Reflection Paper

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**Reflection Paper**

The information acquired from the visual communications course was based around five specific factors that gave insight to the responses considerations that visual media has on Target audiences, beliefs, ideas, groups, cultures, and many other factors as follows.

**Sensory Response** – understanding viewer’s perception and sensory responses to visual media elements. Particularly considering elements that attract attention based on viewer sensory-responses factors such as colors, lines, shapes, and contrast. All based around the five physical senses. Including non-communication factors such as facial expressions, body language, Emotional perceptions that vindicate response based on the hue saturation values and temperatures of media elements, Audio sensory communication, and combinations of multiple sensory factors used together.

**Perceptual Response** – understanding a viewer’s perception based on visuals elements. Understanding Semiotics is the study of how we give meaning to words and signs and understanding the importance of considering an audience based on specific factors such as:

* Target audience specifics (age, profession, gender, financial status, etc.)
* Cultural familiarity elements (ethnicity, religious preference, social groups, etc.)
* Cognitive visuals (viewer’s memories, experiences, values, beliefs, etc.)

**Technical Response** - such as understanding persuasive Visual Communications, targeting audiences with emotional bass content that is subject to cultural familiarity. Which activates the target audience's emotional response. Focusing on how senses are meant to arouse viewers' interest based on specific situations. Technical response gathered from feature systems understanding the five technical design factors such as simplicity, proximity, clarity, navigation. We also touch base on exploring social media and describing ourselves through the social World framing ourselves through persuasive strategies and visualizations.

**Emotional Response** - Exploring how Visual Communications affect the emotional responses of viewers. When the human brain sees images, they are processed simultaneously. Images can quickly elicit emotional responses and even influence the viewer to think a certain way.

**Ethical Response** - understanding ethical questions based on the Integrity of graphical representation. Setting the ethical concerns of authors of visual media such as exploiting natural human emotional response and exploiting the presumed Goodwill of an audience. These specific ways of thinking are based on stereotypes, diversity, digital alterations, false representation, cultural appropriation, and inappropriate images for specific target audiences. Also underlining factors to the ethical response, a specific negativity visual images convey about certain ideas, groups, and culture.

**How I plan to use images and visuals to communicate in your personal life and career.**

Moving forward as an aspiring data scientist visual communication is vital to the success of the work I plan to pursue. Also plays an important role personally do the advents of designs, work, and technology I plan to build moving forward such as personal websites applications and video media. Data science work requires the technical skills and abstract understanding to acquire data, clean it, transform it, and perform an analysis, but It is not enough just to understand complex technical factors of analyzing data.

As an analyst, one must be proficient at being able to use the data to answer business questions in turn creating business intelligence. Understanding the *who, what, why, when, and where* factors the data provides thorough analysis and calculations. Knowing the answers to those questions is the first step in the analysis process second step is communicating the findings of that analysis to an audience of (usually) non-data scientists or non-technical people. Simplifying the information extracted from the data and proceed to business intelligence that is simple and easy for shareholders and decision-makers to understand. To be successful one must be effective in implementing visual communication skills and methods such as

* Storytelling
* Data visualization
* Implementing presentations

**What I have learned about the process of visual analysis using critical reasoning**

Essentially, when critically analyzing information established procedures that lead to correct reasoning, objectiveness, and clear understanding are essential. Visualizations allow us to see the context and relationships of data to help us compare and contrast them successfully rock and play specific factors and values.

Understanding that media products are fashion by an individual to make conscious and unconscious decisions that directly relate to sensory and perception responses when making choices. Understanding the appropriation of ethics when preparing a visual for a specific target audience can lead to successful communications. understanding that these factors are choices that are based on the creator's point of view which have been shaped is their thoughts assumptions and prejudice including the mass media in which they have been exposed. This all ties into making more aware conscious decisions and carefully planning visualizations with the basic understanding they are more than just simple pictures they are expressways of virtual communication that have a major influence.

**Real-life examples to explain a point of view.**

Today's media has defined many aspects of culture into many diverse categories. Prominently in Western Civilization, we see that implements advertisements that completely edit it from the raw form from movie posters to cover magazines we see that products are more appealing to the customer through implementing specific alterations to the mediums that alter perception while targeting multiple categories through cultural diversity. Today media culture has been heavily influenced by mass media and cultural icons. Brands are altered to enhanced sensor response while targeting emotional and Technical responses of people who would be most likely to purchase products do different appeals and cultural standards (Pollokoff, 2020).

For instance, the examples below which portray ethos or credibility endorsement have a celebrity like Jennifer Aniston holding a bottle of Smart Water. Making a statement that If it is good enough for her(Jennifer Aniston), the advertisers hopes to elicit an emotional response of the consumer to make them feel as if they are good enough to use some product a famous person endorses. Different emotional responses are targeted from the Brand appeal, adventure, fear, scarcity, youth, humor, and many more. (VCG, 2020).



We also have shared experiences in the process of bonding with others developing shared meaning through mass media, internet media, and social media. Shared experiences with people in distant places that have never met. Broadcast media the communication mode that reaches a large audience from a single source and many other types. How it effectively uses visual communication to accomplish specific marketing and targeting goals. The communication mediums are al tied to visual communication to elicit responses and meet specific objectives.

# References

Pollokoff, A. (2020, Feb 20). *THE BASICS OF VISUAL COMMUNICATION: MARKETING STRATEGIES FOR A VISUAL WORLD*. Retrieved from https://killervisualstrategies.com/: https://killervisualstrategies.com/blog/basics-of-visual-communication-marketing-strategies.html

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