



PRESENTS

# LUNCH & LEARN

2023 LEADERSHIP SERIES

## COMMUNICATING WITH POWERFUL VISUALS

Convey ideas, enhance experiences, and challenge norms with powerful visuals



### ENHANCE EXPERIENCES

Present challenges as opportunities to teach, engage, and impact.

### CONVEY IDEAS

Designing visuals that inform, influence, and change opinions.

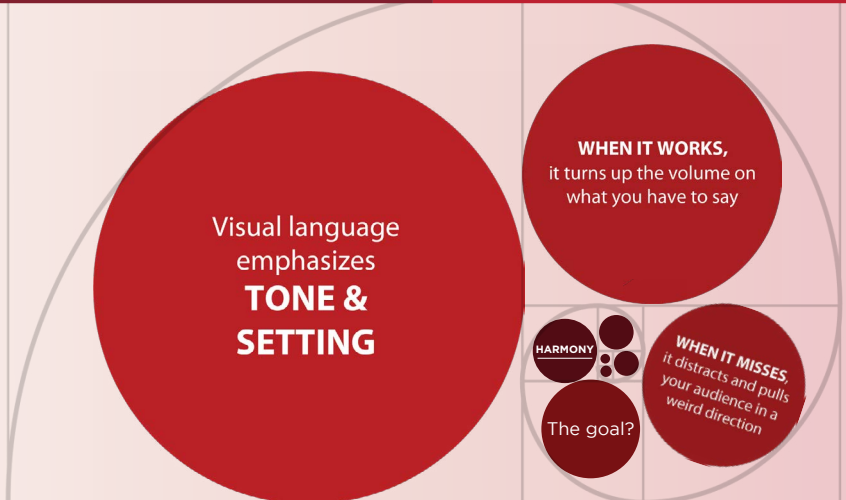
### CHALLENGE NORMS

Break out of comfort zones and view things from a different angle.

## VISUAL LANGUAGE

Visual language is a communications system that utilizes visual elements as a form of expression.

This includes but is not limited to words, images, graphics, colors, shapes, textures; **anything that you can see and visually process**. This can even be expanded to conceptual elements, like feelings or thoughts; **the emotions that something visual can elicit are key elements of a visual language**.



## QUALITIES OF GOOD FEEDBACK

### SPECIFIC

“This isn’t what I imagined ‘elegant’ would look like. Here’s a reference image. **We especially like the large amount of empty space, and thin, cursive font.**”

### GOAL-ORIENTED

“It’s feeling a little muted, a brighter color scheme might **appeal more to our young audience.**”

### PERSONAL OPINION

“I’m personally not a fan of that font, **it doesn’t feel on brand.** Can we see a different version?”

## TRUST THE PROCESS



- Establish goals for visual
- Identify resources already available
- Determine important ideas, features, or connections

- Focus on refining visuals for a polished final product
- Gather inspiration for the kind of visual wanted
- Keep audience in mind

- Provide very specific feedback
- Align print and distribution timelines
- Reflect on what can be refined for efficiency next time



Want to learn more or chat about how we can help you **#makeadifference**?

Contact us at [Rusty@CustomED.org](mailto:Rusty@CustomED.org)

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