

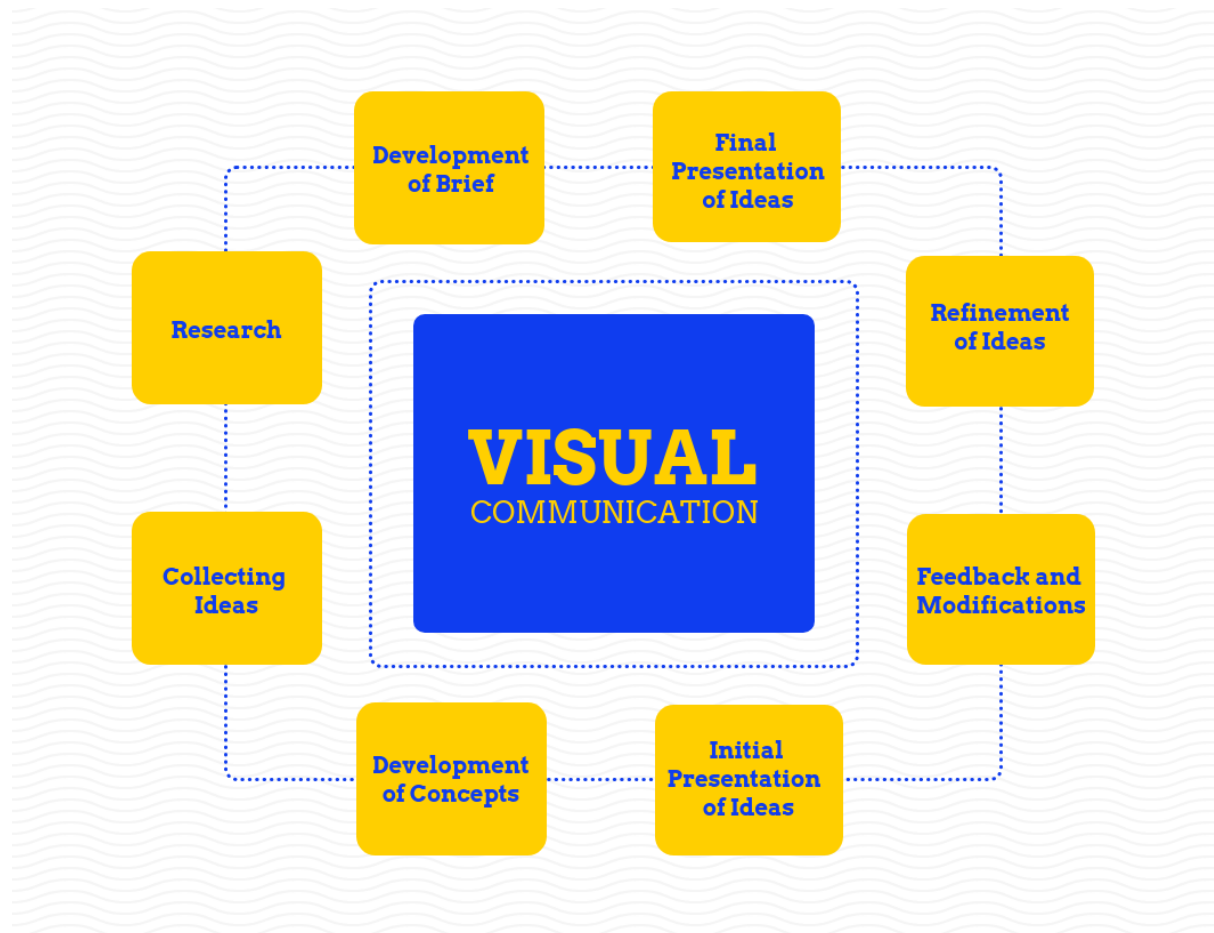


**What is visual communication? Visual communication defined:**

**Visual communication is the practice of using visual elements to convey a message, inspire change, or evoke emotion.**

It's **one part communication design**—crafting a message that educates, motivates, and engages, **and one-part graphic design**—using design principles to communicate that message so that it's clear and eye-catching.

Effective visual communication should be equally appealing and informative.



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Visual communication is really about picking the right elements (usually text, icons, shapes, imagery and data visualizations) to create meaning for your audience.

**Some common visual communication strategies include:**

- Using [data visualization](#) to **show the impact of your work**
- Using shapes and lines to **outline relationships, processes, and flows**
- Using [symbols and icons](#) to **make information more memorable**
- Using visuals and data to **tell stories**
- Using [color](#) to **indicate importance and draw attention**

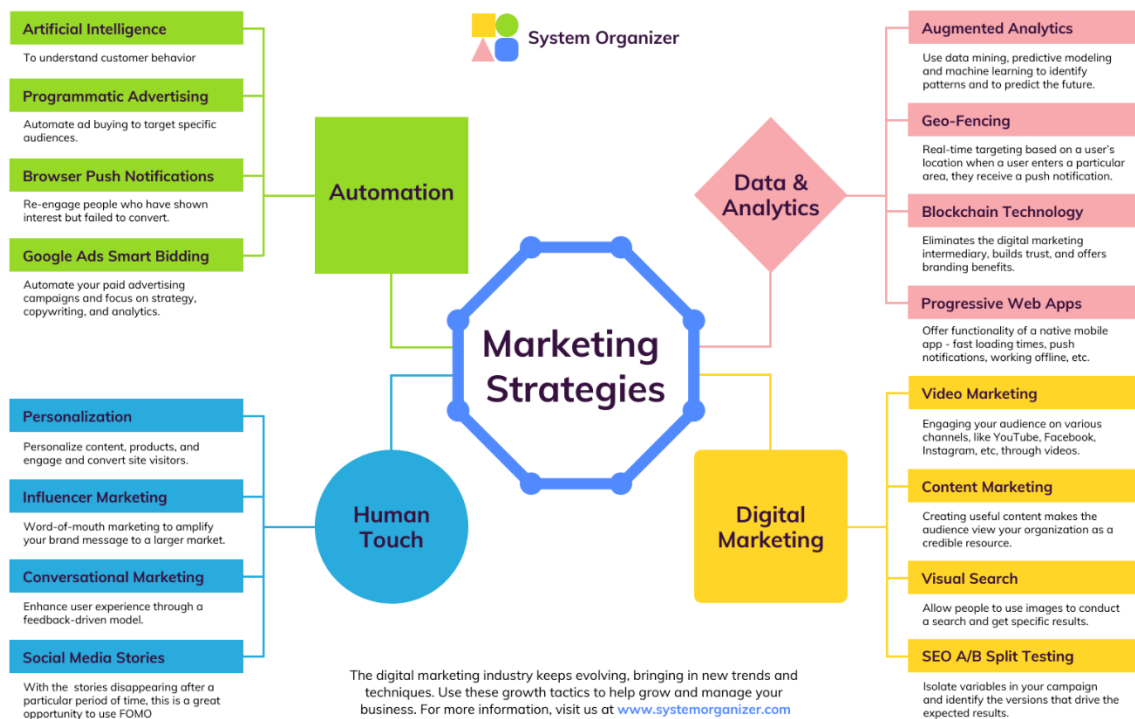
**What are some of the most common types of visual communication?**

When you think about visual communication, your mind might first jump to design-heavy content like [social media graphics](#) or [infographics](#).

And while visual communication certainly plays a role in those cases, there are a ton of other types of content that fall under the visual communication umbrella.

**Some common types of visual communications in the workplace include:**

- [Infographics](#)
- [Process Diagrams](#)
- [Flow Charts](#)
- [Roadmaps](#)
- [Charts and Graphs](#)
- [Visual Reports](#)
- [Presentations](#)
- [Mind Maps](#)



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## ● ● ● | Graphic Communication

- The use of colour plays a massive role in Graphic Communication.
- It can be used to convey feelings, to create visual impact and to suggest the use for products.
- It can also be used in signs and symbols to convey specific types of information.



### Signs

- Signs are used to convey information in pictorial form.
- This has many advantages over written instructions.
- People who talk different languages can understand the same common signs.
- Instructions for some tasks can be clearer when given as drawings.