Designing Visual Communication

Learning Objectives

- Discuss six principles of graphic design that help ensure effective visuals
- Explain how to avoid ethical lapses when using visuals
- Explain how to choose which points in your message to illustrate

Learning Objectives

- Describe the most common options for presenting data in a visual format
- Describe the most common options for presenting information, concepts, and ideas
- List three criteria to review in order to verify the quality of your visuals

Understanding Visual Communication

- Identify visual points
- Select the best visuals
- Create effective visuals

The Power of Images

- Enhance textual messages
- Replace verbal messages
- Convey complex information
- Hold people's attention
- Communicate with diverse audiences
- Convey connotative meaning

The Visual Evolution in Business Communication

- Technology
- Audience skills
- Expectations

Visual Literacy

- Consistency
- Contrast
- Balance
- Emphasis
- Convention
- Simplicity

The Ethics of Visual Communication

- Consider all possible interpretations
- Provide appropriate context
- Don’t conceal negative information
- Don’t exaggerate support information

The Ethics of Visual Communication

- Don’t oversimplify complex situations
- Don’t imply cause and effect
- Avoid manipulation or coercion
- Be careful how you aggregate data

Choosing Points to Illustrate

- The 5 C's of visual design
  - Clear
  - Complete
  - Concise
  - Connected
  - Compelling

Pick the Right Visuals

- Data and information
- Concepts and ideas

The Parts of a Table

- Systematic arrangement of data
  - Columns
  - Rows
  - Headings

Preparing Data Tables

- Use common, understandable units and clearly identify them
- Express all items in a column in the same unit, and round off for simplicity
- Label column headings clearly, and use a subhead if necessary

Preparing Data Tables

- Separate columns or rows with lines or extra space to make the table easy to follow
- Do not cram so much information into a table that it becomes hard to read
- Document the source of the data using the same format as a text footnote

Line and Surface Charts

- Trends
- Variables
- Relationships

Using Bar Charts

- Compare items
- Show changes
- Indicate composition
- Show relative sizes

Using Pie Charts

- Limit the number of slices
- Arrange slices clockwise
- Use a variety of colors
- Show numbers or percentages

Data Visualization

- Countless data points
- Wide graphical variety
- Complex dynamic data

Information, Concepts, and Ideas

- Organization charts
  - Positions
  - Units
  - Functions
- Flow charts
  - Processes
  - Procedures
  - Sequences

Using Maps

- Location and distance
- Points of interest
- Geographic distributions
- Market territories
- Distribution routes
- Facilities locations

Drawings and Diagrams

- Networks
- Processes
- Operations
- Procedures

Photographic Images

- Consider the use of diagrams
- Learn basic image-processing tools
- Match the file to the application
- Insist on high communication value
- Honor copyrights and permissions

Animation and Video

- Shapes and text
- Computer animation
- Digital video

Producing and Integrating Visuals

- Creation
- Integration
- Verification

Creating Visual Aids

- Training
- Experience
- Templates
- Quality

Integrate Text and Visuals

- Balance elements
- Reference visuals
- Place visuals
- Titles, captions, and legends

Verifying Visual Quality

- Accuracy
- Documentation
- Honesty