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.

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).

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

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