ENG1313 BUSINESS COMMUNICATION

TOPIC 8:
Visual Communication

BY MISS RAHA

Doa starting class

رَبِّ زِدْنِي عِلْمًا وَارْزُقْنِيْ فَهْمًا

Oh Allah, increase me in knowledge and understanding

Understanding Visual Communication

- Definition of visual communication
- Types of visual tools
- Ways to design and use visuals properly

Learning outcomes

1. Students will be able to know the meaning and purpose of visual communication in business.

2. Students will be able to identify types of visual tools used in business communication.

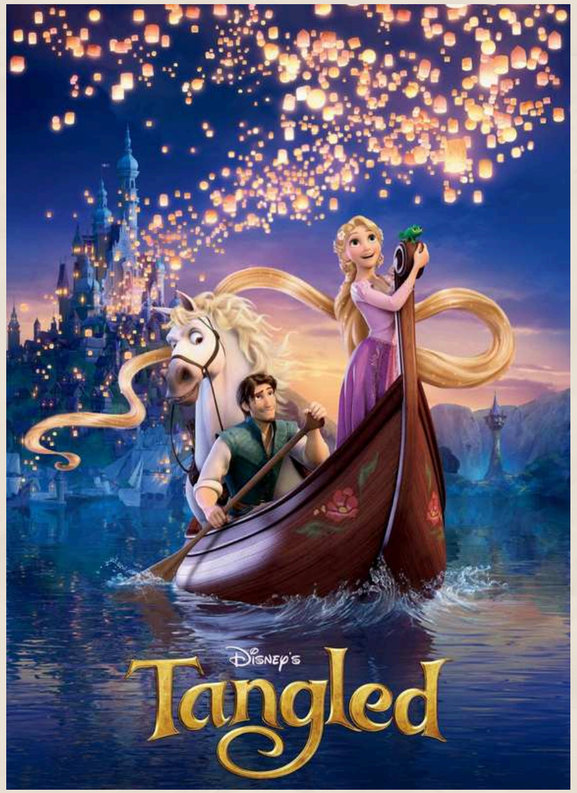
3. Students will be able to utilize basic design principles for creating effective visuals.

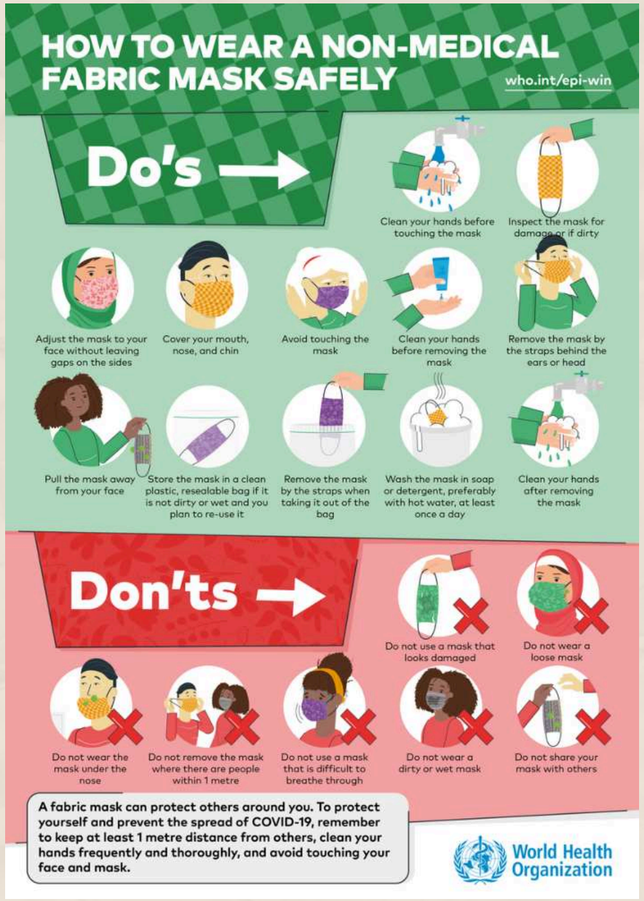
Definition

Visual Communication

Visual communication is the transmission of information and ideas using symbols and imagery.

It is the most effective method of communication available.


Disney's
Tangled


HOW TO WEAR A NON-MEDICAL FABRIC MASK SAFELY
who.int/epi-win
Do's
Clean your hands before touching the mask
Inspect the mask for damage or if dirty
Adjust the mask to your face without leaving gaps on the sides
Cover your mouth, nose, and chin
Avoid touching the mask
Clean your hands before removing the mask
Remove the mask by the straps behind the ears or head
Pull the mask away from your face
Store the mask in a clean plastic, resealable bag if it is not dirty or wet and you plan to re-use it
Remove the mask by the straps when taking it out of the bag
Wash the mask in soap or detergent, preferably with hot water, at least once a day
Clean your hands after removing the mask
Don'ts
Do not use a mask that looks damaged
Do not wear a loose mask
Do not wear the mask under the nose
Do not remove the mask where there are people within 1 metre
Do not use a mask that is difficult to breathe through
Do not wear a dirty or wet mask
Do not share your mask with others
A fabric mask can protect others around you. To protect yourself and prevent the spread of COVID-19, remember to keep at least 1 metre distance from others, clean your hands frequently and thoroughly, and avoid touching your face and mask.
World Health Organization

Yoyo
Chipsy
Potato Chips
Sweet Chilli
Paprika
net wt. 60g

Planta

AXION
Lime Lemon

Column

Pie

Line

Bar

Area

Column - Line

Importance of Visual Communication in Business

- Visual things have direct route to long-term memory of the audience.
- People remember what they see so much more than what they hear.
- Research supports that visual communication can be more powerful than verbal communication.

Visuals in Business

Type	Example
• Images	• Product photos, icons
• Charts/Graphs	• Bar/pie charts, line graphs
• Diagrams	• Process flowchart
• Infographics	• Poster with visuals & text
• Videos	• Product demo, training video

Types of visual communication

Illustration that inform

Illustration that educate

Illustration that persuade

Illustration that entertain

Illustration that inform

- A photo that informs (tells) you something about the subject.

- Eg: A photo of a police officer on the side of a building might tell you that the building is a police station.

Illustration that educate

- This is a photo will help the viewer understand something better.

- Eg: A photo of historical figure at an important time in history might educate the viewer.

Illustration that persuade

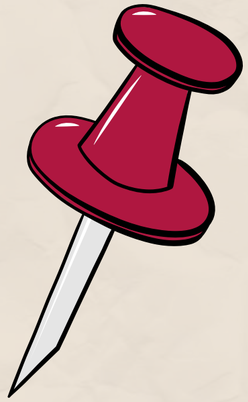
- There are photos that make you buy something or believe something.
- Eg: A photo of a woman wearing makeup and wants women everywhere to buy that makeup.

Illustration that entertain

- **These photos are entertaining.**
- **They may show funny things in funny situations.**

Elements of Good Visual Design

1. Color: Use company colors or calm colors
2. Font: Easy to read (e.g., Arial, Calibri)
3. Layout: Clean and simple
4. Alignment: Everything is tidy and balanced
5. Contrast: Text stands out from background



Function Contrast

Bold and contrasting colors create a strong focal point and are highly effective in grabbing attention, making them key tools in visual hierarchy. They help direct the viewer's eyes to the main message quickly and clearly.

Layout and Text

1 Layout

1. Headings identify key sections
2. Balance placement of text and graphics use white space
3. Creative
4. Use column format

2 Text

1. Keep text elements short
2. Use phrases and active voice
3. Use clear font for text (serif, times new roman, arial)
4. San-serif font is good for tittle and headings

Common Mistakes to Avoid

- Too much text
- Using too many colors or fonts
- Small or blurry images
- Unorganized layout
- No explanation for graphs

Visual Communication in the Workplace

Advantages and disadvantages of visual communication

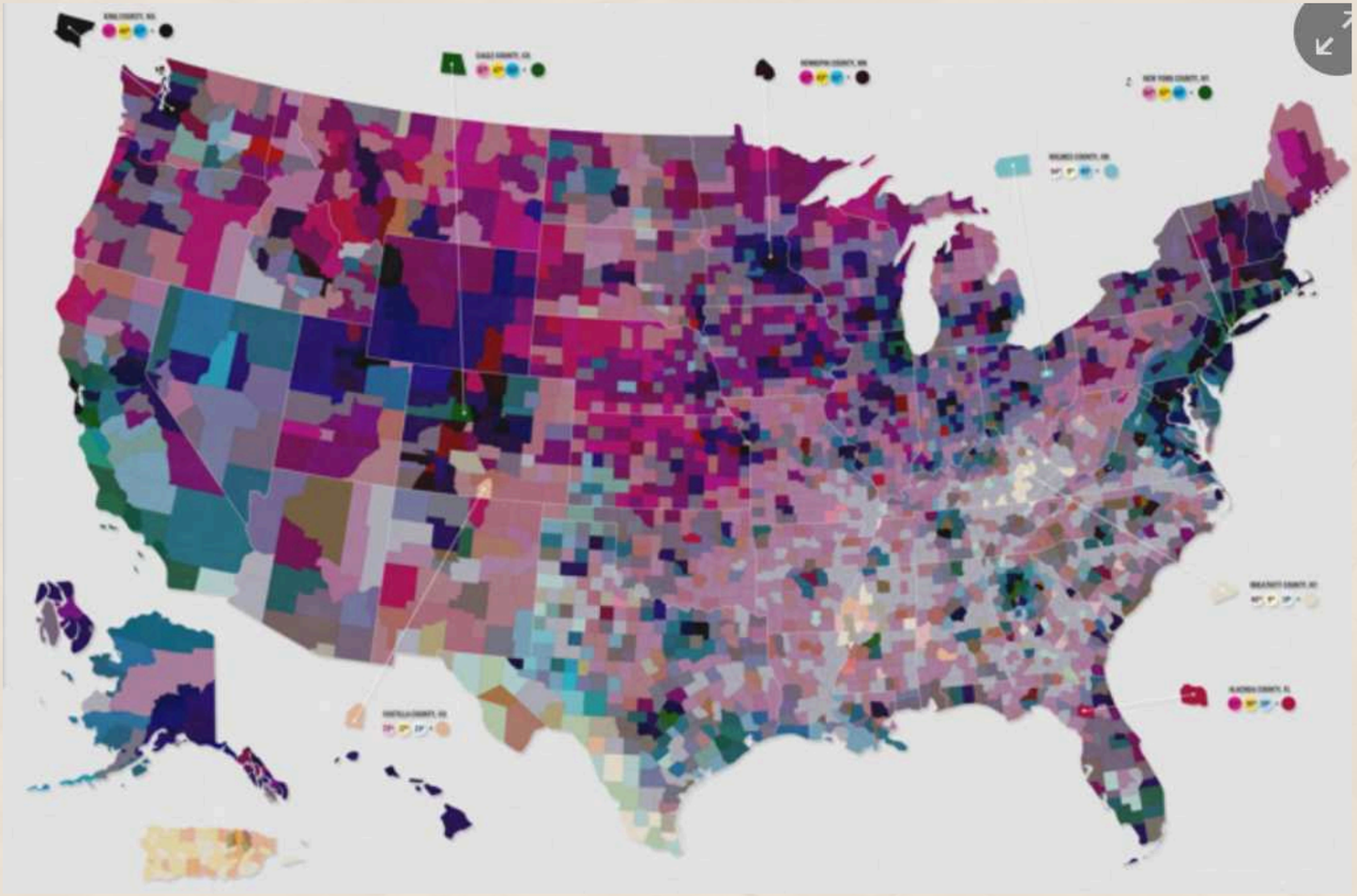
Advantages	Disadvantages
Deliver information more directly	It cannot be used for detailed information
Be understood easily	Information could be misinterpreted
Good for the uneducated receiver	Some information cannot be communicated visually, such as policy, rules. etc
May have a longer lasting impact	They are costly and time consuming to produce

Task

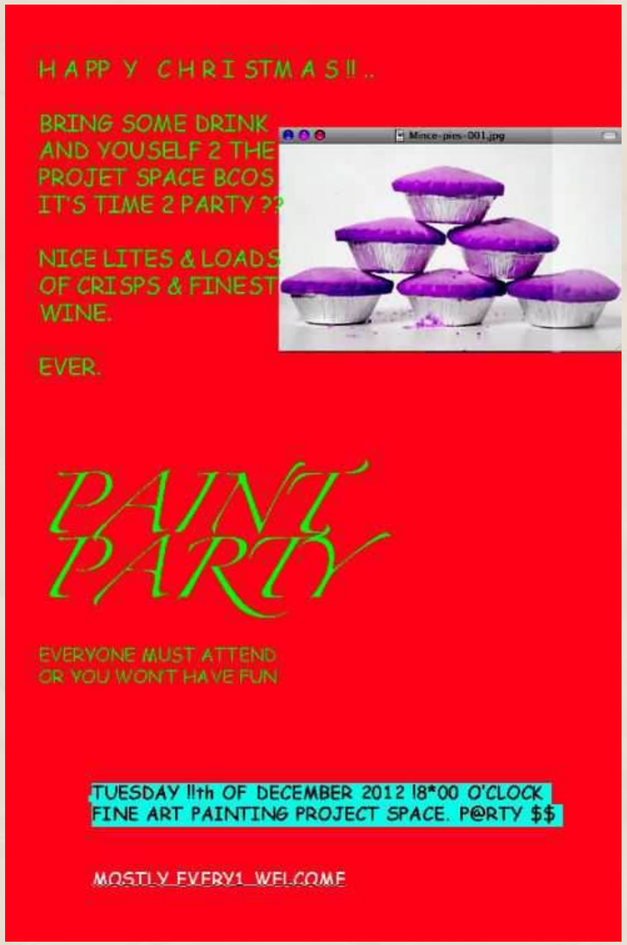
Identify Good vs Bad Visuals

Look at the visuals and identify if the visual is good or bad and explain why.
Then, find the role of color theory in visual communication.

Infographic



Poster


H A PP Y CH R I STM A S !! ..
BRING SOME DRINK
AND YOUSELF 2 THE
PROJET SPACE BCOS
IT'S TIME 2 PARTY ??
NICE LITES & LOADS
OF CRISPS & FINEST
WINE.
EVER.
Mince-pies-001.jpg
PAINT
PARTY
EVERYONE MUST ATTEND
OR YOU WON'T HAVE FUN
TUESDAY 11th OF DECEMBER 2012 18*00 O'CLOCK
FINE ART PAINTING PROJECT SPACE. P@RTY $$
MOSTLY EVERY1 WELCOME

Signage

http://www.signboardklang.com / signboardkl.com / signboardpenang.com

Thank you