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WHAT IS VISUAL COMMUNICATION?

Visual communication graphically represents information to efficiently and effectively create meaning.

IT MAY INCLUDE

INTERACTIVITY
ICONOGRAPHY
ILLUSTRATION
SUPPORTING TEXT

GRAPHS
DATA VISUALIZATION
ANIMATION
The data in this paragraph isn’t as impactful as it could be.

“While offline advertising budgets are in decline, email and other digital marketing channels continue to grow... In terms of overall marketing budgets, 54% of brands will see an increase (vs. 46% in 2014), and a third of those will be increasing it by more than 10% over 2014.”

1

2
Visual communication allows you to represent that same information in an accessible, graphical way.

In 2014, only 46% of marketing budgets increased

54% will increase this year

Offline budgets

1 in 3 of those budgets will increase by more than 10%

But visual communication is about more than just making information look good.
VISUAL COMMUNICATION IS NATURAL

The human brain is hardwired to understand visual stimuli.

1/5 of the brain’s cerebral cortex is devoted to the visual cortex

90% of the information transmitted to the brain is visual
VISUAL COMMUNICATION IS INCREASINGLY POPULAR

Visual communication tells a meaningful story in less time than traditional longform media.

A 2013 SlideShare analysis found that infographics were liked

- 23x more than documents

- 4x more than presentations

9x increase in search interest on Google between July 2010 and July 2015

>33% of branded videos received 1 million+ views in 2013

77 MILLION millennial digital video viewers in 2015
Every day, we’re bombarded with multiple and complex media streams. Viewers tend to ignore text and focus on easily digestible visuals.

8 seconds
average attention span

1/10 of a second
The time it takes the human brain to receive the visual information
VISUAL COMMUNICATION IS MEMORABLE

Readers have an easier time recalling information when it’s presented visually.

Educators have said that

65% of people are visual learners\(^{11}\)

People generally remember

10% of what they read

30% of what they see \(^{12}\)
VISUAL COMMUNICATION THAT WORKS

Infographics

Gives a straightforward and informative viewer experience

Great for high-level explanations of a product, service, or issue

Shares well on websites, blogs, and social media outlets
VISUAL COMMUNICATION THAT WORKS

Interactive design

VISUALIZE LARGE AMOUNTS OF DATA

Dive deep into specific information without losing the bigger picture

Go beyond a passive viewing experience
VISUAL COMMUNICATION THAT WORKS

Motion graphics

Allows great control over your viewer’s experience of the narrative

Great for explaining processes and systems

80% of internet traffic in 2019 is projected to be consumer video traffic

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VISUAL COMMUNICATION THAT WORKS

VISUAL STRATEGY

Maintains a consistent style and tone across multiple platforms and media

Logo

Color Palettes
The way people consume information is changing dramatically each and every day.

Now more than ever, visual communication is helping brands effectively tell meaningful stories, boost reader retention and spark insightful conversation — shepherding in a new age of visual storytelling.
SOURCES


4 Ibid.


