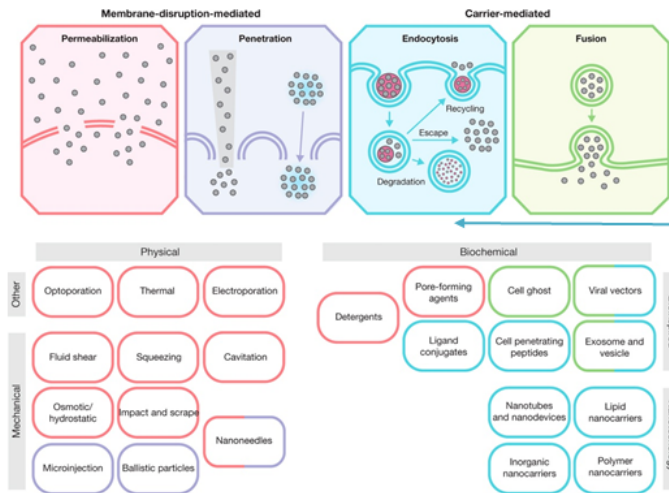


Annotated example is from MP Stewart et al., *In vitro* and *ex vivo* strategies for intracellular delivery, *Nature*, 2016.

Annotated Example 1b: Varying degrees of specificity within the same figure. In schematics, illustrative, or mechanistic figures, the different elements act together to provide generalized description of phenomena, as well as specific characteristics.

Figure 2: Map of the relationship between intracellular delivery approaches, basic mechanism and conventional physical and biochemical categorizations.



Schematic of mechanisms are specifically tailored to illustrate key principles of cellular uptake, not details of drug packaging or delivery

Matched color schemes across different categories allow for connection between general mechanism and specific method

Broad technique types ("biochemical") are further split, grouped by specific delivery mechanisms

Single sentence caption highlighting varying degrees of specificity, from mechanisms underlying transport to categorization of specific delivery approaches

Physical techniques produce membrane disruption either via permeabilization or direct penetration, while biochemical assemblies and viral vectors act as carriers to shuttle cargo through endocytosis. If a carrier has fusogenic potential, it may also enter through membrane fusion. Some biochemical approaches, such as detergents and pore-forming proteins, work via membrane permeabilization. Schematics at the top show the four subcategories with molecular cargo (grey), membrane (double lines), and carrier material (purple).

Explicit statement of multiple key details - broad "correlations" between mechanisms and method of delivery approach

M P Stewart et al. *Nature* 183–192 (2016) doi:10.1038/nature19764

Note: This figure works well under the **"Clear parallels between messages between mediums"** title too.

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