

Visual Media

Guided Notes

This tool is designed to help you actively engage with course material before, during, and after class. They're not about taking perfect notes. They help you process information and remember so that you can later apply your knowledge and build on it.

Before Class: Use the 4R Method

1. **Read:** Select a manageable section of your assigned reading. Depending on your personal preference, this could be one page, one set of Learn It pages, or one topic within the Study Plan.
2. **Recall:** Without referring to the reading, write key terms and concepts in your own words. It's ok to leave blank spaces.
3. **Review:** Return to your reading, compare your notes, and add any missing information.
4. **Repeat:** Continue the process for each subsequent section until you have read, digested, and taken notes on all your assigned reading.

During Class: Bring your notes to every class session

- Add insights from lectures and discussions
- Note connections to business examples
- Ask questions about concepts that need clarification

After Class: Revisit and Reflect

- Spend a few minutes reviewing your notes after class while it's still fresh.
 - Summarize main takeaways in your own words to strengthen your understanding.
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Designing Your Message

The Impact of Visual Media

In designing visual media, three of the seven principles of business communication are especially important:

1. _____
2. _____
3. _____

Clarity

When using visual media, ensure it's easy for readers to understand by following these rules:

- Colors: _____
- Fonts: _____
- Headings: _____
- Relevance: _____

Consistency

Describe ways to establish consistency so readers can better process your message:

- Charts and graphs: _____
- Colors and fonts: _____
- Pictures: _____
- Icons: _____

Relevancy

Relevancy means:

- Visual elements directly support your _____
- Images and graphics align with your company's _____

Creating Persuasive Visuals

Explain how each of the following increases the persuasiveness of your visuals:

- Reliable sources: _____
- Easy to read: _____
- Logical: _____
- Emotional effect: _____

Visual Design Principles

Describe each visual design principle:

Principle	Description	Why It Matters
Contrast		
Alignment		
Hierarchy		
Repetition and pattern		
Color		
Balance and space		
Font		

Think About It

Consider the packaging of a product that you frequently use. Which visual design principles made it memorable to you? How did these principles work together to create an effective visual?

Remaining questions:

Selecting and Sourcing Images

Using Images

Impact of Images in Business Messages

Research shows that:

- Content with images receives up to ____% more views than content without images
- Users are ____ times more likely to share visual content on social media
- Consumers are ____% more likely to read content with colorful visuals

Explain why these visual media standards are important when selecting images:

Standard	Why It Matters
Use clear, simple images	
Use uniform images	
Use persuasive images	
Use on-brand images	

Using Images for Impact

Explain why using an image in the following situations improves communication:

Context	Why It Matters
When presenting information verbally	
When presenting complex information	
When description is difficult	
When you have a lot of text	

When to Use Text

Explain why using text in the following situations improves communication:

Context	Why It Matters
When making a powerful point	
When presenting a mnemonic or list	
When conveying complex information	

Using Images Legally

Fair use means: _____

Fair use generally allows use of images for the following categories of uses:

- _____
- _____
- _____

- _____
- _____

A **royalty** is _____

Royalty-free sources:

- May still require _____ fees
- Often require _____ to the original artist

Open Images:

- Users of the images are free to _____, _____, and _____ the image
- Released under an _____ license
- May require _____ the artist
- Replace individual _____ between artist and user

List some places to find open images:

1. _____
2. _____
3. _____

Think About It: What ethical considerations should business communicators keep in mind when using images found online, even if they're technically free to use?

Remaining questions:

Choosing and Using Graphics

Types of Graphics

Describe each type of data visualization and give an example of when it could be used:

Type	Description	Example
Bar graph		
Line graph		
Pie chart		
Stacked comparison chart		
Venn diagram		
Flow chart		
Gantt chart		
Organizational chart		
Pictographs		
Infographics		
Tables		

Placement, Style, and Coloring

After selecting the appropriate chart or graph, apply the following four visual media standards:

- _____
- _____
- _____
- _____

Titles and Captions

Describe the purpose of each of the following:

- The title for a graphic: _____
- Captions for a graphic: _____

Think About It

Imagine you need to present monthly sales data for your company's five product lines over the past year. Which type of data visualization would you choose and why? Would you use more than one type?

Remaining questions:

Effective Use of Visual Media

Visuals in a Report

Annual reports often incorporate visuals to support written content. E.g., Target's annual report includes:

- Bar graphs showing _____
- Pie charts displaying _____
- Tables providing _____

Increasing Impact with Media

Presentation software refers to tools like _____

In addition to reinforcing messages, presenters should remember the importance of:

- _____
- _____

Speech vs Presentation

Describe the difference between a speech and a presentation:

Effective Use of Images

Explain the importance of each of the following in effectively using images in presentations:

Best Practice	Why It Matters
Keeping it simple	
Image editing	
Including descriptions	

Eliciting emotional reaction	
Keeping it brief	
Using slides as a memory device	
Don't crowd each slide with content	

Accessibility Matters

Accessibility refers to: _____

Describe various people that benefit when media is accessible:

- _____
- _____
- _____
- _____
- _____

Guidelines for Making Media Accessible

Explain why it's important to answer the following questions:

1. Does your image or video serve a functional purpose?

2. Does your image serve more of a decorative purpose?

Tools for Accessibility

Describe how each of the following help make media more accessible:

- Screen readers: _____
- Alt-text: _____
- Closed captioning: _____
- Transcripts: _____

Captioning standards:

- Should not exceed _____ lines of text at a time
- Should be synchronized with the _____
- Should not cover up _____ or other important information
- Should identify who is _____ when multiple speakers are present
- Should use a _____ font
- Should indicate non-speech sounds with _____

Revising and Enhancing Visual Media for Impact

Feedback is an important part of the revision process. When receiving feedback:

- Be _____, not defensive
- Ask questions with intent of _____:

Approach feedback with a **growth mindset**:

- See feedback as an _____, not a personal failure
- Remember criticism is about the _____, not the person

Evaluating Message Effectiveness

Explain how you would measure the effectiveness of a message:

1. Receiving the message: _____

2. Audience consuming the message: _____

3. Understanding the message: _____

Think About It: Think of a time when you received feedback on a visual you created. How did you respond? What did you learn from the experience, and how did it change your approach to creating visuals?

Remaining questions:

Key Takeaways

Summarize the three most important things you learned in this module:

1. _____

2. _____

3. _____

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