Visual Communication in Business

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We experience the world predominantly through our eyes. Recognition of vision's unique power has led to the development of many new forms of visual communication.

Our eyes are now seen as valuable targets for visual content—messages written in light that reach out to tickle our retinas and thus our minds—hoping to make an impression.

Visual communication comes in many forms, many of which are designed to entertain us through moving images, such as film, television, and video games. Visual technologies such as these have become quite sophisticated.

But, some forms of visual communication remain primitive by comparison, crudely attempting to deliver information that is far too important to be displayed so poorly.

Why Visual Communication?

In the past, college students wrote mainly essays and research papers seen by lecturers and no one else. These papers were typed on typewriters, or "word-processed" and printed out on equipment that emulated typed text. You were formatted according to standards based on the manuscript preparation guidelines that lecturers used to submit youir own writing to scholarly journals or presses.

Today, besides essays, college students write many other types of documents and consider readers outside the classroom. You prepare your work with sophisticated computers and printers that rival the output of commercial printing. You have many choices of fonts and the ability to incorporate drawings, charts, and graphs.

You have access to a wealth of graphics via the Internet and inexpensive collections of clip art, as well as the means to create digital photographs and artwork. You make pages for the World Wide Web and effectively publish your work to a large audience. You collaborate with others, so that your documents present the ethos of a group, class, or organization to your readers. In short, the world of college writing has changed.

Visual Communication

Visual communication means all the ways that writers and readers interact through the look of pages and screens. Visual design means the structured process of planning for this interaction. There are other similar, overlapping terms. The widely used term document design covers much the same ground as visual communication, except that document design may also refer to matters of language, such as employing certain types of paragraph and sentence structure that have been shown to be easily understood by readers.

Communications design and information design also refer broadly to visual communication. Texts and documents refer to both paper and on-screen writing. Likewise, images and graphics are used interchangeably for visuals that are distinct from verbal material. Visual communication is part of the writer's task because the visual elements of a text affect how readers interact with the words. The interaction is rhetorical, and the importance of visual communication in documents is also supported by empirical research.

VISUAL COMMUNICATION IS RETHORICAL

We can think of a document as a field of interacting rhetorical clusters.

Karen A. Shriver

THEORY OF VISUAL COMMUNICATION

Gestalt Theory

The German word 'gestalt' means form, pattern, configuration. This configuration or pattern offers an "organization" to perception which the individual experiences.

Gestalt theory is a family of psychological theories, that have influenced many research areas including visual design issues.

Max Wertheimer, along with Kurt Koffka and Wolfgang Köhler founded the Gestalt School of Psychology.

They studied perceptual and other phenomena based on Kantian and other German philosophies. Their ideas started appearing in 1912.

Gestalt Theory

"THE SUM IS GREATER THAN ITS PARTS" GESTALT THEORY

We are capable of mentally assembling separate objects into a seemingly logical new whole.

The closer objects are to each other, the more likely they will form a larger whole. We perceive objects traveling in the same direction as part of the same group.


Proximity

Similarity occurs when objects look similar to one another.
People perceive them as a group or pattern.
Our minds group things with similar properties.

Similarity

Pieces in smooth continuation are grouped together. Our eyes are inclined to follow lines and curves, so if objects are arranged along paths then we perceive a larger construct and also a sense of movement.
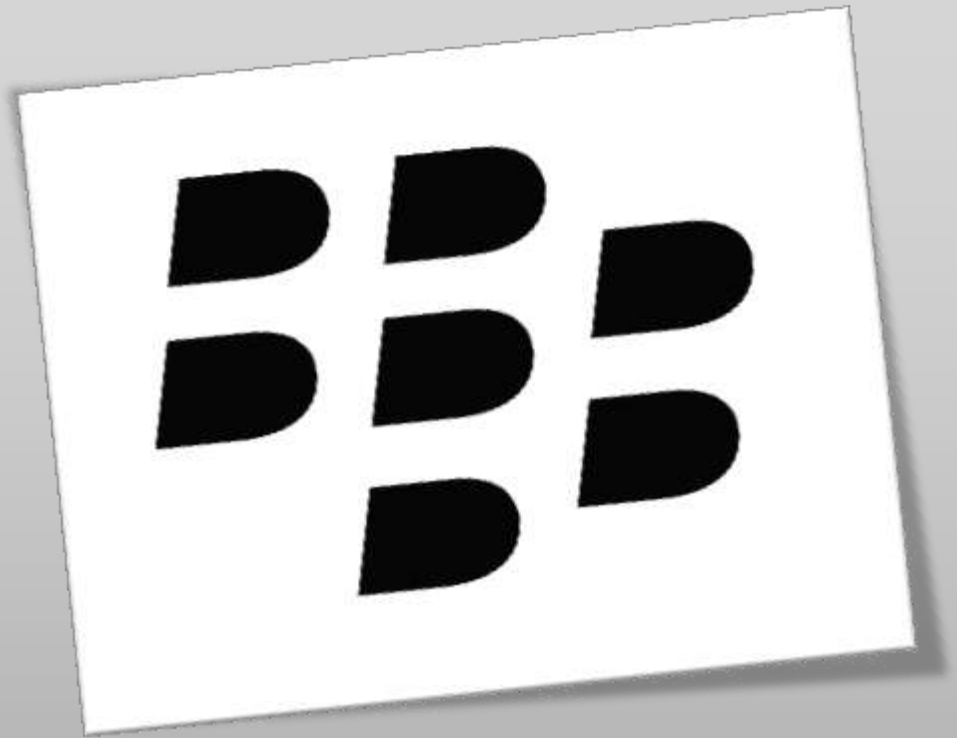
Continuation

In the process of trying to identify things we're looking at, our brains will close incomplete shapes and patterns. Missing elements are supplied to complete a familiar figure.

Closure

The eye differentiates an object form its surrounding area. A form, silhouette, or shape is naturally perceived as figure (object), while the surrounding area is perceived as ground (background). Balancing figure and ground can make the perceived image more clear. Using unusual figure/ground relationships can add interest and subtlety to an image.

Hope for African Children Initiative

Figure & Ground

- Logo and brand are the two most important to establish the name of a company, organization, or group. It is not only an identity, logo also reflects the vision of the mission its carried. Plus, people will remember more than the logo of the company slogan. Because it is a visual-shaped or series of images.

- We might not really noticed, many logos are designed in a way to indicate a meaning. Not just made to look good, the combination of lines or fields sometimes have a hidden meaning. There are the logos of companies or products that we often see but did not realize the meaning of what is on it.

Company's Logo

Many people thoughts, Hyundai emblem is the letter 'H' which symbolizes the first letter of this automotive company's name.
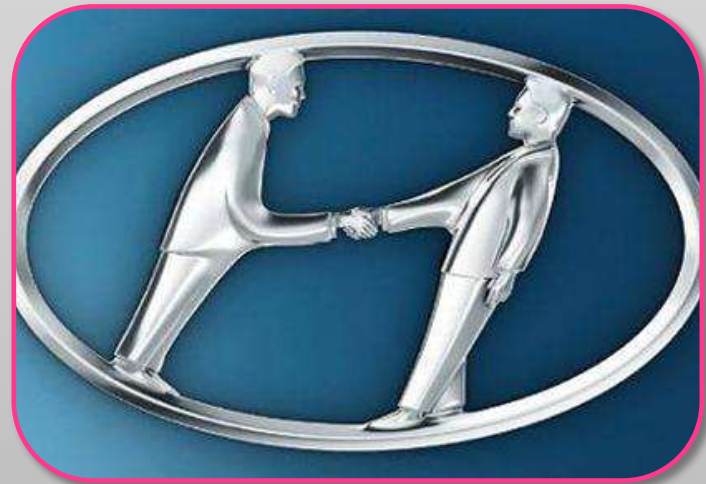
In fact, it is not the letter 'H'. But a picture of two people representing the client & company's representatives were shaking hands.
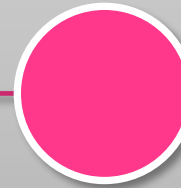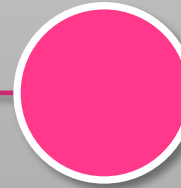
Hyundai
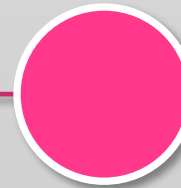
In the letters 'BR'. There is pink in the middle of the dominance of blue.
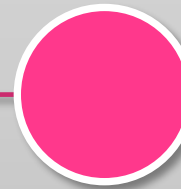
Giving a different color was not accidentally or coincidence.

If you look closely, the parts colored in pink represent the numbers 31

It is amount equal to the number of their ice cream's flavors

Baskin Robbins

Apparently, the line symbolizes a mountain which is defined as challenges that all athletes need to overcome.

Very well-known with their logo which looks like an ordinary three lines. You know what that means?

Adidas

The race that held from 1950 has a very phenomenal logo, the form of the letter F in black and the form of the number 1 in red.

Look more closely to it, the form of number 1 is not in the red color but in the empty space that is between black & red.

Formula 1

THE POWER OF COLORS

Red

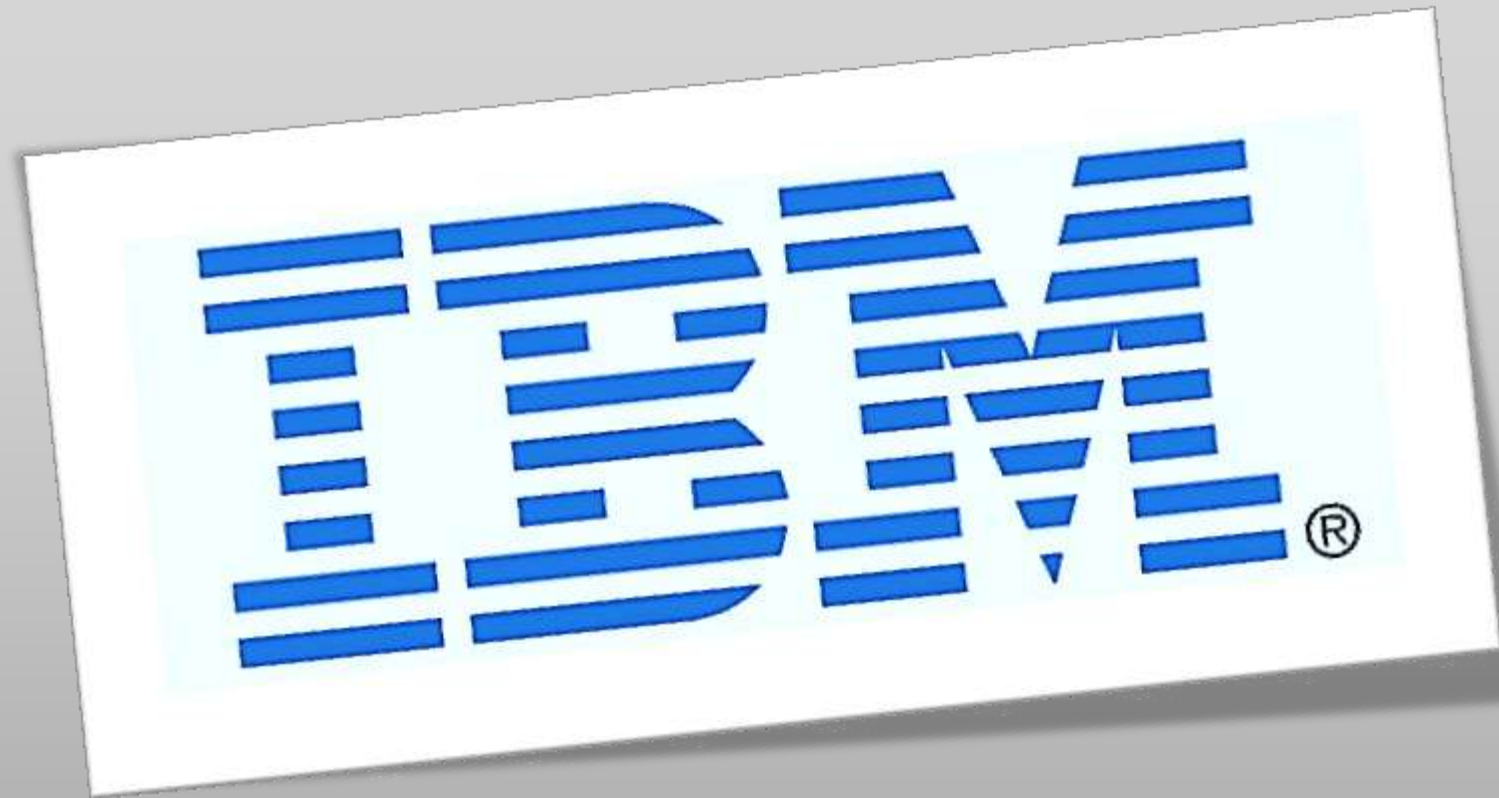Action, adventure, aggresive, blood, danger, drive, energy, excitement, love, passion, strenght, and vigor

Pink

Appreciation, delicate, femininity, floral, gentle, girly, gratitude, innocence, romantic, soft, and tranquil

Orange

Affordable, creativity, enthusiasm, fun, jovial, lighthearted, high-spirited, and joyful.

Blue

Authority, calm, confidence, dignity, established, loyalty, poer, success, secure, and trustworthy.

Purple

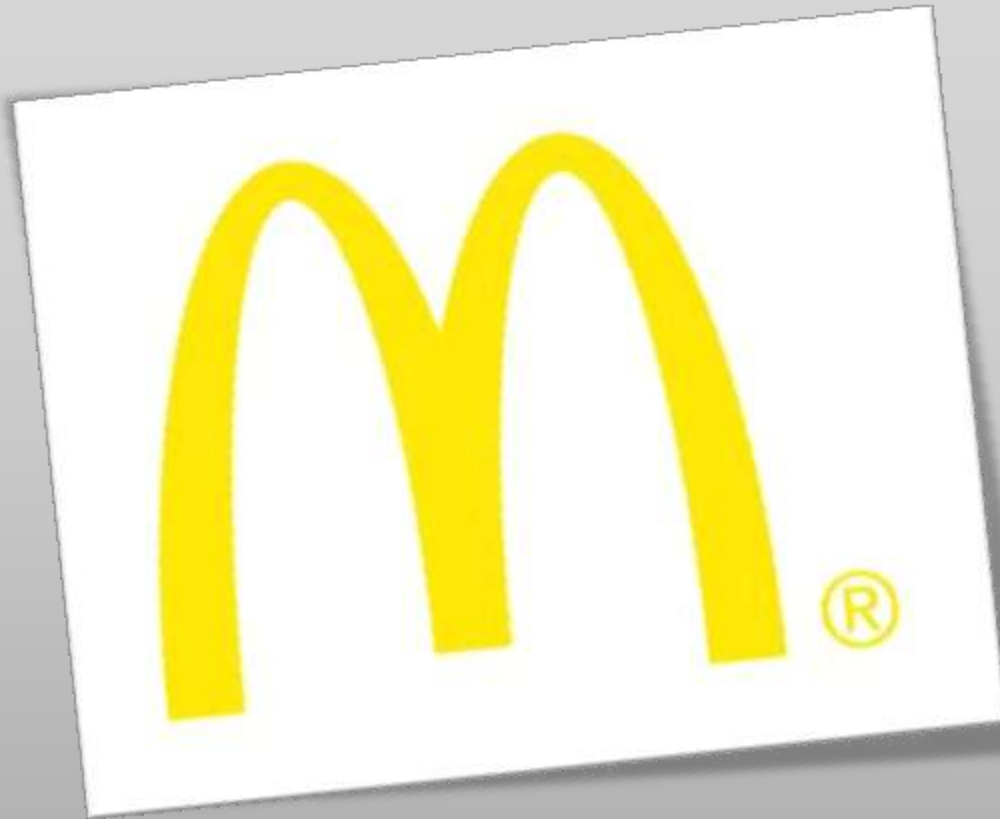Ceremony, expensive, fantasy, justice, mistery, nobility, regal, loyalty, sophistication, and spirituality.

Green

Crisp, evironmental, fresh, harmony, health, healing, inexperience, money, nature, renewal, and tranquility.

Black

Authority, bold, classic, conservative, distinctive, formality, mistery, secrecy, serious, and traditional.
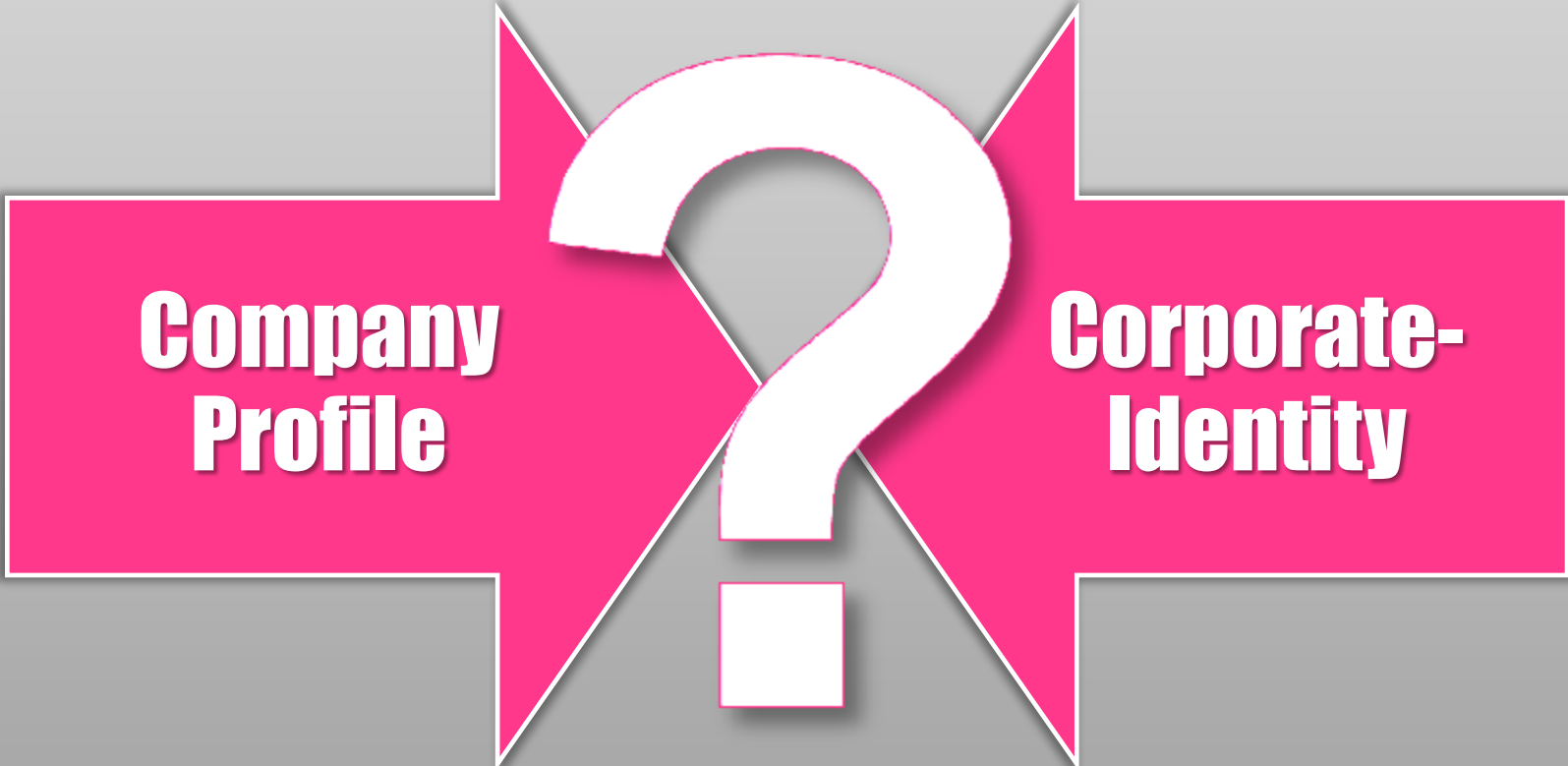
Yellow

Caution, cheerful, cowardice, curiousity, hapiness, joy, playful, positivity, sunshine, and warmth.

Grey

Authority, corporate mentality, dullness, humility, moody, practicality, respect, somberness, and stableness.

Concise description which, among other items of information, includes:

Firm's history;

Number and quality of its human, financial, and physical resources;

Organizational and management structure;

Past, current and anticipated performance; and

Its reputation, and the standing of its goods or services.

Company Profile

Combination of color schemes, designs, words, etc., that a firm employs to make a visual statement about itself and to communicate its business philosophy. It is an enduring symbol of how a firm views itself, how it wishes to be viewed by others, and how others recognize and remember it.

Unlike corporate image (which is 'in there' changeable mental impression), corporate identity is 'out there' sensory-experience conveyed by things such as buildings, décor, logo, name, slogan, stationery, uniforms, and is largely unaffected by its financial performance and ups and downs in its fortunes.

Corporate-identity is either strong or weak (not positive, negative, or neutral like a corporate image) and is more or less permanent unless changed deliberately.

Corporate-identity

A clear vision and mission statement, objectives, and business description are important points of departure

The vision is what guides your social enterprise and energizes your stakeholders; it is the "big picture" illustrating what you expect to achieve.

The mission statement defines who you are and where you are going.

The objectives give you tangible milestones by which to get there.

The business description summarizes your business profile and asserts what business you are in.

SUGGESTED THAT ALL KEY STAKEHOLDERS PARTICIPATE IN THIS STAGE OF BUSINESS PLAN DEVELOPMENT.