

Graphing Data

DEFINITION OF A GRAPH

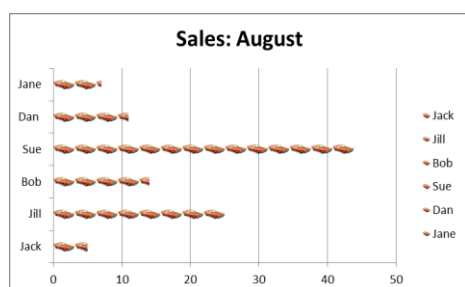
When you think of illustrations, you think of a cartoon or a comic book, but a graph is an illustration too. Except, instead of illustrating a creative concept or personal opinion graphs illustrate facts and figures – otherwise known as data.

Graphs come in many shapes and sizes, but at the end of the day they are simply visual tools for expressing measurable data.

TYPES OF GRAPH

- **Pictograph**

Pictographs are simply graphs which display data using picture symbols, making them popular for communicating the 'big picture' to a large audience very quickly. However, they are not a good tool to use for displaying detailed analysis, which is why they are rarely used in anything but presentations to the public or an audience who have to understand the topic quickly. For example, you will rarely find a pictograph in an academic report. The pictograph below is in the context of a monthly sales chart at a car yard.



- **Line Graph**

Line graphs are perhaps the most common form of graph, used by everyone from scientists to salespeople to depict the improvement or decline in a field of data. The pictograph above becomes:

