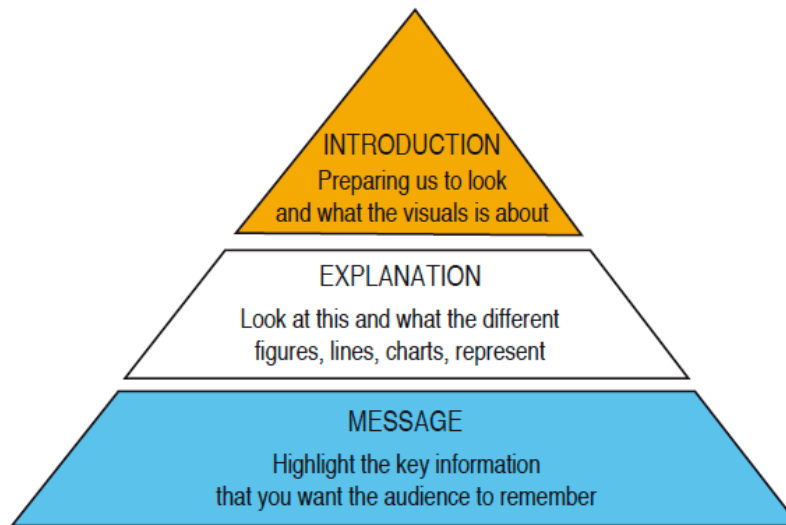


The language of visuals



Introducing your visual: preparing to look



*Right so now let's have a look at this chart which shows [...]
Can you see what this is? What you are looking at is a [...]
First let's have a look at some figures that will help you see [...]*

Telling us what to look at



*This shows us [...]
As you can see on the left, the figures start quite low - that is
to say [...]
If you look up here, we can see [...]
If we look at this second graph [...]*

Highlighting what is important



*If we look more carefully at this population, we can see that
I'd like to highlight [...]
So what does this mean? In fact, [...]
What we can see here is, quite clearly,
The essential point to remember is [...]*