clutter is your enemy!

Picture a blank page or a blank screen: every single element you add to that page or screen takes up cognitive load on the part of your audience—in other words, takes them brain power to process. Therefore, we want to take a discerning look at the visual elements that we allow into our communications. In general, identify anything that isn’t adding informative value—or isn’t adding enough informative value to make up for its presence—and remove those things. Identifying and eliminating such clutter is the focus of this chapter