

What Makes Good Visual Communication

Great visual communication is...

- Clear
- Readable
- Says only one idea at a time
- Stays on the subject
- Important
- Simple
- Interesting
- Accurate

Design Elements for Visual Communication are...

- Lines
- Shapes
- Textures
- Colors
- Spaces

Where will letters go?

- Headlines don't always have to go on the top of the page
- Letters can be diagonal

Where will the illustrations go?

- How large should the picture, clip art, illustration be?
- Make the picture and background about equal in area

What colors communicate best?

- Primary colors work well
- Limit each piece to 3 or 4 colors
- Too many colors are confusing