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In the most recent article we read in regard to using visuals for story telling, there were many specific facts that got extremely scientific that were somewhat confusing for me to follow with some aspects of the content. For the most part I understood the theories behind the differences in audiences, some of which were referred to as the x axis and y axis audiences. There is much analytical theory behind the use of certain visuals including pictures and graphs, etc., to grab the attention of different audiences.

Depending on the specific audience some tools and visuals will be better equipped at reeling in the interests of them depending on whatever particular needs or desires that individual audience may have, which can then lead to certain types of visual storytelling to elaborate more strategically on specific types of facts and visuals regarding whatever specific topic it was geared for, although as noted viral content may have it's limitations in relation to brands for instance. Overall, methodology is key in reaching specific communication objectives, which theoretically may have a better tendency of tailoring to concepts on ideas for things such as brand-centric and editorial content.