

# Cheat Sheet



## Introducing Visual Text

### Visuals come in various formats, what are they?

You can see visuals everywhere and at any time. They can be still images such as posters, flyers, webpages, newspapers and pictures, or moving images such as videos, performances and animations. These are examples of visuals produced in textual and/or image forms.



### Why are visuals created?

Apart from talking, we can communicate using visuals.

So as a means of communication, visuals have the power to educate, entertain, sell, inform, evoke emotions, promote an idea or culture, lobby for support etc. The outcome may be positive and/or negative (good and/or bad)



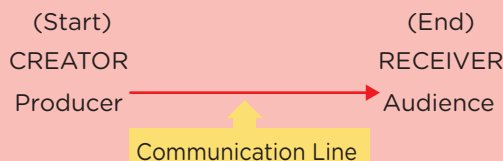
### How are visuals created?

Visuals are produced using certain techniques such as colour, text, slogan, logo, graphic and image, mood, movement etc. The author/creator will use these techniques so as to obtain his/her intended objective and outcome.



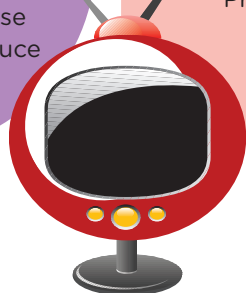
### Who are the people involved?

Following the communication line visuals are created by producers/creators and they are viewed or consumed by audience/readers.



### Why are they important?

Visuals are increasingly being used in our media rich environment and society today because they are easy to produce and disseminate.



### Where are they disseminated?

Print copies of pamphlets and posters, screenings on billboards, television, Internet, mobile devices and even performances (live and/or recorded) - these are just some of the communication modes for visuals.

