Mike Parkinson's Graphic Cheat Sheet

	Simple	Complex	Quantitative
	The information to be communicated is easy to understand and not involved.	The information to be communicated is intricate or multivariable.	The information to be communicated is numeric.
Hierarchy	building block graphic, chain graphic, puzzle graphic, pyramid graphic, stair graphic, step-by-step graphic	hexagon graphic, network diagram, org. chart, peg graphic, stacked graphic, table, temple graphic, process diagram, tree diagram, waterfall diagram	table
Architecture or Structure	building block graphic, puzzle graphic, pyramid graphic, floor plan, zipper graphic	bridge graphic, cross section graphic, cutaway graphic, gear graphic, hexagon graphic, hub and spoke graphic, pipe graphic, network diagram, org. chart, peg graphic, pie chart, stacked graphic, table, temple graphic	table
Process or Flow	building block graphic, chain graphic, conveyor belt graphic, pipe graphic, pyramid graphic, stair graphic, step-by-step graphic, timeline, venn diagram	bridge graphic, funnel graphic, gear graphic, looping graphic, spiral graphic, network diagram, pie chart, pipe graphic, process diagram, road graphic, stacked graphic, vee diagram, waterfall diagram	area chart, gantt chart, line chart, table
Cause and Effect	before & after graphic, step-by-step graphic	fishbone diagram, gear graphic, looping graphic, process diagram, risk matrix, road graphic, table, tree diagram, vee diagram, waterfall diagram	before & after graphic, gantt chart, table
Comparison *(Another option is to show two of the same graphic type and highlight the similarities or differences between both.)*	before & after graphic, gauge graphic, puzzle graphic, scale graphic, timeline	bridge graphic, dashboard graphic, table	area chart, bar chart, before & after graphic, bubble chart, calendar, candlestick chart, circle chart, dashboard graphic, gantt chart, line chart, pareto chart, pie chart, point chart, radar chart, table
Synergy	building block graphic, chain graphic, puzzle graphic, pyramid graphic, venn diagram, zipper graphic	collage, conveyor belt graphic, cutaway diagram, dashboard graphic, dna graphic, funnel graphic, gear graphic, hexagon graphic, looping graphic, org. chart, peg graphic, pie chart, pipe graphic, road graphic, spiral graphic, stacked graphic, temple graphic, vee diagram	dashboard graphic, pie chart
Relationship *(Most graphic types can show relationships between elements. The graphic types pictured here are those most often used.)*	before & after graphic, building block graphic, chain graphic, hexagon graphic, puzzle graphic, pyramid graphic, scale graphic, stair graphic, step-by-step graphic, timeline, venn diagram, waterfall diagram, zipper graphic	collage, conveyor belt graphic, cross section diagram, cutaway diagram, dashboard graphic, dna graphic, dome graphic, exploded diagram, funnel graphic, gear graphic, hub and spoke graphic, looping graphic, network diagram, org. chart, peg graphic, pie chart, pipe graphic, process diagram, spiral graphic, stacked graphic, table, temple graphic, tree diagram, vee diagram	area chart, bar chart, before & after graphic, bubble chart, calendar, candlestick chart, circle chart, dashboard graphic, gantt chart, line chart, map graphic, pareto chart, pie chart, point chart, radar chart, table
Transition	before & after graphic, building block graphic, conveyor belt graphic, looping graphic, stair graphic, step-by-step graphic, timeline	bridge graphic, collage, funnel graphic, pipe graphic, process diagram, road graphic, spiral graphic, tree diagram, waterfall diagram	area chart, bar chart, before & after graphic, bubble chart, calendar, circle chart, gantt chart, line chart, pareto chart, point chart, radar chart, table
Amount or Value *(Most graphic types can accommodate amounts and values. The graphic types pictured here are those most often used.)*	building block graphic, calendar, conveyor belt graphic, floor plan, funnel graphic, gauge graphic, map graphic, pipe graphic, scale graphic, stair graphic, step-by-step graphic, timeline	cross section diagram, cutaway diagram, dashboard graphic, network diagram, org. chart, peg graphic, process diagram, table, waterfall diagram	area chart, bar chart, before & after graphic, bubble chart, calendar, candlestick chart, circle chart, dashboard graphic, gantt chart, line chart, map/bar graphic hybrid, pareto chart, pie chart, point chart, radar chart, table
Time *(Most graphic types can show time. The graphic types pictured here are those most often used.)*	before & after graphic, building block graphic, calendar, chain graphic, conveyor belt graphic, gauge graphic, pipe graphic, pyramid graphic, stair graphic, step-by-step graphic, timeline	bridge graphic, collage, dashboard graphic, process diagram, road graphic, spiral graphic, stacked graphic, table, tree diagram, waterfall diagram	area chart, bar chart, before & after graphic, bubble chart, calendar, candlestick chart, circle chart, dashboard graphic, gantt chart, line chart, pareto chart, pie chart, point chart, radar chart, table
Physical Description	floor plan, illustration, photograph, map graphic	collage, cross section diagram, cutaway diagram, exploded diagram, table	table
Location or Distance	floor plan, illustration, map graphic, photograph	collage, road graphic, table	area chart, bar chart, before & after graphic, bubble chart, calendar, circle chart, line chart, map graphic, pareto chart, point chart, radar chart, table
Protection or Isolation	building block graphic, chain graphic	cross section diagram, cutaway diagram, dome graphic, pipe graphic, stacked graphic	

1. showing dimensions
2. using quantitative charts

Graphic Types...

area chart, dashboard graphic, map graphic, scale graphic, background, dna graphic, network diagram, spiral graphic, bar chart, dome graphic, org. chart, stacked graphic, before & after graphic, fishbone diagram, peg graphic, stair graphic, bridge graphic, floor plan, photograph, step-by-step graphic, bubble chart, funnel graphic, pie chart, table, building block graphic, gantt chart, pipe graphic, tear sheet, calendar, gauge graphic, point chart, template, candlestick chart, gear graphic, PowerPoint template, temple graphic, chain graphic, hexagon graphic, process diagram, timeline, circle chart, hub and spoke graphic, puzzle graphic, tree diagram, collage, icons & symbols, pyramid graphic, vee diagram, conveyor belt graphic, illustration, radar chart, venn diagram, cross section diagram, line chart, risk matrix, waterfall diagram, cutaway diagram, looping graphic, road graphic, zipper graphic

*Combine graphics and insert icons, symbols, and photos to build an **infinite** number of visuals.*

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