



Do you need to do more?

Defined as the transmission of information and ideas using symbols and imagery, visual communication is one of three main types of communications, the others being verbal (speaking) and non-verbal (tone, body language, etc.). For most marketers, however, visual communication easily eclipses both other forms, and for good reason!

Consider that visual communications are:

IMMEDIATE: Studies have shown that the human brain deciphers images almost simultaneously while language is decoded in a linear, sequential manner that takes more time to process. Perhaps that's why children look and recognize long before they can speak. By some measures, visuals are processed 60,000 times faster than text!

MEMORABLE: Researchers note that words are processed by our short-term memory where we can only readily retain about seven bits of information, plus or minus a few. On the other hand, images proceed directly into your long-term memory where they're often indelibly "etched." No wonder that it's much more difficult to describe a circle than to show one!

EVOCATIVE: Much more so than text, visuals affect us emotionally. For example, research shows that exposure to the color red can heighten our pulse and breathing rate – making it no coincidence that "sale" and "special" retail signs are almost always that particular hue, not to mention stop signs and red lights!

Graphics and especially photos can elicit even stronger responses than color. A red sign stating "Beware of dog" may be effective, but a large photo of a snarling Doberman Pinscher will undoubtedly take your warning to more arresting and visceral level!

PERSUASIVE: In one example, academics who study visual aids conducted research on the use of graphics in presentations found that those who employ visuals are 43% more effective in persuading audience members to take a desired course of action than presenters who don't.

In fact, visuals are no longer optional for most viewers! The same researchers discovered that audiences fully expect presenters to include professional, high-quality visuals.

CREDIBLE: That old saying "Seeing is believing" is largely true. In one signature study, a university asked 2,440 participants how they evaluated the credibility of the web sites they were shown. Nearly half (46.1%) said that the site's design or look was the single most important criterion for discerning the credibility of the presented material.

POWERFUL: More ubiquitous than ever before, visual communications do what text alone cannot do – affecting us both cognitively and emotionally. As some of the research noted above underscores, graphics can expedite and increase our level of comprehension, recollection and retention. And, on an emotional basis, pictures can enhance or affect our emotions, attitudes and imagination.

For these reasons, it's no wonder that marketers from giant multinationals to mom-and-pop corner stores have made visual communications the bedrock upon which they brand, sell and inform!

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VISUAL COMMUNICATIONS: DO YOU NEED TO DO MORE?: To find out, consider enlisting the assistance of an outside communications resource who's trained in the graphic arts and up-to-date on the latest advancements in the field. They will not only be able to cast a fresh and impartial eye on your efforts, but also be capable of offering imaginative solutions and informed suggestions.



For more information – or expert assistance – contact Image360

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***Graphics that enhance, signage that works,
displays that inform™.***

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