# MGNT102
# Business Communication

## Communicating through visuals

# Topics covered

- Importance of visual design and consistency
- Illustrating your message with appropriate graphics
- Numerical information
- Graphics and ethics

# Visual Support

- Make presentations more effective
- Are easier to understand than words alone
- Make statistics easier to comprehend
- Add interest
- Boost image

Source: Adler et al., 2010

## Table 17.1: Visual design principles

| *Principle* | *Explanation* |
|---|---|
| Contrast | ■ The difference in visual properties can assist in creating focus by making one object distinguishable from another. These differences include colour, form, weight, structure and size. |
| Alignment | ■ Strong lines can connect items and indicate a relationship.<br>■ Traditional documents use symmetry and indicate a more safe, more formal or serious article. Asymmetry creates a sense of movement and can be more interesting visually. |
| Repetition | ■ Audiences identify with repetition, and repetition can create consistency, continuity and unify a document. Repeat the design elements. Make consistent elements stand out. |
| Proximity | ■ Group related items together. Conversely, create space between unrelated items. |
| Simplicity | ■ Less is better than more. Eliminate 'chart junk'—that is, colours, textures, pictures or other information that is superfluous to the message. |

*Source:* J. Dwyer, *The Business Communication Handbook*, 9th edn, Pearson Australia, Sydney, 2012, p. 571.

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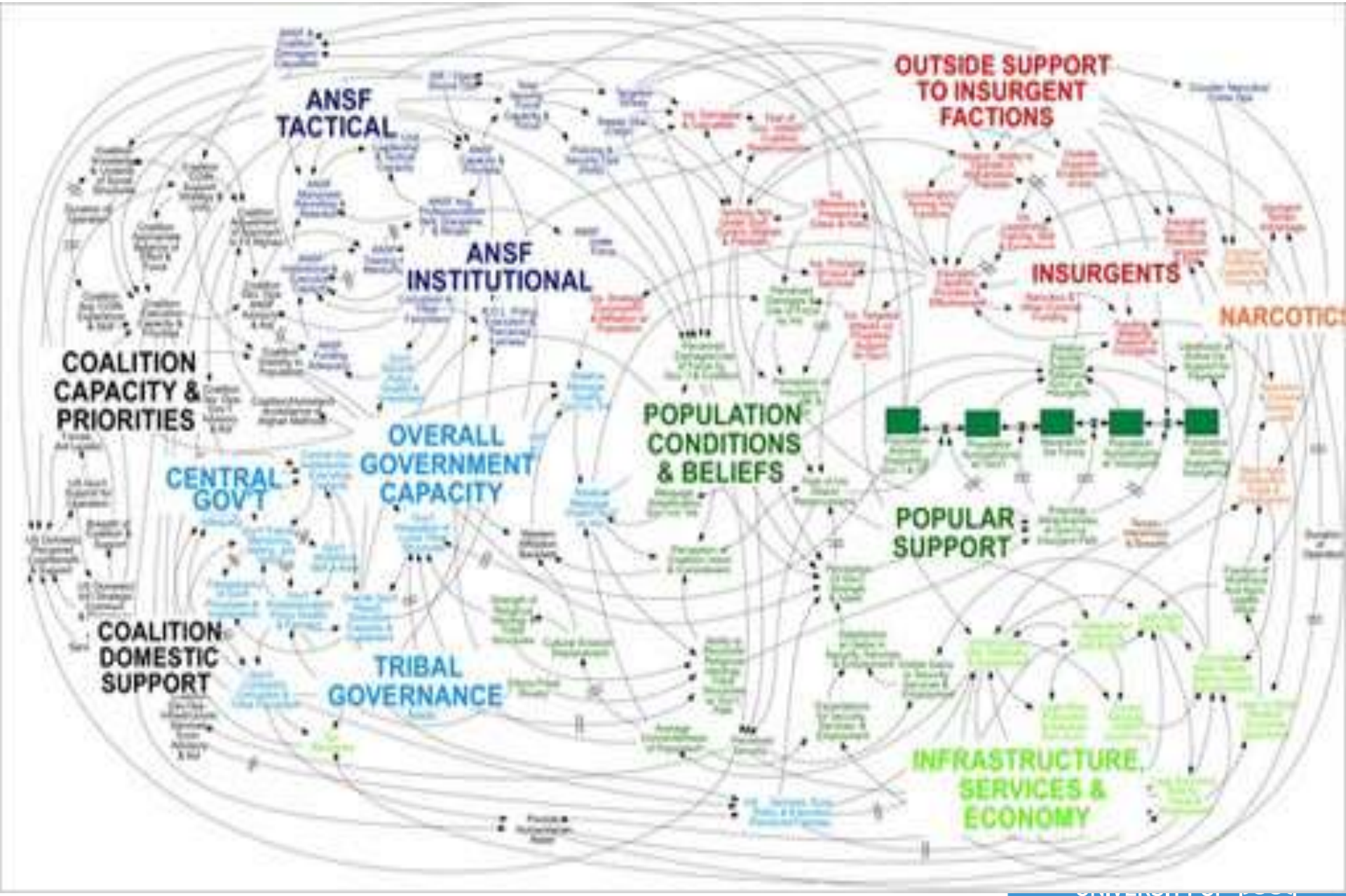
# Match the graphic to the message and the audience

The effectiveness of any graph or chart can be tested by the following questions

- Does it show data clearly without distorting the facts?
- Is too little or too much information presented in the available space?
- Does it convey an unambiguous message about the data?
- Is the reader encouraged to analyse the data?
- Are large quantities of data made coherent?
- Are there any superfluous decorative design elements?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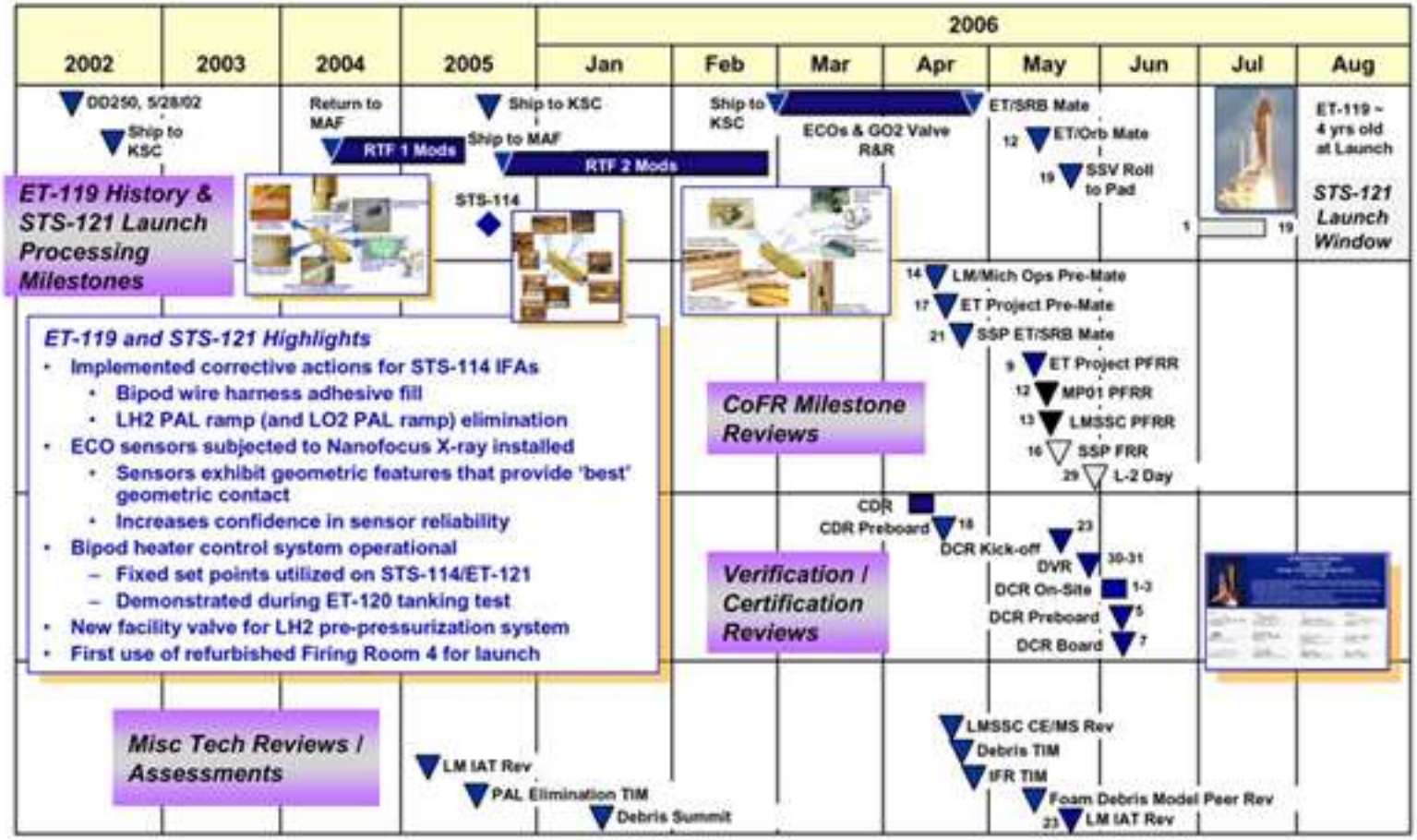
OUTSIDE SUPPORT TO INSURGENT FACTIONS
INSURGENTS
NARCOTICS
COALITION CAPACITY & PRIORITIES
OVERALL GOVERNMENT CAPACITY
CENTRAL GOV'T
POPULATION CONDITIONS & BELIEFS
POPULAR SUPPORT
COALITION DOMESTIC SUPPORT
TRIBAL GOVERNANCE
INFRASTRUCTURE, SERVICES & ECONOMY

# 1.0 ET-119/STS-121 Processing / Certification Overview

Presenter: M. Quiggle, LM-ET/ 3000
Date: June 16, 2006
Page 3



# Guidelines for using visual aids

- Use with purpose
- Keep slide shows brief
- Match sophistication of visuals to audience

Source: Adler et al., 2010

# Guidelines for using visual aids

Text
Text
TEXT
TEXT
TEXT
Text
Text
Text

# Bad power point slides

- Using a font colour that does not contrast with the background colour is hard to read
- Using colour for decoration is distracting and annoying
- Using a different colour for each point is unnecessary
  - Using a different colour for secondary points is also unnecessary
- Trying to be creative can also be bad

- This part contains too many words for a presentation slide. It is not written in point form, making it difficult for your audience to read and for you to present each point. Although there are exactly the same number of points as in the left hand column, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.

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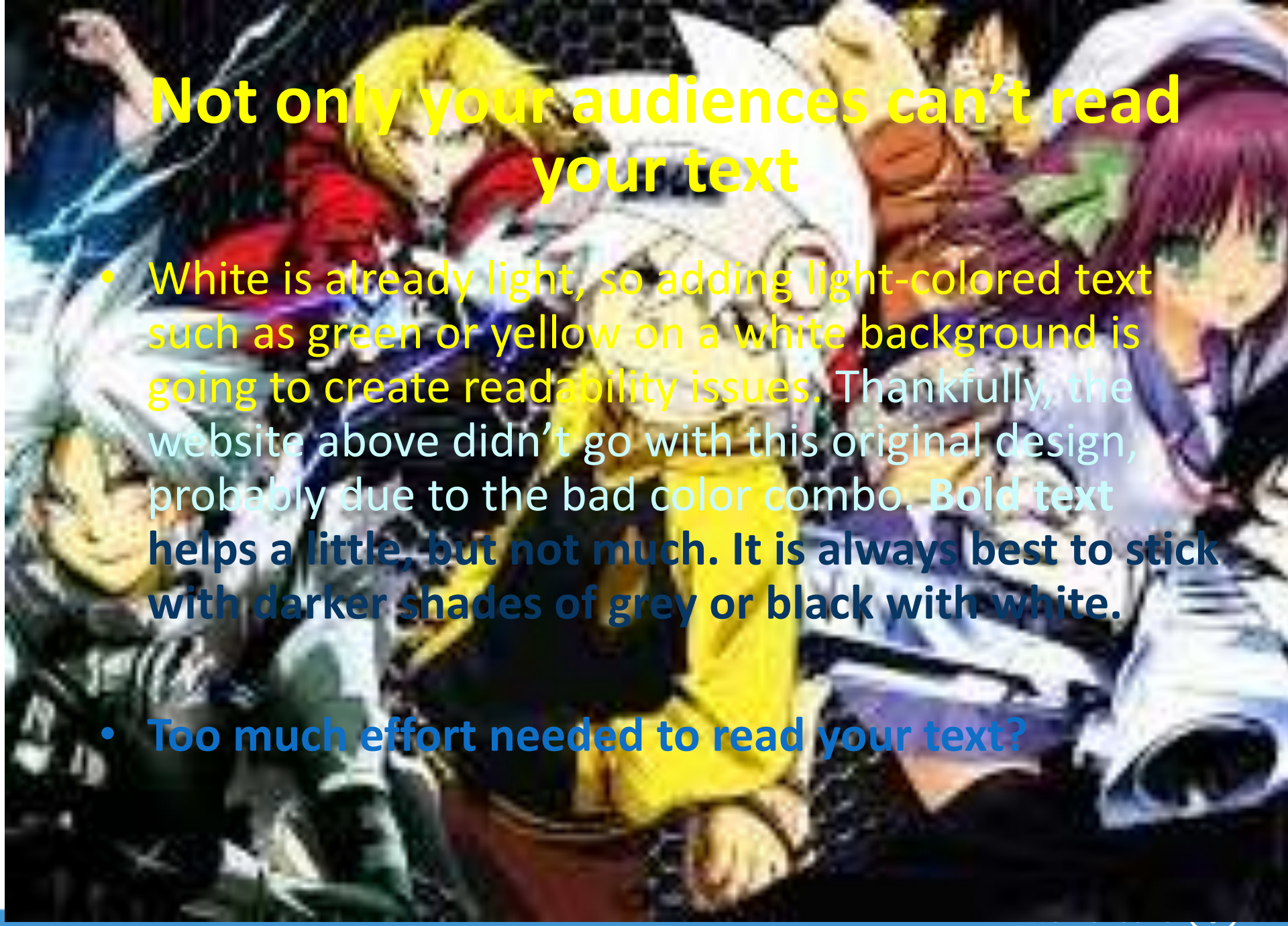
# Light Colors on a White Background

- White is already light, so adding light-colored text such as green or yellow on a white background is going to create readability issues. Thankfully, the website above didn't go with this original design, probably due to the bad color combo. **Bold text helps a little, but not much. It is always best to stick with darker shades of grey or black with white.**

Same for the reverse as well. Same for the reverse as well. Same for the reverse as well.



# Not only your audiences can't read your text

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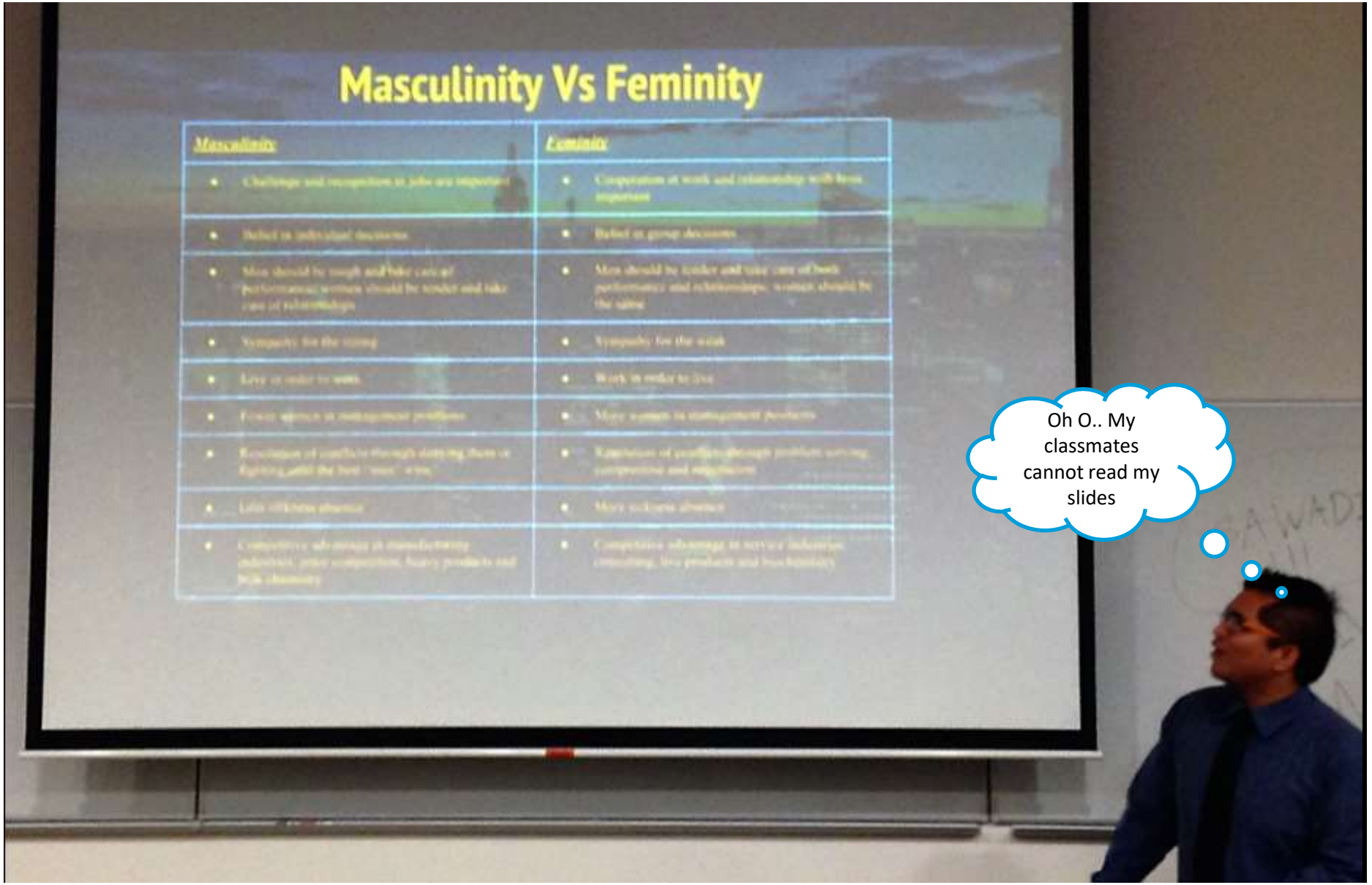
- **Too much effort needed to read your text?**


Masculinity Vs Feminity
Masculinity:
Feminity:
Oh O.. My classmates cannot read my slides

# Bad power point slides

- CAPITALISE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ.
- ***Don't use a complicated font***
- Don't use small font
  - It is difficult or impossible to read
- Generally, use 24-point font
  - No less then 18-point font
- Don't use serif font
  - San-serif is easier to read (**on screen**)
  - Serif font is easier to read **on paper** (works especially for essay)
- Use horizontal printing

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# INTRODUCTION

Motor Car, any self-propelled vehicle with more than two wheels and a passenger compartment, capable of being steered by the operator for use on roads. The term is used more specifically to denote any such vehicle designed to carry a maximum of seven people.

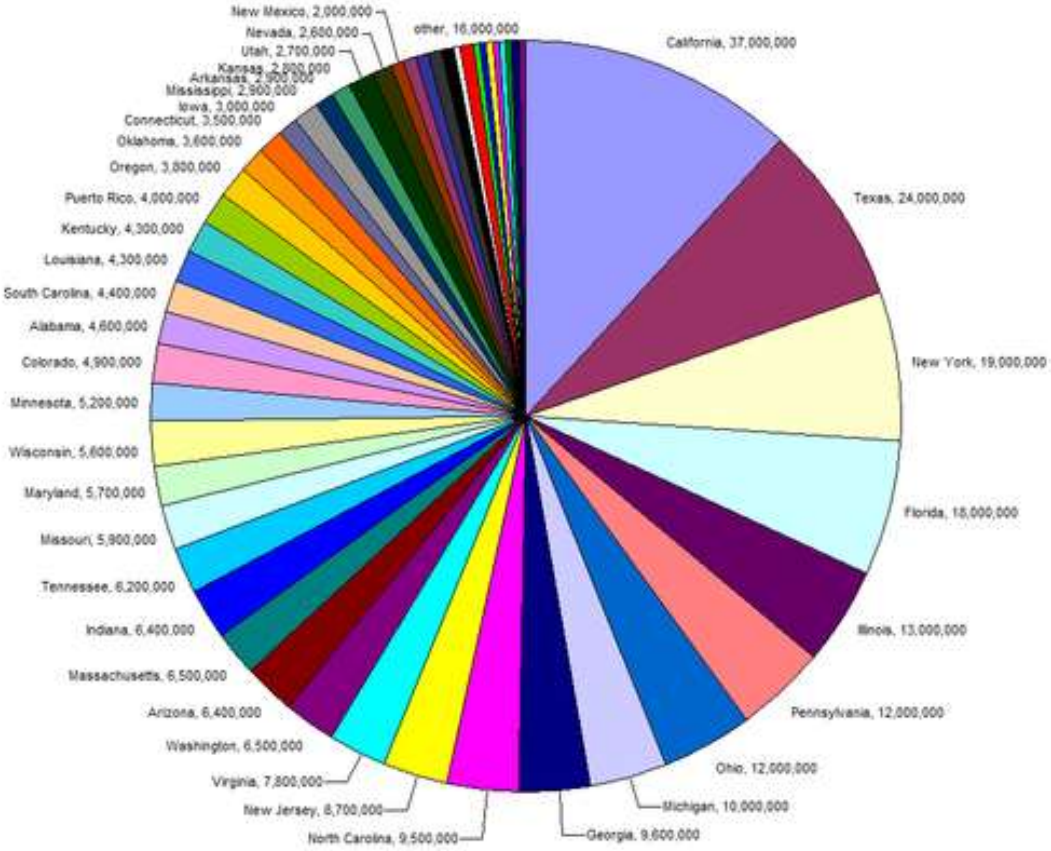
The primary components of a car are the power plant, the power transmission, the running gear, and the control system. These constitute the chassis, on which the body is mounted. The power plant includes the engine and its fuel, the carburettor, ignition, lubrication, and cooling systems, and the starter motor.

# Graphic communication

| Good visuals can . . . | Bad visuals can . . . |
| --- | --- |
| ■ Summarise<br>■ Back up your words<br>■ Clarify and reveal<br>■ Reduce space and time needed to communicate message<br>■ Add variety<br>■ Entertain<br>■ Permit visual processing of information<br>■ Stimulate the discovery of trends, comparisons and possibilities<br>■ Convey ideas cheaply and/or cost-effectively<br>■ Demonstrate professionalism | ■ Confuse and distort<br>■ Trivialise<br>■ Distract from the primary message<br>■ Increase space and time needed to communicate message<br>■ Be expensive and bothersome<br>■ Demonstrate amateurism |

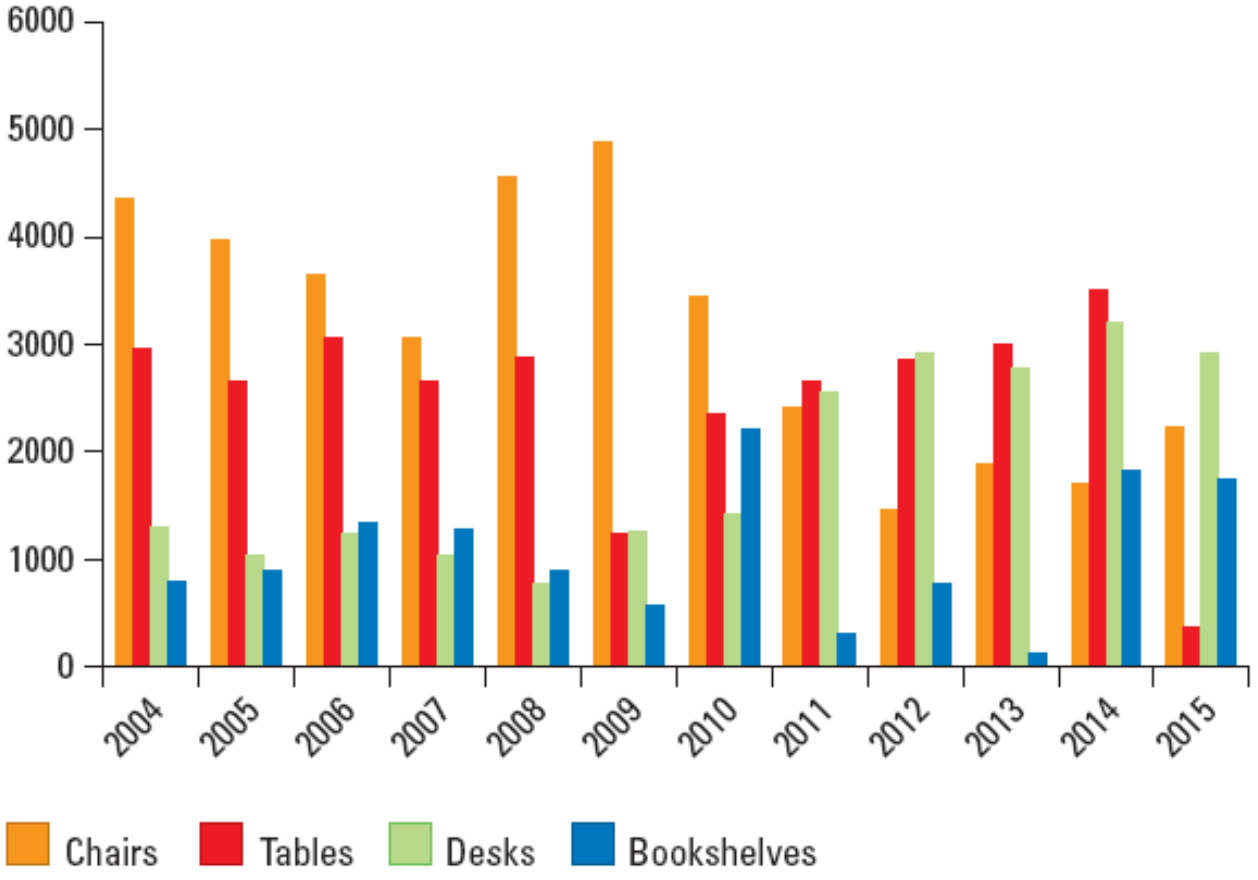
# Graphic communication

## Pie graphs



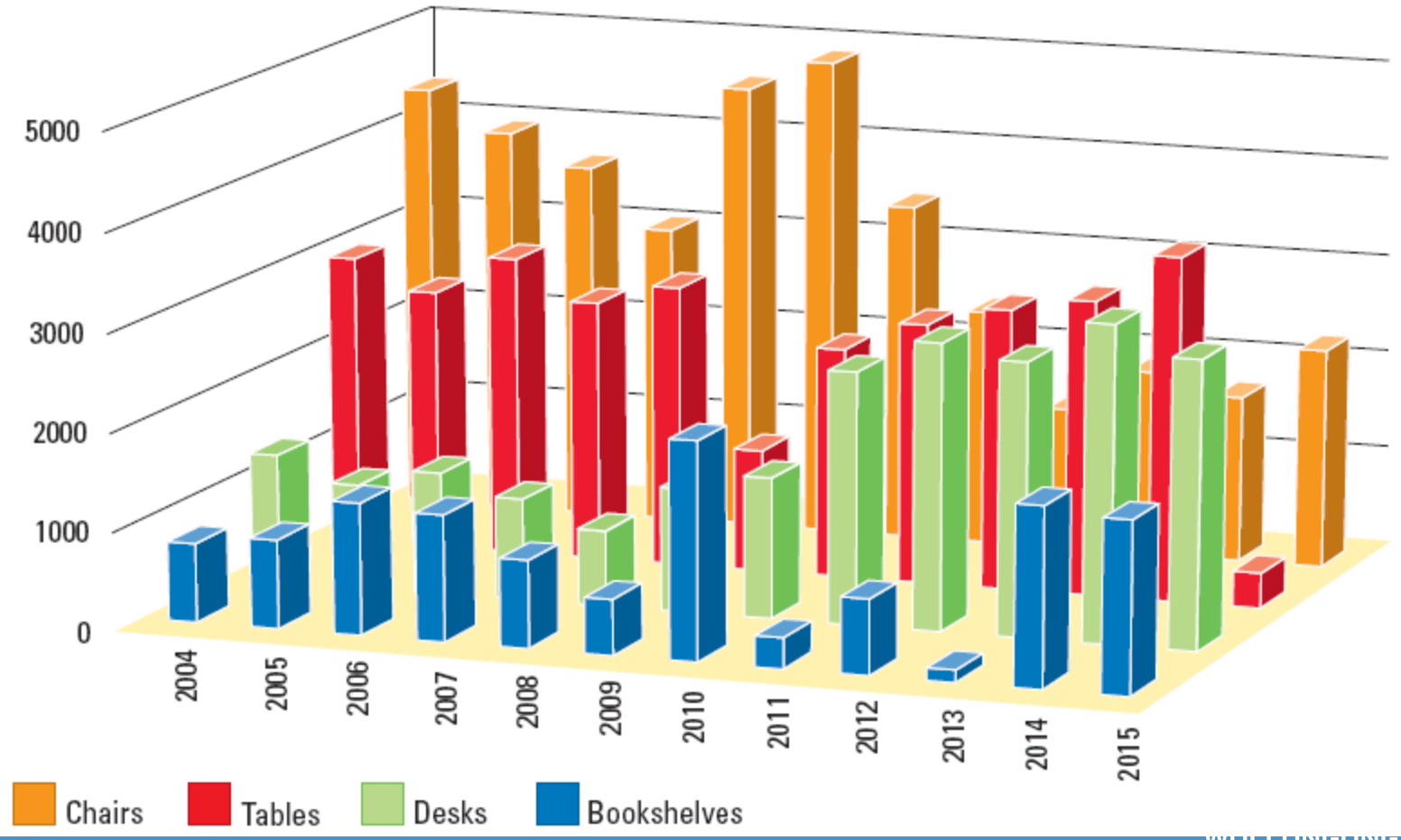
# Graphic communication

## Multiple bar graphs



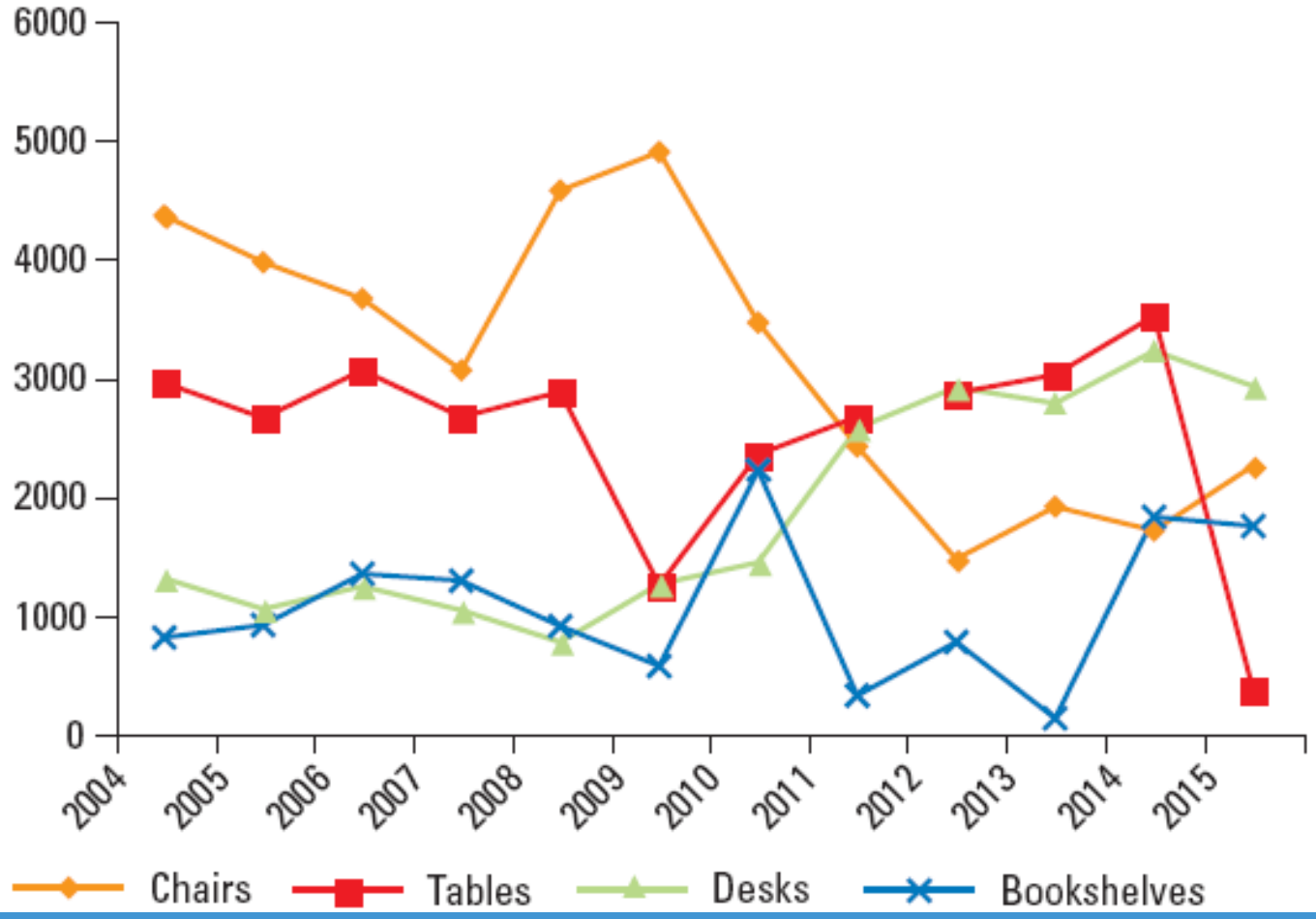
# Graphic communication

## 3-D bar graphs



# Graphic communication

## Multiple line graphs



# Graphic communication

## Combination graphs

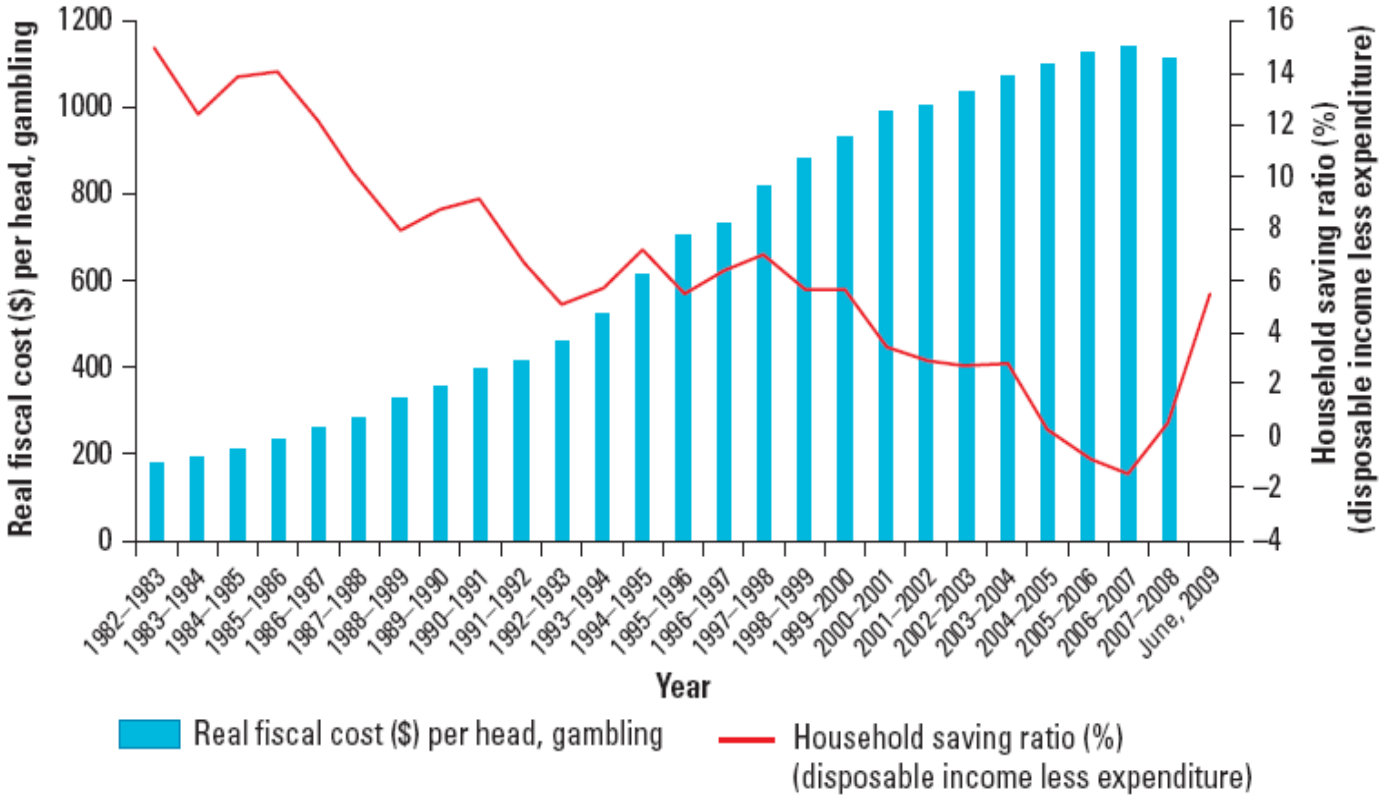
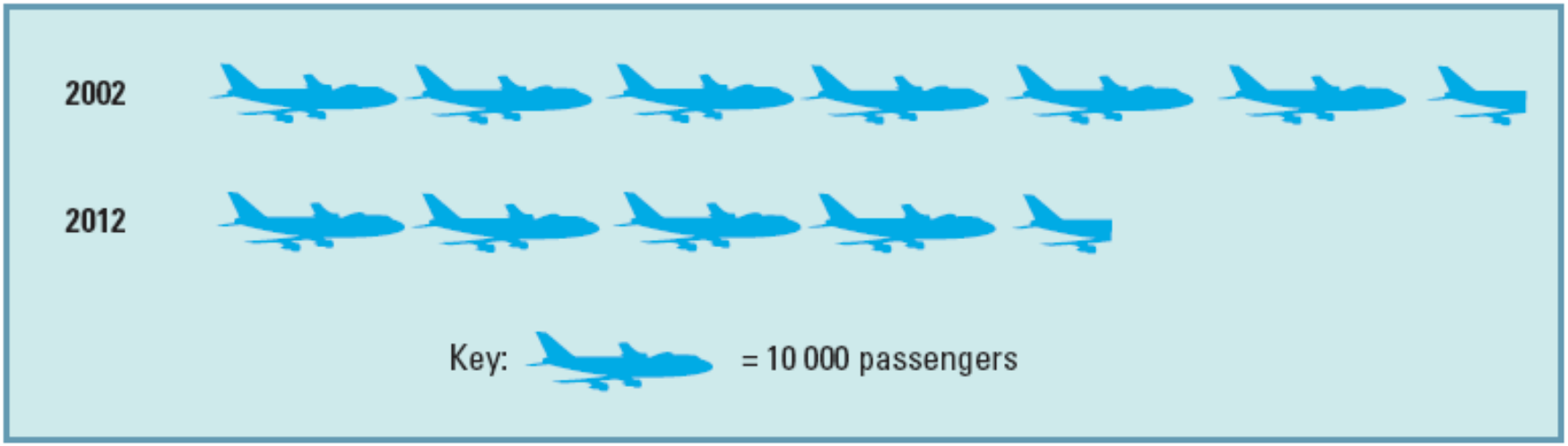



**FIGURE 2.25** Combination graph — real gambling expenditure (1972–2005); household savings (1972–2005)

*Sources:* Australian Bureau of Statistics, Tasmanian Gaming Commission, Queensland Treasury Office of Economic and Statistical Research, *Australian gambling statistics* 2009, Australian Parliamentary Library.

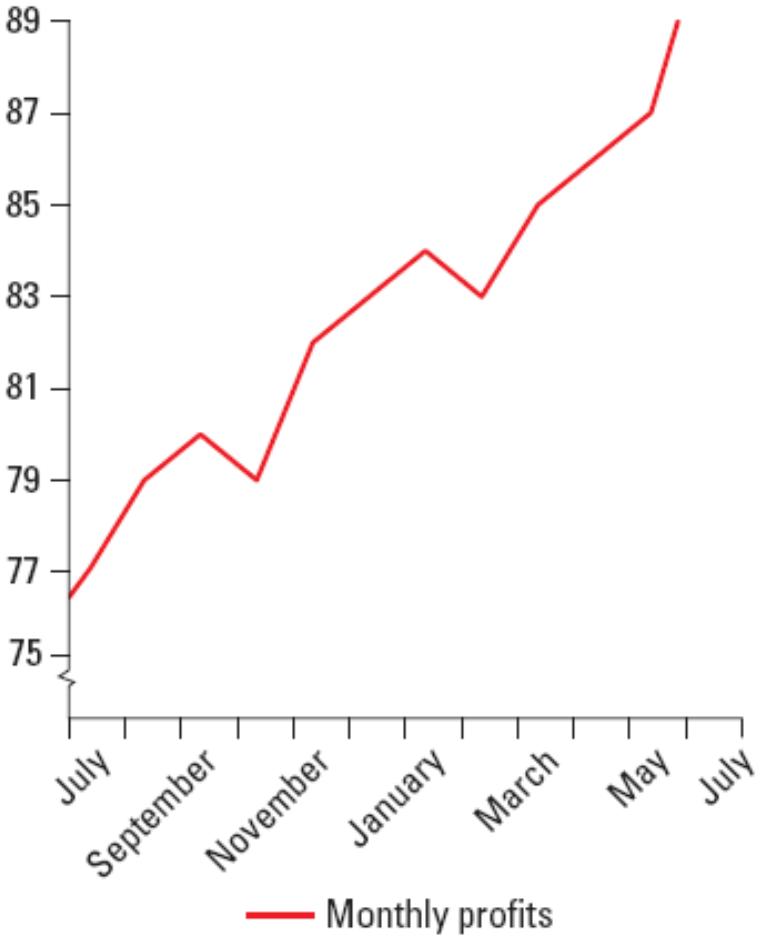
# Graphic communication

Pictograms



# Graphic communication

## Fixing the figures?

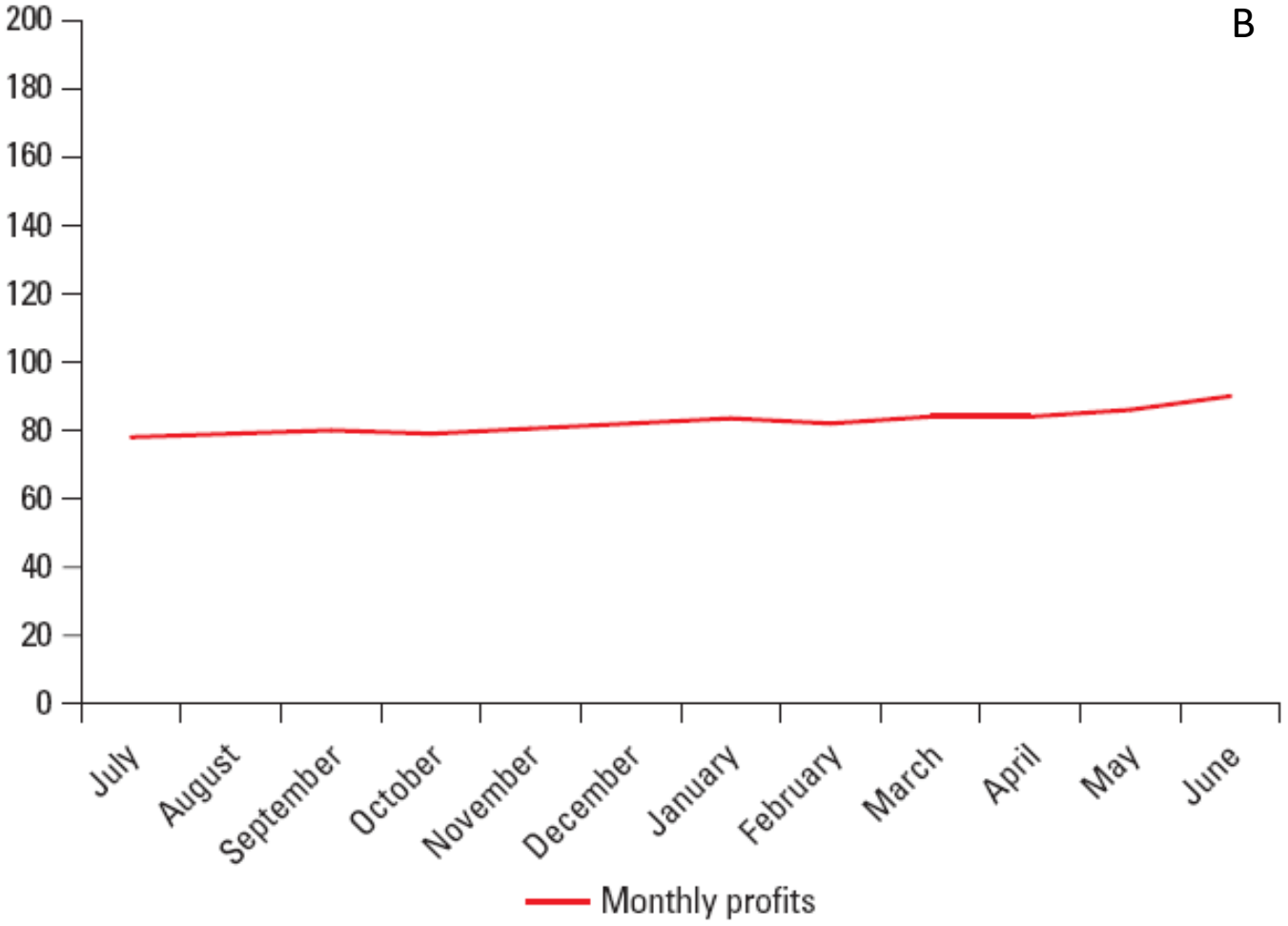



A

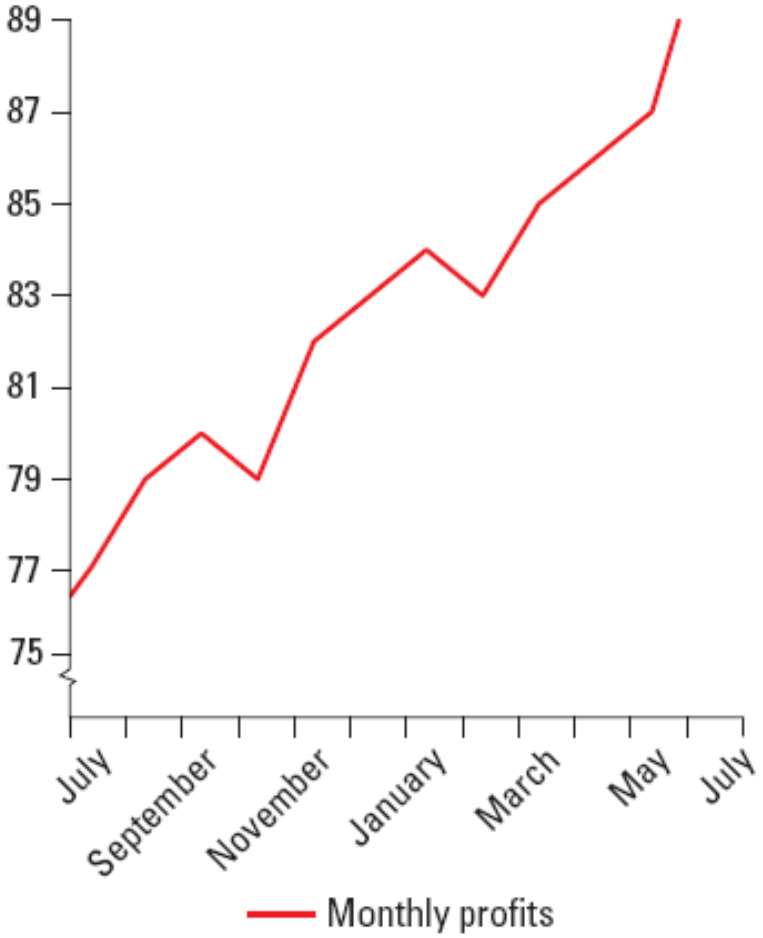
# Graphic communication

## Fixing the figures?

B



# A or B?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November
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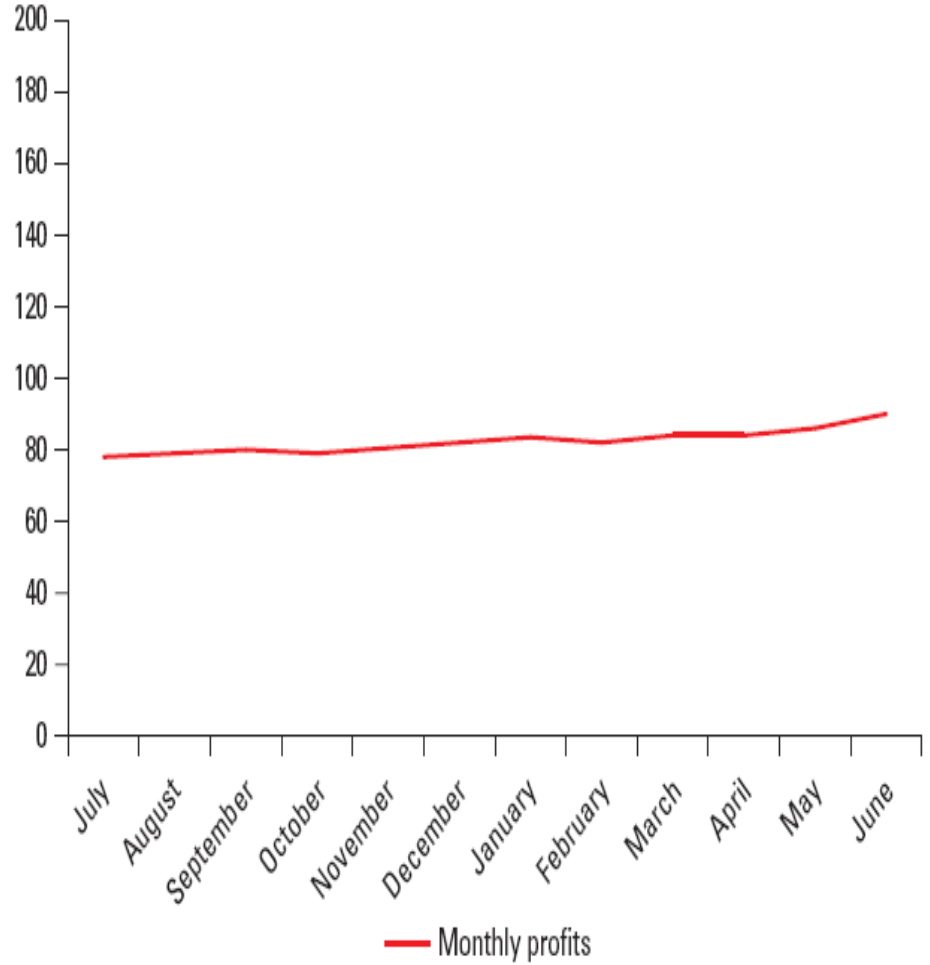
May
July
Monthly profits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120
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July
August
September
October
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December
January
February
March
April
May
June
Monthly profits

# Prepare and present graphics within ethical boundaries

- A primary responsibility in presenting graphics in a report or presentation is to be ethical

- This means that data are presented accurately and objectively (prepared with integrity and professionalism)

# Questions
# Comments
# Feedback

# Some ideas for Q&A

- This was done online last year
  - This year all Q&A will be F2F
  - https://padlet.com/jesslynism/mgnt102-final-presentation-q-a-u5hbm7gtebvd

- Refer to the following list for competitors and dates to turn up for Q&A
  - https://docs.google.com/spreadsheets/d/1FAZfpcuu01-SXgwEYczHIWYXRMi1Udsoc9EJeS9qVzE/edit#gid=428847788

# Next week

- Class presentation
- Please be on time and BE PRESENT for your classmates' presentation
- Please be on time and BE PRESENT for your competitors' presentation
- Leave a good impression
- Clear names
- **ALL THE BEST!**

# Next Week