The objective of this exercise is to introduce the importance of visual impact in graphics and the relationship between text and graphics.

Figure 7 needs help on two counts:
- Conventions for formatting graphs have been violated—for example, the Y axes are not the same; one is volume adsorbed, the other volume per gram of adsorbent. And Figure 7b is referenced before Figure 7a. Cleaning up these “punctuation level” problems is an important step, but doing so contributes little to the reader’s ability to “see.”
- The real offence is the lack of visual impact and clarity.

Your objective is to provide this visual impact and clarity. In the next 15 minutes, work with two or three other students.
- Identify the message that ought to be conveyed in Figure 7.
- Devise an improved graphic to better convey this information.

Do not hesitate to edit the paragraph as you adjust the figure. For the purposes of this exercise, assume that the data obtained by the two researchers (Titoff & Homfray) are consistent, so the CO\textsubscript{2}, N\textsubscript{2} lines would be the same on both graphs if the Y axes were normalized.

From *Colloid Chemistry*, H.B. Weiser, Wiley & Sons, 1939