

TIPS FOR DESIGNING EFFECTIVE VISUAL COMMUNICATION



TYPOGRAPHY

All fonts should be legible and appropriate for what you are communicating.

SOCIAL CUSTOMER SERVICE

WRONG

SOCIAL CUSTOMER SERVICE

RIGHT

COLOR

Use no more than five colors in a single layout. You can use different shades of a single color to distinguish.



WRONG



RIGHT

ICONOGRAPHY

Icons should be simple, easy to understand and universal. They're meant to enhance comprehension, never distract.



WRONG



RIGHT

CALLOUTS

Use callouts sparingly to highlight only key information.



WRONG



RIGHT



NEGATIVE SPACE

When too much information is in a layout, messaging becomes cluttered and incoherent.



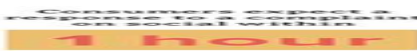
WRONG



RIGHT

ILLUSTRATION

Illustration should match tone and subject matter. Only include if it enhances the content.



WRONG



RIGHT

LAYOUT

Present content in a way that guides readers through in a logical hierarchy.



WRONG



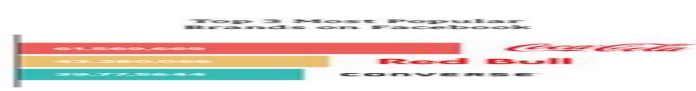
RIGHT

SIMPLICITY

Avoid unnecessary design, including 3D charts, ornamental illustration or extraneous elements.



WRONG



RIGHT

Picture Editing And Layout A Guide To Better Visual Communication

**Thirumalaisamy P.
Velavancorresponding**



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