

## Visual Communication and Graphic Design

Visual Communication or 'Viscomm' in its simplest form is the ability to express an idea visually to a specific target audience and to understand the fundamentals of design. Graphic Design, on the other hand, is a subset of visual communication. Graphic designers are in themselves visual communicators but focus more on implementing design strategies for clients.

"A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away."

- Antoine de Saint-Exupéry

## How do we do it?

There are several mediums that visual communicators use to convey a message that is specific to the clients needs. Such as:

- Photography
- Iconography
- Typography
- Videography
- Web

Graphic designers implement the Viscomm across separate channels such as:

- Print
- Web
- Social Media

## Target Audience

Visual Communicators understand their audience and research the specific insights needed, to find the one message that speaks to those targeted. Visual Communicators work to construct the perfect visual message.

# VISCOMM

Many people get confused when they are asked the question "What is the difference between graphic design and visual communication?" Understanding how they differ and how they work together is the key to maximising results from your brand communication efforts.

## Impact

When the message is visually strong and targeted to the audience correctly the viewer will no doubt have an emotional response. This in turn leads to the desired action, whether that is to generate website traffic or purchase a product. Sometimes the goal is not always so concrete and often word of mouth about your brand and exposure to the right target audience is the desired effect. Visual messages, as apposed to text, will evoke an emotion within the target audience and emotion always leads to a reaction (good or bad).

## Recall

Visuals relay messages faster and are easier to understand as some target audiences may be illiterate or speak a foreign language. Visuals grab the attention of target audiences immediately and become a powerful tool for reference and recall. A strong visual message will create a faster response to your call to action than that of plain text. The viewer might then recall your brand at a later time with ease.

## "Visuals and GRAPHICS"

are processed 60,000X faster in the brain than text

<http://info.shiftlearning.com/blog/bid/350326/Studies-Confirm-the-Power-of-Visuals-in-eLearning>



<http://www.bantermedia.co.za/>



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## Conclusion

Visual communicators work along side graphic designers and are sometimes one and the same. They help to understand your target audience and use their keen knowledge to create impactful visuals to help you reach your goals. Viscomm is the best way to communicate ideas in a way that will insight a positive reaction for your brand, and that is what you want!

Contact us if you want to find out how we can visually communicate your message to obtain that desired outcome.