

5 TIPS FOR BETTER VISUAL COMMUNICATIONS



Understanding the fundamental components of the communications process can improve success rates. Knowledge of your audience, the form and method of the message, and follow up all play a part in how visual communications are perceived. Here are five tips to help:



1)

REMEMBER THAT COMMUNICATION (EVEN VISUAL) IS A DIALOGUE.

We often forget that good communication is a mutual experience, as opposed to a “push” system that merely sends information from one source to another. This is especially important when designing visual communications. You want to make sure you engage your audience so they understand your message and take the appropriate action:

- Choose topics, language and images relevant to your audience
- Invite participation and feedback with calls-to-action
- Be respectful, just as you would in face-to-face communications



2)

DEFINE WHAT YOU WANT VIEWERS TO TAKE AWAY FROM YOUR MESSAGE.

Each visual communication will have its own motivation and benefits:

- To compel – student clubs and activities, benefits enrollment, charity drives
- To inform – policies, classes and training dates, wayfinding, weather and news
- To motivate – recognition, awards, stocks, productivity stats, internal contests
- To include – welcomes, new hires, birthdays, community and social activities
- To recognize – awards and achievements, safety benchmarks, sports team stats
- To warn – severe weather, fire and other emergencies, security threats



3)

DETERMINE THE BEST DELIVERY METHOD FOR THE INFORMATION.

Successful communication takes careful consideration when crafting the message, and effort on the recipient's part as well as the sender's. Because we can't control our audience's viewing patterns, preconceptions or distractions, we have to work hard to break through those barriers to convey clear, unambiguous communications that will be both scrutinized and understood:

- Choose a convenient deliver method for your audience
- Match the content to most effective medium
- Say it in multiple ways across multiple mediums for maximum impact



4)

DISTILL WHAT YOU NEED TO CONVEY TO ITS SIMPLEST FORM.

This may seem rudimentary, but getting back to basics can clean up clumsy processes that produce poor visual communications. Messages can become clunky or unwelcome when we only consider one side of the equation: What do I want to say? Instead, during each phase of communications, we must ask the opposing question: What do they need to know?

- Keep messages short and sweet
- Use attention-grabbing headlines and graphics
- Give basic details and direct them elsewhere for lengthy info



5)

DETERMINE IF THEY UNDERSTOOD AND TOOK THE DESIRED ACTION.

Poor communications in any form causes confusion and results in missed opportunities. In visual communications, we face the added challenge of delivering messages without personal contact for clarification. Misinterpreted communications can cause more damage than if they are ignored. Our goal should be to ensure that viewers understand the message and act accordingly:

- Publish concept-checking questions as follow-ups to messages
- Consider surveys or polls to check understanding
- Quantify ROI with easily measured calls-to-action



Transform the way your **organization communicates.**
For more information about **digital signage** solutions, contact us.

Contact Visix
800.572.4935
www.visix.com