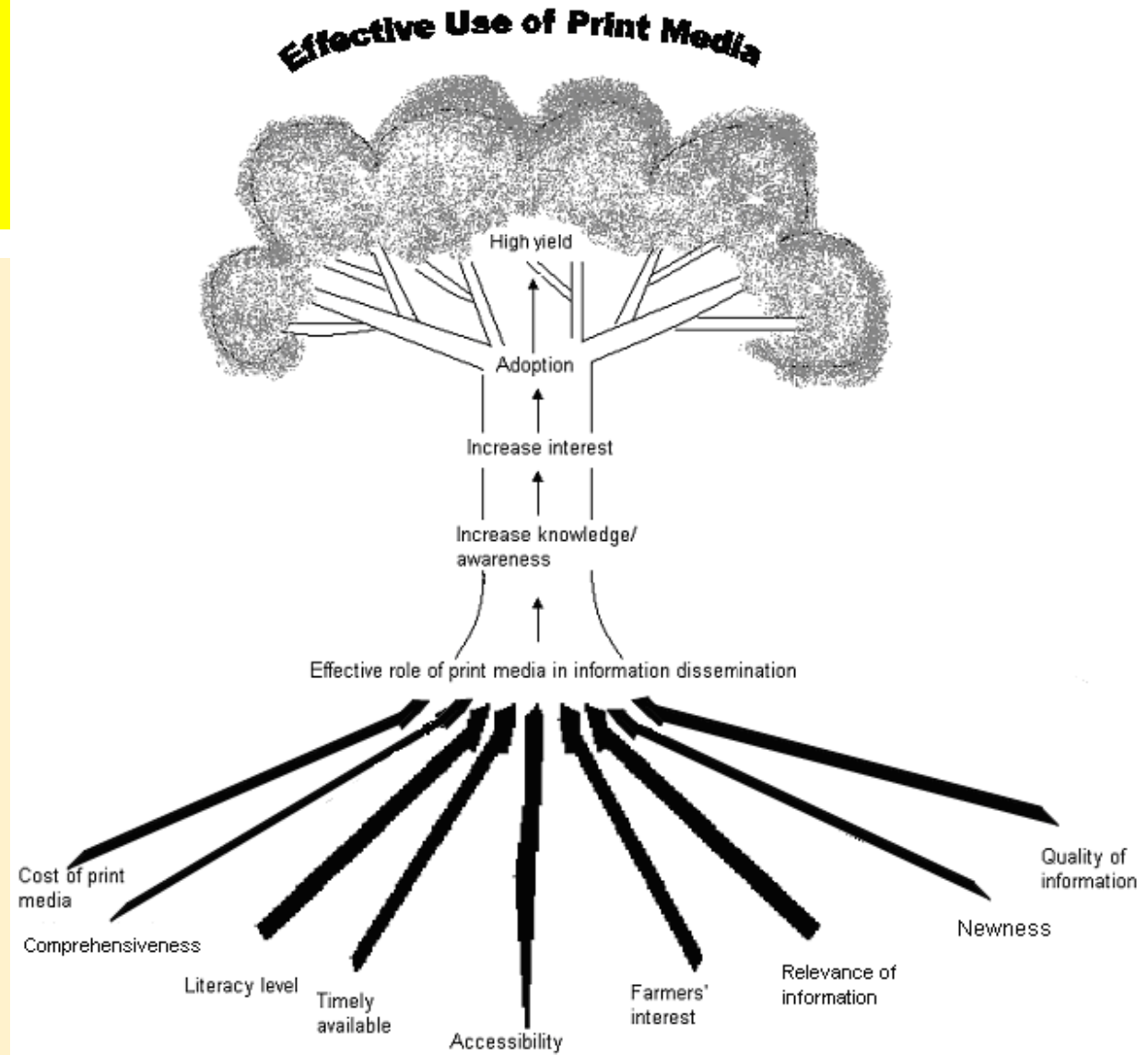
Flow chart

- Illustrates the **sequence in time**, **procedure or steps** and **processes or simple regression**



Tree Chart

- Depicts **development, growth and change**
- Begins with **single source (trunk)** which then **spreads out into a many branches**



Tabular Chart

- Shows **list of items** placed in a **sequential order** for chronological comparison or discussion, usually laid out in **straight columns** to **allow direct comparison** between materials, data or items in different columns

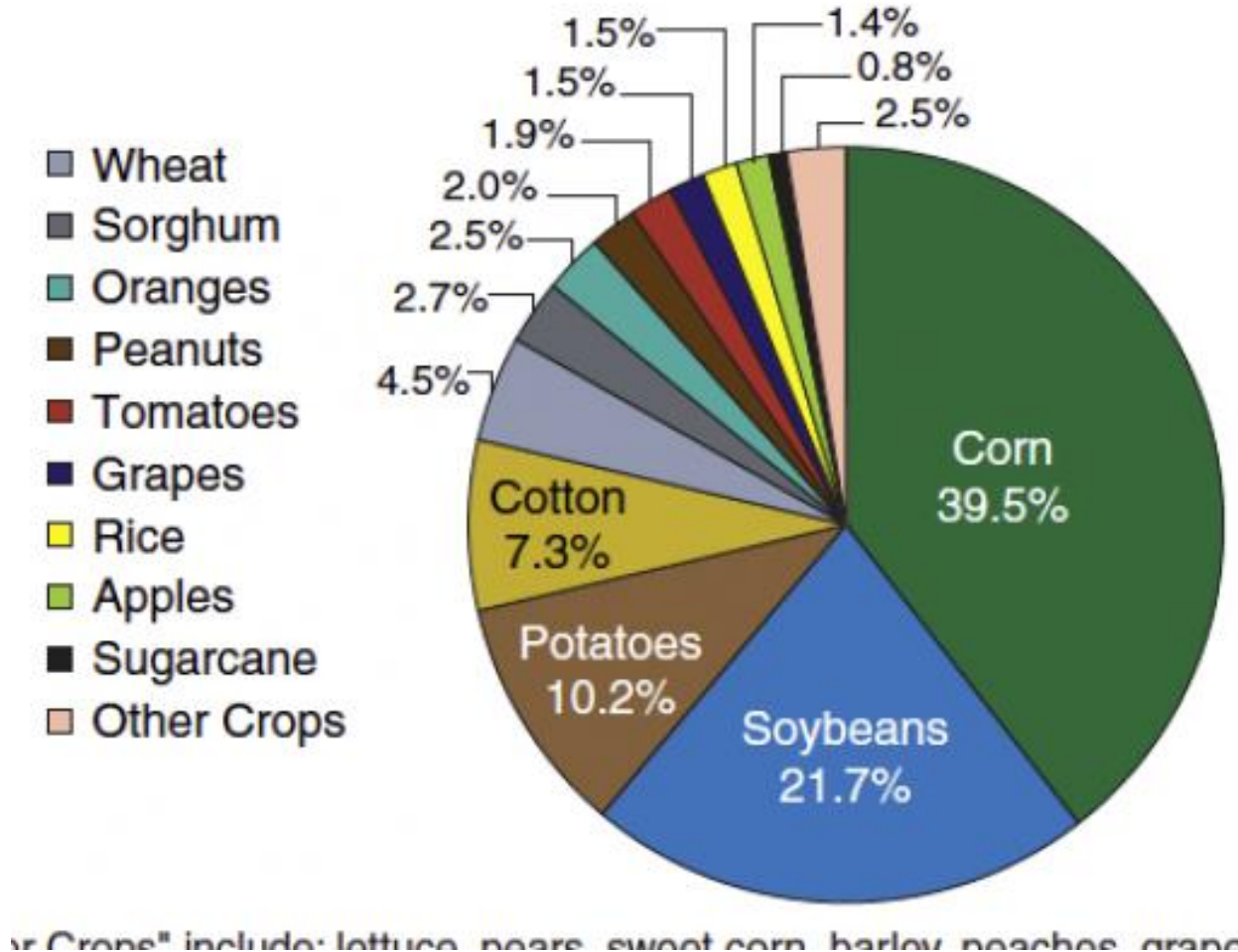
Average nutrient composition of vermicompost

Macronutrients	(%)		Micronutrients	(ppm)
N	1.5		Fe	3200
P	0.9		Mn	357
K	0.26		Zn	80
Ca	1.26		Cu	41
Mg	0.61			
S	0.16			

Besides these nutrients, it contains growth hormones, vitamins, enzymes, Microflora like Phosphorus solublizing bacteria, N fixers, VAM fungi are also present

Graphs

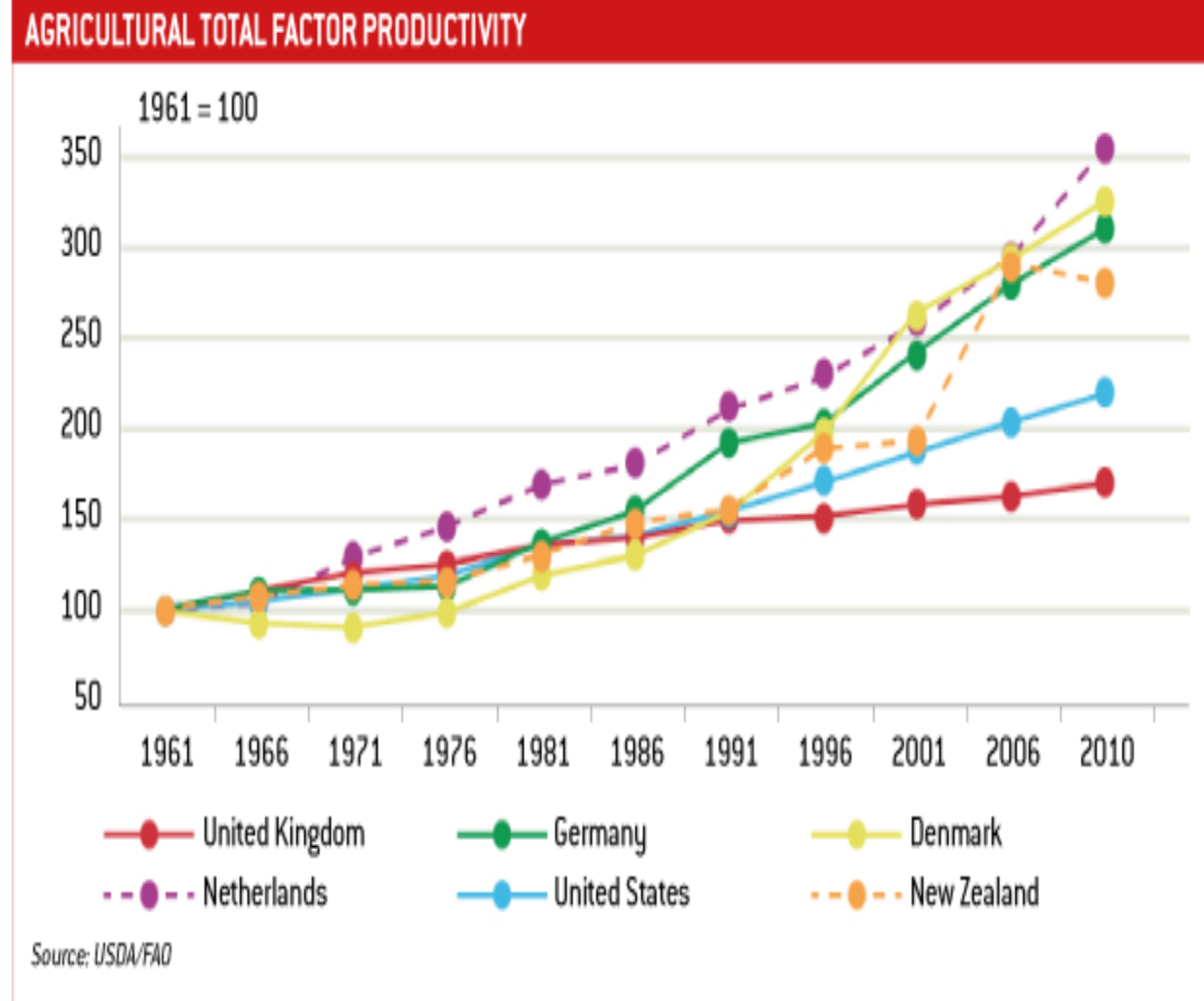
- Shows the **numerical relationship** which enable to **grasp quickly and accurately** the meaning of the statistical data
- **List of figures can be reduced to a graph** and be much more interesting, usable and understandable



Pesticide Use in Different Crops

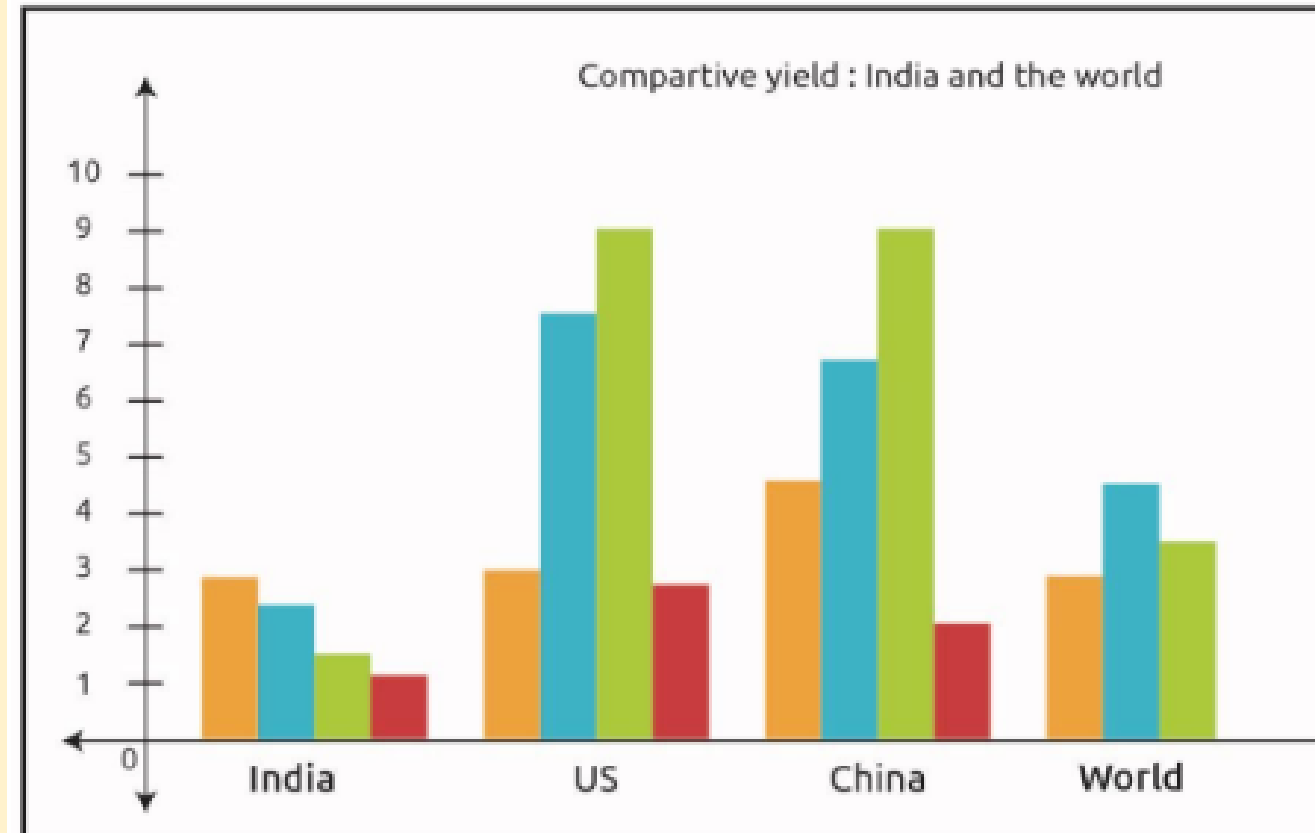
Line Graph

- Used to indicate the **fluctuations / trends** in production or a commodity which helps in understanding **variations or relationship**
- Straight line connects points **representing each measured quantity**



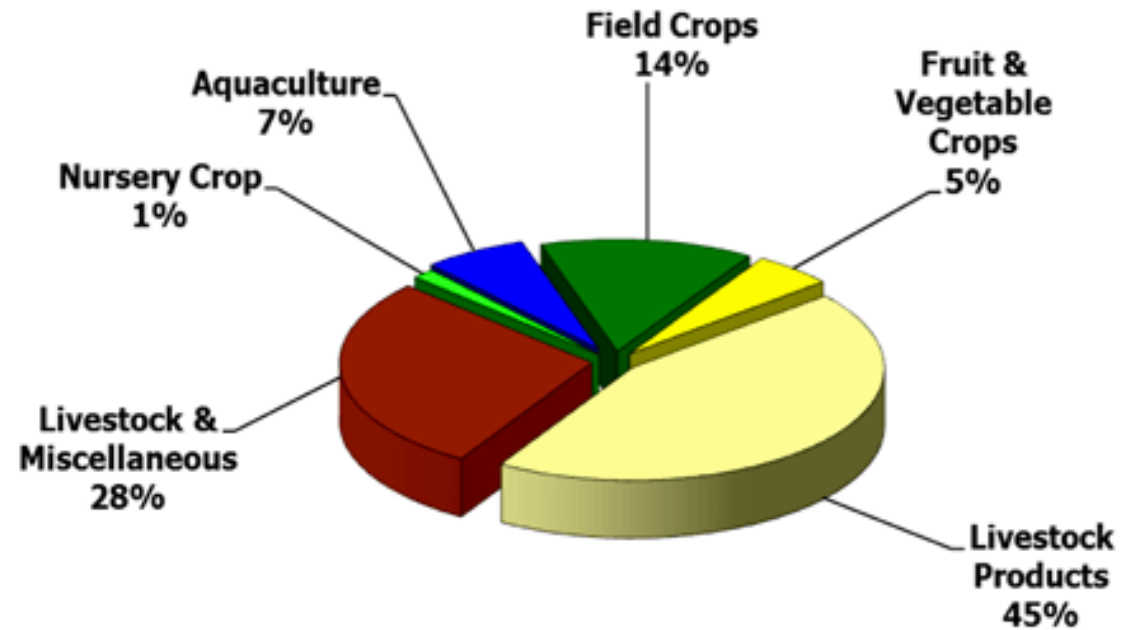
Bar Graph

- Useful in comparing size or magnitude or similar items at different times or parts of the whole
- Single linear bar two / three dimensional
- Easy to understand and simple to construct size , length, colour of bars represent different values



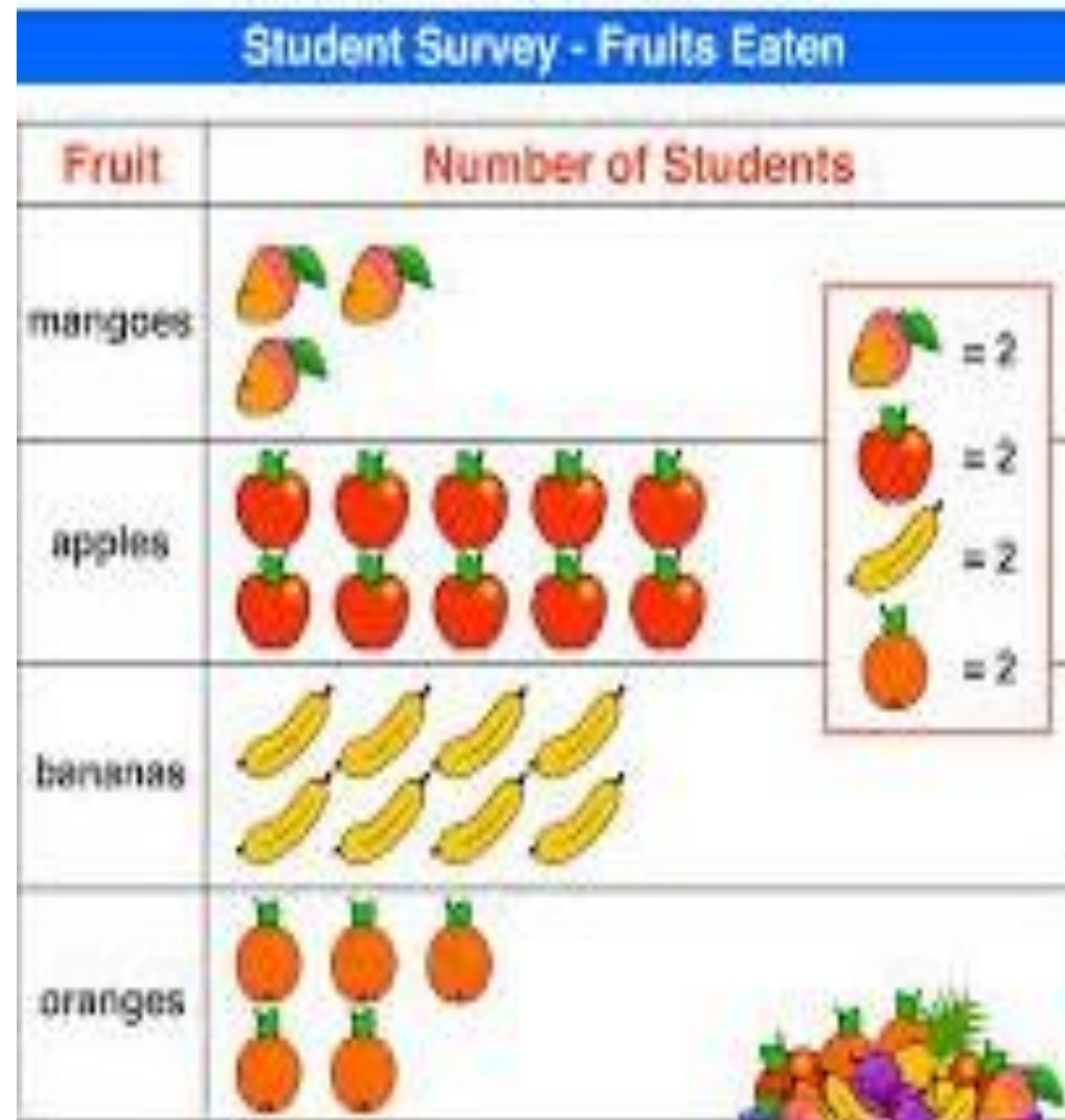
Pie graph

- Helps to show the parts of whole
- Spending pattern / different components that together make an unit



Pictorial graph

- **Picture symbols** are used to depict the graph which shows the **comparison, approximation**



Flip chart

- Series of visuals drawn on a large sheets or paper / card board fastened together at the top
- Sheets are turned over or flipped one at a time as the presentation is made
- Effective supplement / substitute for projected media like slides, OHP etc.



Flash cards

- Cards on which **simple illustration** is drawn on which a **few phrases** are printed or written
- Can be used to **encourage discussion** on a topic or method
- Used **one at a time** and **held in the hand in front of the group**
- Series not exceeding **15 numbers**
- Large Groups : **22"X28"** Small Groups **11"X14"**



Procedure for Flash Cards

- **Outline series of pictures** related to the topic on a paper
- **Number** their sequence
- Draw only **one picture** on a card
- Make **simple meaningful sketches** to attract
- Use **meaningful colours** for emphasis
- Prepare **short captions and notes** for each caption
- Write caption and note on each picture in brief **on back of the preceding card**
- **Tell the story** on each card before the group
- Can contain both **pictures and captions**
- **One idea** / one picture per card

Alphabetic Flash Cards



Flip Book

- Contain **series of flash cards** arranged in a **sequential order or flipped together**
- All aspects of preparation are similar to that of flash cards



Flannel Graph

- **Dynamic non-projected aid** in the hands of a skilful extension worker.
- Consists of **piece of flannel / wool** which is tightly stretched over a strong backing plywood
- The mounted pictures, letters and other visuals that have **strips of sand paper** at the back can be attached to the flannel board



Procedure for Flannel Graph

- **Decide exactly** what you want to tell audience
- **Develop story** in a logical sequence
- **Keep as simple** as possible
- Convey **only important points**
- Use **short words**, sentences and captions
- **Sketch** the guideline, picture, etc in the drawing paper
- Use **colours**
- **Cut out the cards** in desired shapes
- Cut out small **strips of sand paper** and paste on backside of cards
- **Employ photos, prints, pictures**, etc. for effective use
- **Practice twice or thrice** your presentation before presentations

