

# VISUAL COMMUNICATION IN THE WORKPLACE

# AGENDA

01

## RESEARCH

Study: visual communication in the workplace.

02

## RHETORIC

How visual communication serves your rhetorical work.

03

## PRINCIPLES

Basic visual communication and information design principles

04

## PRACTICE

Layout workshop

# AGENDA

## 01

### RESEARCH

Study: visual communication in the  
workplace.

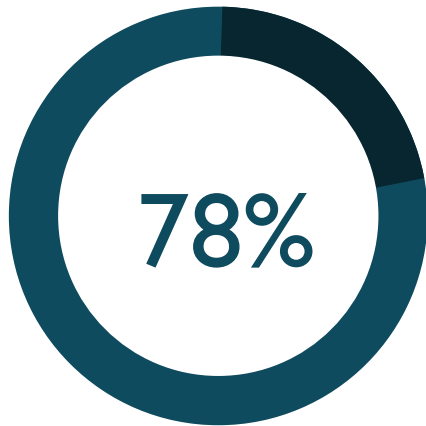
# Visual Communication in the Workplace: a Survey of Practice.



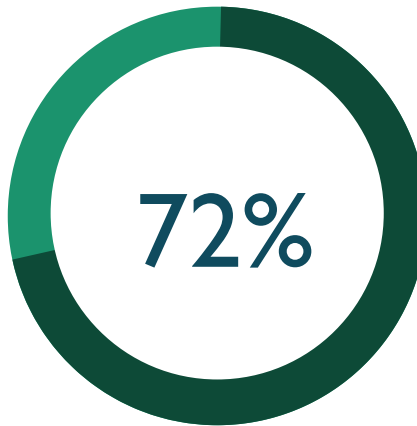
Eva Brumberger, *Technical Communication*  
*Quarterly* 2014

# RESULTS

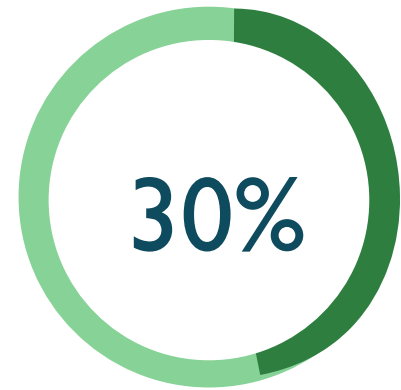
Brumberger reports on the use of visual communication by 140 professional writers.



DESIGN DOCUMENTS



WANT MORE SKILLS



OF THEIR TIME

# IMPLICATIONS

Visual communication: “skill centered and rhetorical.”

# IMPLICATIONS

Visual communication: “skill centered and rhetorical.”

Written and visual communication go together in the workplace

# AGENDA

## 02

### RHETORIC

How visual communication serves  
your rhetorical work.



# THE RHETORIC OF VISUAL COMMUNICATION



BRANDING



USABILITY

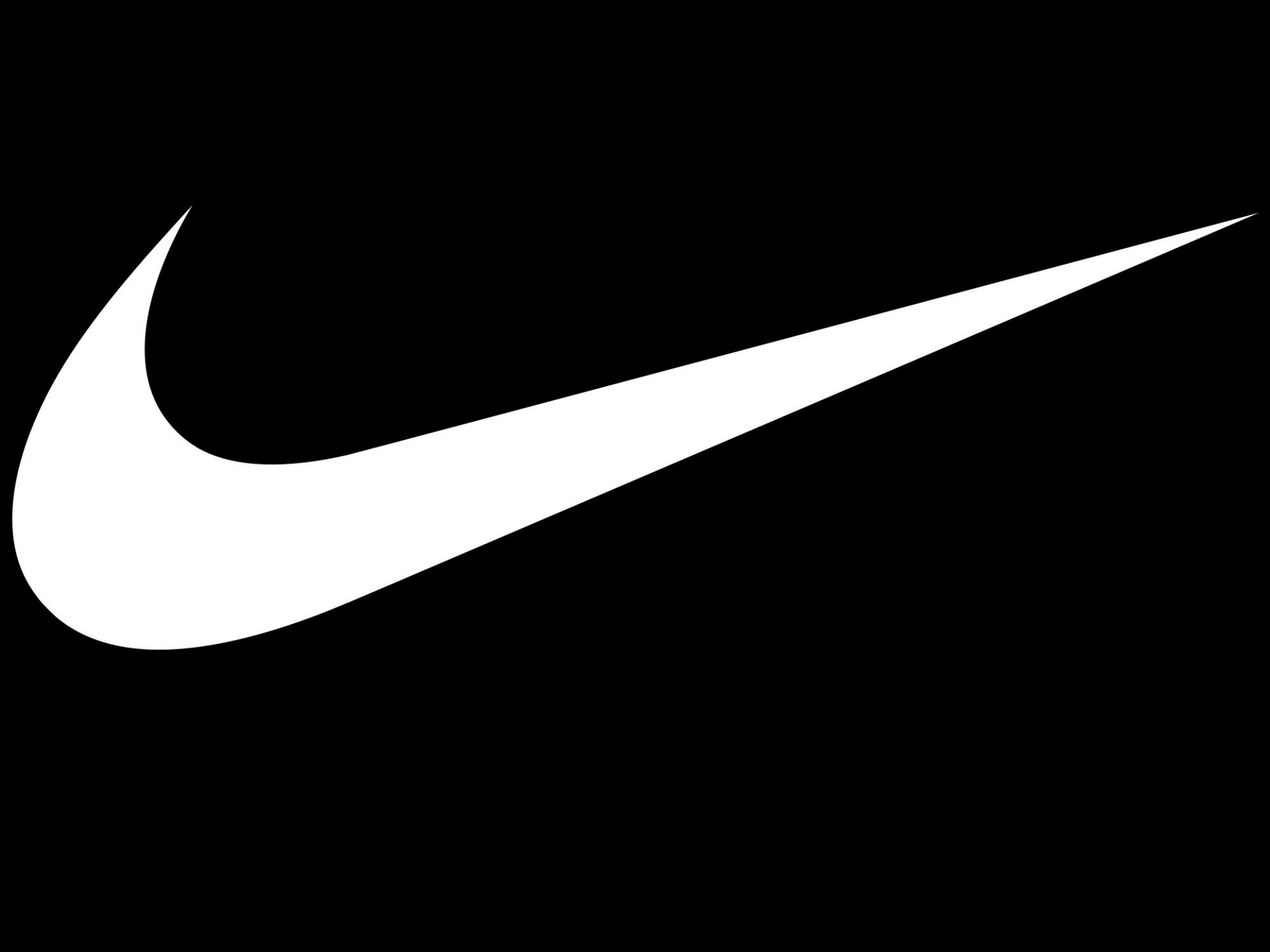


CHEWBACCA

# THE RHETORIC OF VISUAL COMMUNICATION



BRANDING





# PERSONAL BRANDING

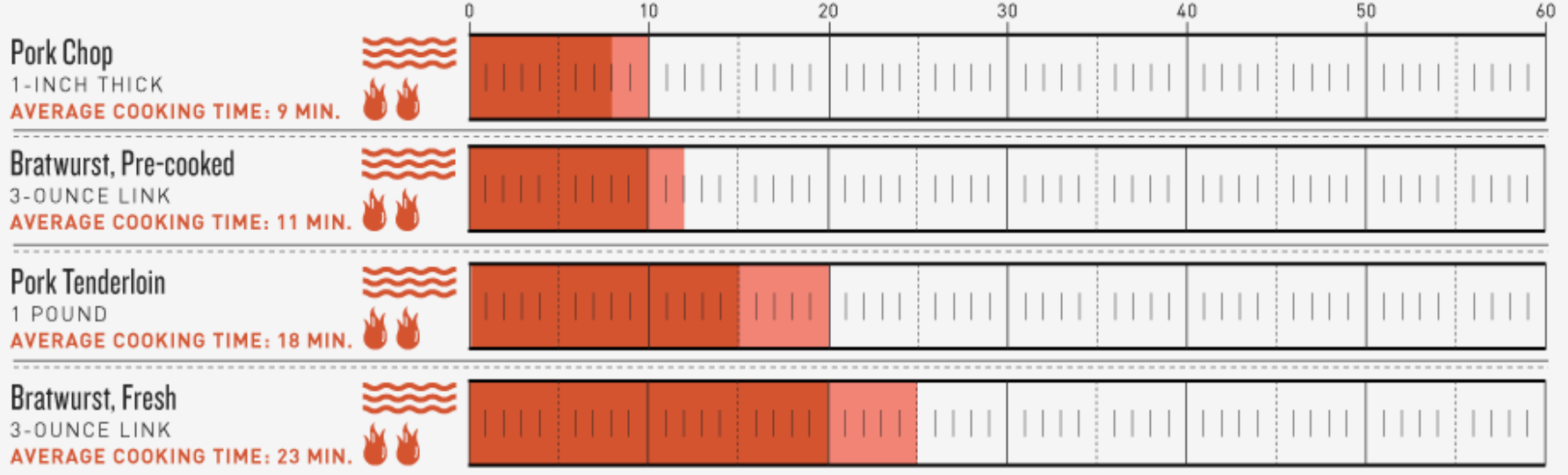
1. Single font
2. Single color
3. Tagline / summary
4. No templates!

# THE RHETORIC OF VISUAL COMMUNICATION



USABILITY

# PORK



VS.

When cooking pork, use the following guidelines to ensure food safety: cook a 1-inch pork chop for an average of 9-10 minutes on medium heat. A pre-cooked, 3-ounce link of bratwurst should be cooked for 9-11 minutes on medium heat. A 1-pound pork tenderloin should be cooked from 15-18 minutes on medium heat. Fresh bratwurst should be cooked from 20-23 minutes for a 3-ounce link, again on medium heat.

# THE RHETORIC OF VISUAL COMMUNICATION



CHEWBACCA





# AGENDA

## 03

### PRINCIPLES

Basic visual communication and  
information design principles

# ELEMENTS

1. Contrast
2. Size
3. Proximity
4. Alignment
5. Elimination

# I. CONTRAST

Weak Contrast



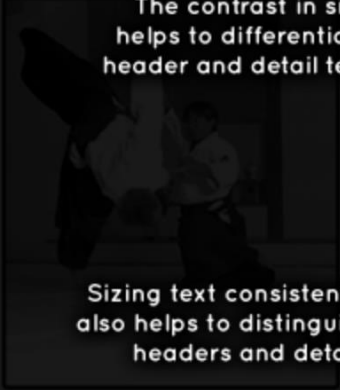
Strong Contrast



## 2. SIZE

# AIKIDO


The contrast in size helps to differentiate header and detail text



Sizing text consistently also helps to distinguish headers and details

*Aikido is a unique martial art that integrates body, mind, and spirit.*

*Graceful and powerful, it emphasizes peace and harmony over aggression and violence.*



## BEGINNER CLASS

Starts Sunday  
April 27, 2008  
1:00 - 2:00 p.m.

8-week course – \$95

Adult class (12 and older).  
No martial arts experience necessary.  
Call to reserve a space.

### Regular Classes

Tuesday 7:30 p.m.  
Thursday 7:45 p.m.  
Sunday 1:00 & 2:15 p.m.

### Come Visit

Please come and visit any of our classes to determine if Aikido is right for you!

Portsmouth Aikido  
at the Seacoast Family Y  
550 Peverly Hill Road  
603-431-8560  
[www.portsmouthaikido.com](http://www.portsmouthaikido.com)

### 3. PROXIMITY



## 4.ALIGNMENT

### **Academy of Evil**

*Open Enrollment! Apply Now!  
You'll Learn These Techniques:*

- Kneading Faces at 5 a.m.
- Sitting on stairs in the dark
- Leaving hairballs under beds
- Trapping Hands that try to scratch your soft, soft belly

*Call now!  
555-MEOW*



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## 5. ELIMINATION

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# AGENDA

04

PRACTICE

Layout workshop.

# KEY POINTS

1. Support the meaning of the text
2. Eliminate mental clutter

# TOOLS

1. Word
2. PowerPoint / Google Drive
3. Graphic design tools: Adobe products, GIMP, paint.NET
4. Infographic tools: Infogram, Canva, Snappa, Visme

# PRACTICE

Take your typographic document from last week (or another document) and evaluate it based on:

1. Supporting the meaning of the text
2. Removing mental clutter

Then update it to create a personal brand (font, color, tagline) and add at least three images or charts.