Graphic Design Products:

COMMUNICATIVE VISUALS
&
NARRATIVE VISUALS

WHAT ON 🌎

IS GRAPHIC REPRESENTATION?

[ˈvɪʒʊəl, kəmjuːnɪˈkeɪʃ(ə)n]

The act of efficiently and effectively creating **meaning** from **information** through **visual** communication .

And, the use of limited text when necessary to explicate the meaning

Proper use of graphic representation

Do not require text
for meaning

Convey meaning
instantly

Work across
multiple languages

Elements for communication
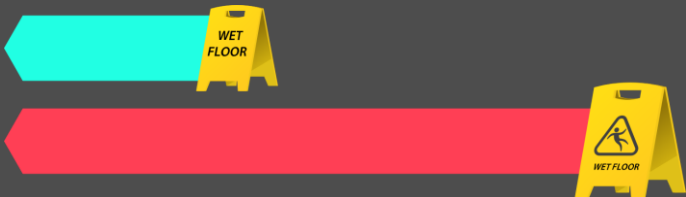
Iconography

Shapes

Charts

Arrows

Graphs

Colors

When universal graphics are paired with limited text, viewer's comprehension increased by as much as 89%.

Two different approaches that drive graphic representation:

Narrative Visuals

Communicative Visuals

Read on as we define these two approaches, when to use them and why visuals are an important foundation for each of them for definite success.

Communicative
VISUALS

It targets to quickly convey the meaning of the information available. The primary goal is to educate the viewer and not to persuade him or her into forming a specific opinion.

Benefits:

- Allow the audience to form their own judgement and make discoveries without external opinion.

- Eliminate non-essential information from big data sets.

- Simplify complex data into structural visuals.

Practical uses:

Annual reports

Scientific studies

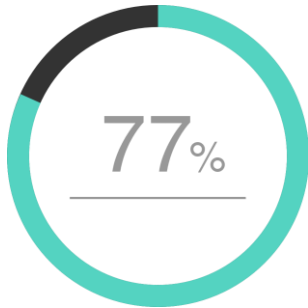Published journals/ white papers

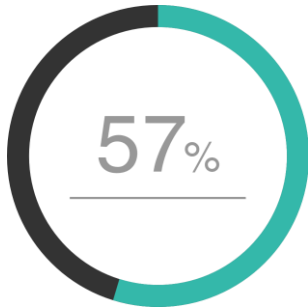Market visualizations

Interactive micro websites
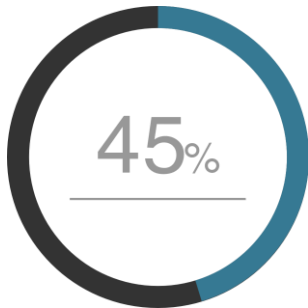
Political analysis

Communicative visuals

77% of I.T experts believe visual data improves decision making.

57% However, slightly more than half of them admit organizations lack relevant experts to analyze all data.

45% And 45% of them recognize their valuable data not used effectively during decision making.

Communicative
VISUALS

Making Meaningful Data
in 3 Simple Steps

The use of communicative visuals highlights the important relationships between specific sets of quantitative and qualitative data. It is vital to link the visuals to a single theme or topic when using it to represent the key content. The following 3 steps will ensure you make the most out of your data:

Step 1: Consider the data

The visualization type depends on the type of data, so collate them all first.

Case in point:

We start off with consolidating all the data (research figures, statistic, dates and services, etc.)

The challenge

Grouping the data into respective types. Applying logical visuals to match the information genre.

Step 2: Consider your audience

To drive engagement, tailor your message to your specific audience.

What they want to know

What they do not want to know

Make it easy for them to find the answer

Focus on main key takeaway your audience is looking for

Destroy all extraneous information

Focus on making your message clear

Using the presentation above, there is a clear audience takeaway.

- Understanding the service they provide at a glance.
- Visualize the global market and identify the profitable ones.
- Note the key events that are happening at specific dates

Step 3: Think metaphorically

Here is a checklist of things to consider when it comes to designing your content.

Are the visual communication elements representing the data appropriate?

Which visual theme suits the topic and appeals to your audience?

Do the visuals reveal the intention before reading the words?

- A physical information map is indefinitely better than a digital one.

- Using colors and symbols when mapping out information allow better classification and identification.

- Do not map on endlessly or we will be lost in indulgence to the process and end up chasing our own tails.

Narrative VISUALS

Creates a powerful narrative through the use of visual communication. It is often used across all visual media including infographics, motion graphics and interactive graphics. Education is the main goal, and the overall approach aims to persuade the viewer into reaching a specific conclusion.
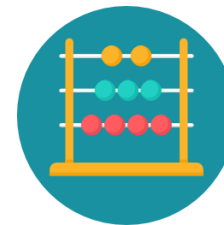
Benefits:

- Clear explanation of concept and theory
- Spur emotional response
- Guide audience through a particular argument towards a goal
- Include a beginning, middle and end.

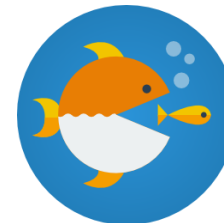Explainer Videos

eBooks thought leader

Infographics

Case study visuals

Sales pitches

Storytelling

Visual Narrative: Words from the experts

Our sales assistant is busy at the moment. Your call is important to us, if you choose to wait, please continue holding the line. If not, please record your message after the tone and our sales associate will contact you back. Provided if he remembers.

Our interactive product are garentee to help you in your daily tasks. Look for the button on the 6th row and 2nd column, yes, that is the button that will instantly boost your productivity. And unlatch the handle from the safety hook by 90 degree, you will be able to carry it.

Join our year end sales promotion where up to 90% of our products are on scorch earth sales. Do not hesitate any longer, the longer you wait the more likely your desired product will be burned in our fiery sale. So come on down to our warehouse and join the crowd.

65%

of senior marketing executives strongly believe that visual elements are essential to narrating their brand story.

Narrative VISUALS

Visual Narrative crafting
in 3 simple steps.

Delivering a powerful visual story requires balancing of your data, message and the knowledge of your audience. It is a delicate business that will move your audience to a particular action.

Step 1: Identify your goals

Visual narration aims to strike an emotional cord in the viewer and help them reach a specific conclusion.

What is the response you wish from the audience?

Propose the theme for the message.

Start building on the message content.

Case in point:

Tackling environmental issue - it is easy to forget the future and enjoy the present.

Left or right matters!

Our eyes read from left to right, here we clearly see the problem we are creating now, and what we must be done for a better future.

Step 2: Making your story fit

If your target audience are mainly millennials, choose the visual contents that closely relate to their lifestyle.

In short, your story type should be guided by the single goal and your targeted audience.

Case in point:

Educating the young to apportion their income to different areas of life.

Education:
Used of counting beads in their childhood for computation.

Technology:
Smartphone. Who doesn't own one nowadays?

Apportionment:
The eight pillars of expenditure are clearly represented.

Pick the right design and illustration style

- Your character is relatable

- The story matches the visuals

- The emotional response evoked fits the style.

Types of illustration

Drawings: Mainly for kids and infants.

Illustration: Fits all walk of life. It is the style that differentiates its purpose.

Photo: Mainly targets quick response. It's a "hit or miss" kind of opportunity.

Takeaway from here

All successful visual contents are customized based on the outcome, the available information and the target audience. These factors determine whether you should employ communicative visuals or narrative visuals. However, without a strong foundation of visual communication, neither path will lead your campaign to success.

ABOUT MAGINARY

Maginary is a creative studio that is a passionate conceptualizer, designer and experience builder for clients in Singapore and around the world. Our expertise includes multiple services and platforms, including graphic design, branding, website design & development, logo design and user experience, for both online and print.

We provide vision, strategy and creativity aimed toward a single goal: to help your organization stand out from the crowd and connect with your audience.