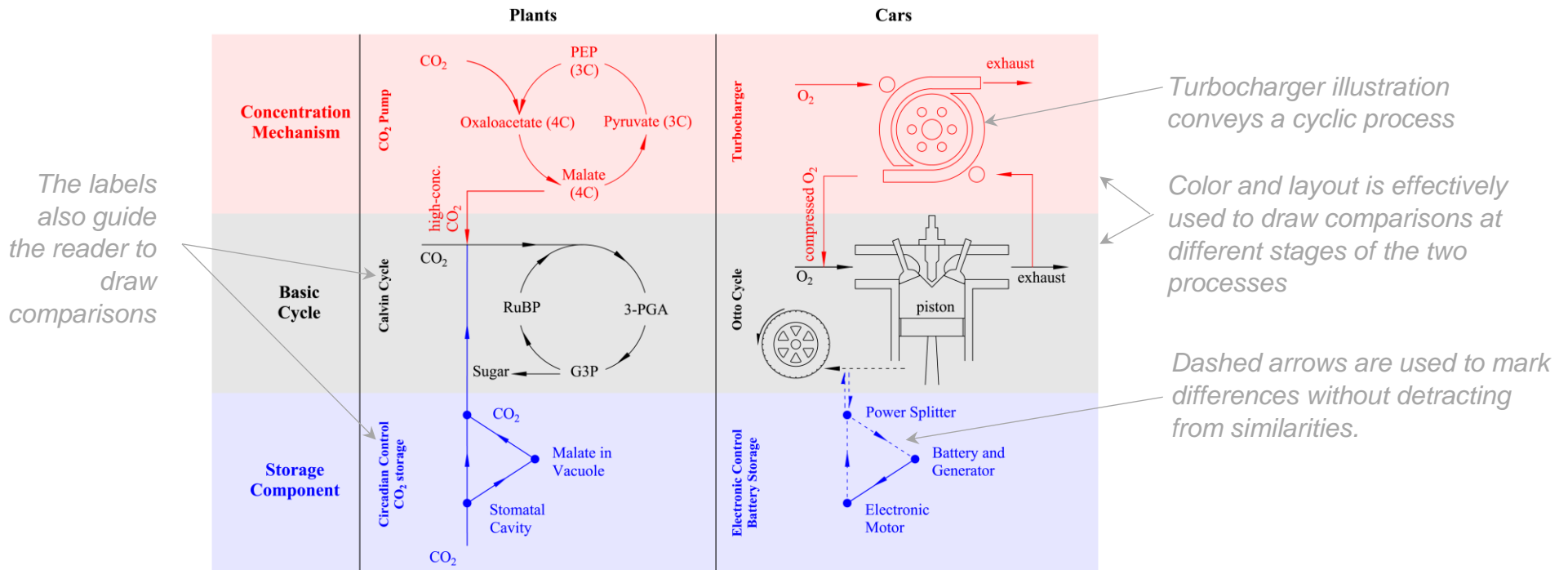


**Annotated Example 1: Effective use of color, layout, and wording to convey a main message.** The text, graphics, and styling are intentionally designed to convey similarities between the energy generation and storage processes of cars and plants.



**Fig 2. A comparison of plant photosynthesis and car engine functioning illustrates how the core processes interact with the additional components.** The core processes in each system are the Calvin cycle and the ICE (middle row). A concentrating mechanism in C4 plants and turbocharged cars provides concentrated CO<sub>2</sub> and oxygen, respectively, to the core cycle (upper row). A storage mechanism in CAM plants allows carbon dioxide to be stored as malic acid at night and then passed to the Calvin cycle during the day, while a storage mechanism in HEVs allows energy to be stored in the battery during braking and then passed to the motor to power the drivetrain in parallel with the engine (bottom row).

*The key message is stated first, and relates to comparing the two processes. Additional details are provided in the following text.*