

Developing and producing a visual project that reflects effective visual communic...

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Developing and producing a visual project that reflects effective visual communication Effective communication is considered a form of communication that achieves its objective. Communication is intended to convey ideas, facts, information, and emotion between the different parties involved in communication. To convey something creates the importance of combining language and medium in any form of communication. Visual communication uses different approaches to achieve effective communication between parties involved in communication. The impact of a visual communication approach on the audience determines their effectiveness in visual communication. In this paper, I will reflect on the effectiveness of charts and graphs, shapes and color, cartoons and illustrations in visual communication.

The ability to convince an audience is the main factor that determines the effectiveness of communication. According to Moriarty (1997), seeing promotes believing. This indicates that people tend to believe what they see than what they hear. I also found out that people would tend to remember more of what they saw than what they heard. Charts and graphs transform complex information into a form that an ordinary person can comprehend (Moriarty, 1997). It is also notable that most people are not conversant with numbers and figures. A graphical representation of a numerical figure or a chart representing a certain fraction or a percentage will have a greater impact on the audience than actual numbers or figures. In such cases, the effectiveness of the communication will depend on the ability of the audience to interpret different information presented in a chart or a graph. The complexity of a chart or a graph determines the ability of the audience

to grasp the intended message. I also realized that the complexity of a graph or a chart depends on the size of various components in relation to their intended representation.

Colors work hand in hand with shapes to enhance effectiveness in visual communication. Colors determine shapes and the attitude of an audience towards visual communication. Unlike other approaches to visual communication, colors have a psychological impact on the audience (Lester, 2006). I established that people have certain aspect or phenomenon that they associate with certain colors. Predetermination of a message based on the audience interpretation of different colors is the main fault in this approach. Assumptions made by various audiences on particular color make the audience to be less flexible to any alteration or the message passed through colors. I have also realized that in most cases, the audience is more likely to concentrate on the color aspect than the shape defined by the color.

Cartons and illustrations are essential tool for visual communication. Unlike other approaches to visual communication, cartoons and illustration enhance adjustment of the description of a person or an item to fit the intended message. Cartoons also have an aspect of humor that creates interest among the audience. Through my communication studies, I realized that creating interest among the audience is an essential aspect of effective communication. Cartoons incorporate this aspect into their communication and, this is their main advantage over other approaches to visual communication. Although cartoons have the advantage of creating interest in visual communication, they are vulnerable to misinterpretation. Different

people have different interpretation of cartoons and, this can cause distortion of information.

The effectiveness of visual communication approach depends on the impact of the approach to the audience. Different visual communication approaches have different impacts to the audience and, this determines their significance.

References

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