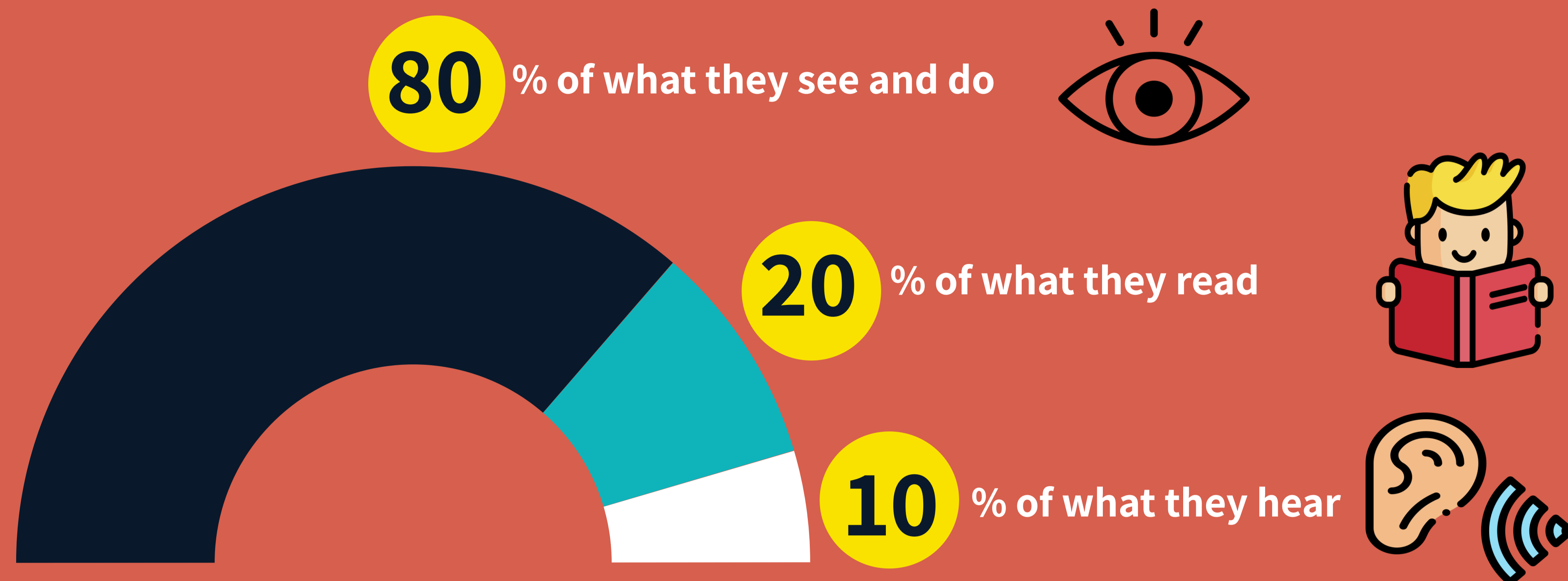


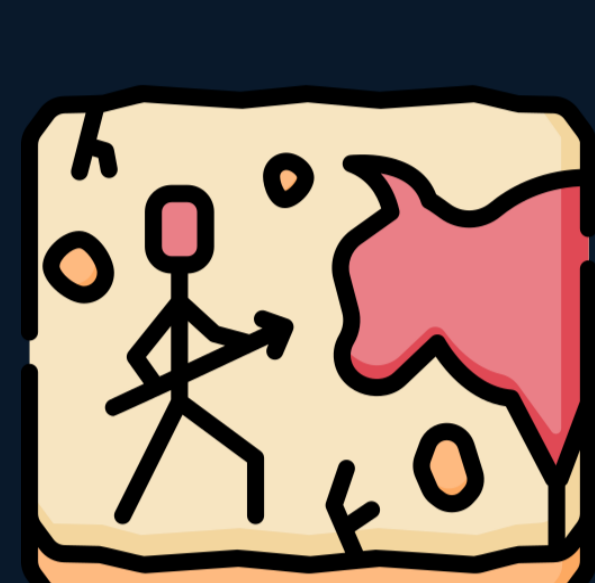
Seeing Is Believing : The Power Of VISUAL COMMUNICATION

'A picture is worth a thousand words' - Henrik Ibsen

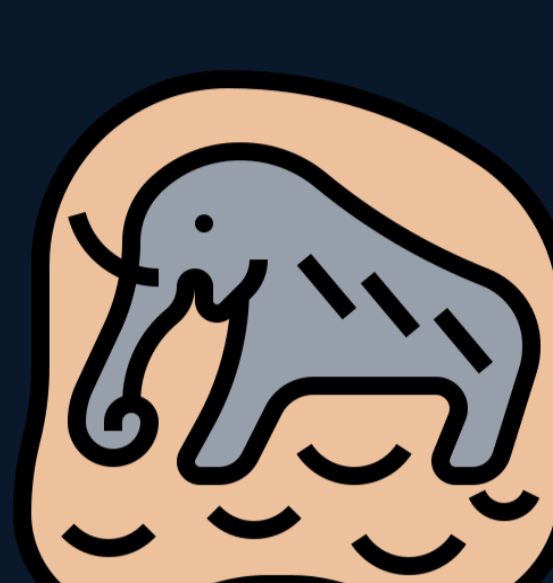
In this age of multimedia and mass communication, this old adage certainly holds true. Recent research has revealed that visual communication can be more powerful and effective than all other forms of communication and people learn and retain information that is presented to them visually much better than that which is provided through other mediums. The graph below reveals what percentage of information people retain..



DID YOU KNOW?



Visual communication dates back to more than 40,000 years ago when writing was not even invented! History, culture and religion were all preserved in the form of paintings and engravings on rocks and in caves. These images are called petroglyphs and are common even now in tribal societies.



WHY VISUAL COMMUNICATION IS IMPORTANT

01 QUICKER AND MORE EFFECTIVE RELAYING OF CONTENT



Readers often tend to scan for key words rather than read the entire text. Hence, it's important to be able to put your point across quickly. Keeping the reader engaged is a challenge that can be overcome with the help of visuals. Studies have shown that we can grasp a visual in less than 1/10 of a second and they are processed 60,000 times faster in the brain than words!

02 HELPS OVERCOME ANY LANGUAGE BARRIERS



Visual communication helps your audience comprehend the subject matter better. Use of images like pie charts, animation, signs and symbols helps to convey the message more effectively and also solves the problem of possible language barriers. People can still follow signs and illustrations even if they don't understand the language.

03 DELIVERY OF A CLEAR, UNIFIED MESSAGE



Visual communication leaves lesser room for differences in interpretation. In the business world, it's important that everyone understands the message in a similar way. Images and videos help overcome the barriers of ambiguity and interpretation and make sure everyone is on the same page.

04 BETTER RETENTION OF INFORMATION



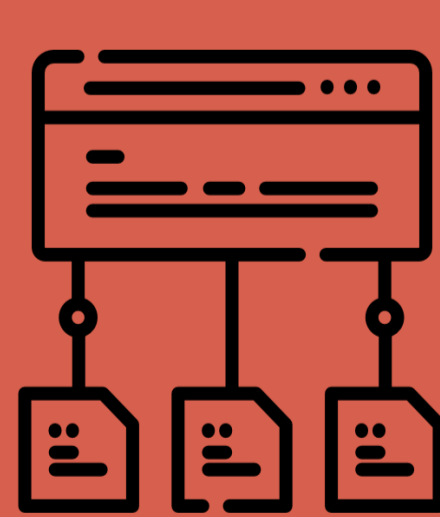
Retention of information is ultimately the main purpose of all content creation. Images are directly stored into our long-term memory, therefore using visual aids helps the audience remember and recall the information more effectively. Studies have found that after 2 weeks, only 10-20% of text or spoken word is recalled, compared to 50% of visual content!

TYPES OF VISUAL COMMUNICATION



INFOGRAPHICS

Graphic visual representation of facts and data



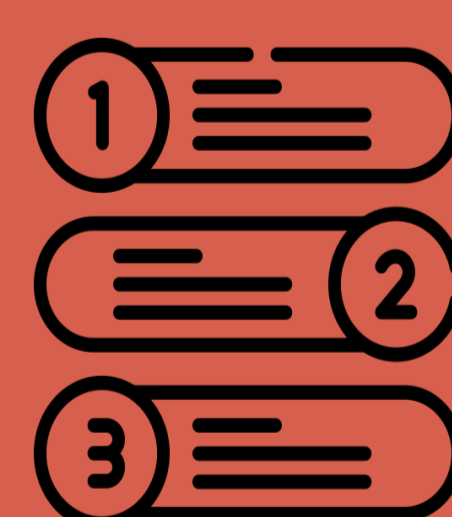
FLOW CHARTS

Picture of the separate steps of a process in sequential order



GRAPHS

Non-linear data structure used to represent data, usually in numbers form



ROADMAPS

Visual representation of a company strategy or roles and responsibilities.



PRESENTATIONS

Demonstration of a product, service or an idea in picture form



CHARTS

Series of diagrams used to convey information effectively



VIDEOS

Recording and broadcasting of moving visual media



ANIMATIONS

Method in which figures are manipulated to appear as moving images

Visual communication is beneficial for both, the sender and the receiver of the message. The use of visual communication is growing rapidly across both print and electronic mediums. Newspapers, websites and social media are using visual communication more than ever before. Visual aids have proven to generate higher engagement and have a greater retention value for the receivers of the message as compared to text messages. Today, there are plenty of platforms available for content creators to make videos, infographics and presentations. Businesses can pick an easy-to-use platform that offers robust features to help create content of their choice and get their message out effectively!