

While all forms of communication are important to utilize, visual communication serves a special purpose of attracting the audience and keeping them engaged. As spoken about in class, a reader isn't attracted to a block of text, rather a clean, interesting, photograph. Whether or not you realize it, you are likely to utilize visual communication throughout your life.

Throughout my internship over the summer, I was tasked with presenting my project in front of groups of people. In order to engage the audience, I created slideshows, and use case diagrams to convey how the application works, and what purpose my project serves. Even though both the slideshow and the use case diagrams were used to engage the audience, they were used for different target audiences. The use case diagram was intended to help technical coworkers understand how the application actually works, enabling them to make insightful comments on the application, whereas the slideshow served as a way of obtaining the attention of the general audience.

Overall, practicing visual communication will allow you to make meaningful presentations while also enabling the audience to learn more from your presentations. Being able to speak in front of a crowd is an important skill to have when working in the industry, and using visual communication can improve how your presentations are perceived by your coworkers and peers.