

Scope of Visual Communication in today's digital world.

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Abstract: This paper attempts to pen down the possibilities in the field of visual communications and its impact on target audiences. Its key highlight is the detailed description of the advantages and disadvantages of visual communication in today's era. It can be challenging to communicate ideas and feelings clearly and succinctly with words alone. Using images and visuals in content to be delivered can easily capture the attention of the audience.

For Impactful content, there are a lot of challenges which include limited attention, difficulty in remembering the purpose of the content, and not understanding the message clearly to the audience. Not only does it take time to design such content but also it is necessary to design content in such a way that it is useful to the audience. When a piece of information is graphically represented it has some impact on the audience. It captures the attention of the audience and saves them time to understand the message. Different types of elements can be used to enrich visual communication like images, illustrations, GIFS and animations, infographics, color, shapes, texture etc.

Keywords: Design, Design Thinking, Visual Communication

1. Introduction

Visual communication is the most popular method of communication these days. In the era of technology, Visual imagery has both positive and negative influences on the audience across the world as it can leave the audience informed, and confused. In the era of visually represented information, creativity plays a very important role as the right use of visual elements can convey a message to the audience more effectively.

As the use of social media has increased post covid, conveying one's message, ideas, information, and data became more easier through visual communication on online platforms.

Visual communication greatly impacts the audience as it evokes emotions and feelings among them. It can be engaging if it is well designed and helps the target audience relate to their daily lives.

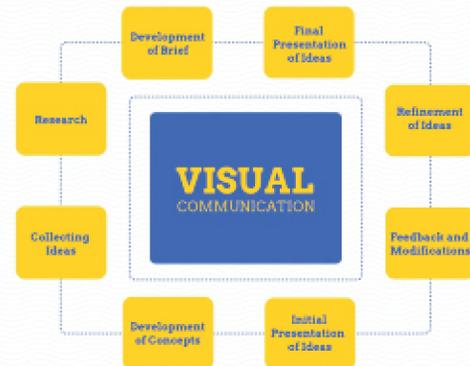


Illustration 1.1 Visual Communication | Source: Venngage

2. Design

Design is a process that turns a brief into a design solution. The main aim of the design is to solve the problem using visual elements and principles. People receive information daily from various means of media but the information with the use of visual imagery is what attracts the attention of the target audience. Design constructs an idea to solve the problem through the use of visual elements.



Illustration 2 Principal and Elements of Design | Source: bulb

3. Communication and Graphic Design

3.1 Communication

Communication is the means of transferring information, and feelings from one place to another through signals, gestures, signs, postures, oral and writing, and facial expressions. It may be in any of these forms. Language plays a very important role in communicating with each other.



Illustration 3 Communication | Source: medium

3.2 Graphic Design

According to Lester (1995, 168) the designer W.A Dwiggins was the first to use the term graphic design. (Pettersson 11)

Graphic design is the art of using words, pictures, and other visual elements to communicate ideas to an audience, often in order to achieve a certain purpose. Elements of graphic design help in forming design structure and its principal in arranging the elements of the overall design.

The main objective of graphic design is to provide a functional, aesthetic, and organized structure to all kinds of information sets. (Pettersson 11)



Illustration 4 Graphic Design | Source: Bulb

4. Creativity and Innovation

Creativity is a process of generating new ideas. It is considered to be an important component of innovation since it can inspire original thought and new viewpoints. Innovation is the procedure of making ideas tangible. The originality and uniqueness of the message play a very important role in design. Design and visual thinking are essential skills for innovation and creativity. It requires brainstorming and imagination.

Visual attractiveness is very necessary as it helps in remembering the message conveyed. Aesthetic designs are easily perceived. (Lidwell et al. 20)

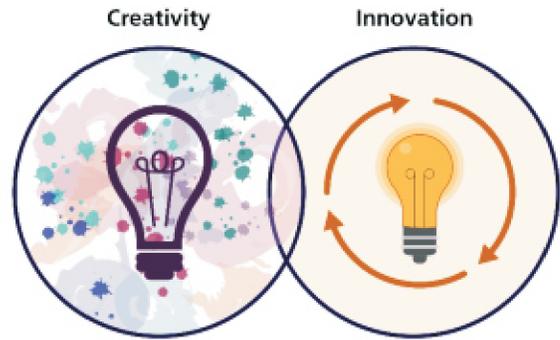


Illustration 3 Creativity and Innovation | Source: Management concepts

5. Visual Communication and Visual Communication Design

Visual communication is a practice of effectively presenting information so that it can be understood by the audience. When information, thoughts, and ideas are exchanged with the audience across the world with the help of visuals. It becomes visual communication. It is called non-verbal communication as it uses the sense of sight.

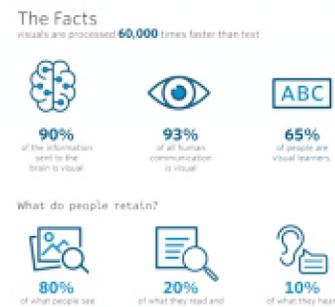


Illustration 5 | Source: Bulb

Visual communication design uses visual language to convey various ideas and information to an audience. It is a creative process that with the help of technology and visual arts expresses ideas. Information and data presented visually are increasingly influencing people's daily lives. It uses visual elements to pass information and ideas for user experience. It brings the audience's attention to the information.

Visual communication has a number of advantages and disadvantages.

5.1 Advantage of Visual Communication

- Visual Communication is interactive as it uses design components to convey a message to an audience.
- Through Visual Communication, a message can be conveyed to a larger audience in less time.

- It can be easily understood by people who are illiterate as they can understand the visual content more effectively.

- It conveys ideas and information in such a way that makes it easier to understand by an audience. It turns complex information and data into simpler form for the audience.

- It captures the immediate attention of the viewers.

- Visual Communication emphasizes both the functional and aesthetic aspects of the presentation. The main aim of visual communication is to transmit data, ideas, and information through aesthetics in a meaningful way to an audience.

- It supports oral communication and it becomes easier for an audience to understand the message more clearly with the presentation. They can see and hear at the same time and that's how it is retained in the memory of the target audience.

- Visual communication can convey a message to the audience across the world despite language barriers.

- Nowadays, there is so much going on around the world, that people can't read all the information so visual content can save time and help people understand the message conveyed easily.

- It helps in improving the clarity of data with the use of specific graphs, pictures, images, and graphics, text.

- Sometimes information can be misinterpreted by an audience.

- It is time-consuming and needs a lot of effort in the creation of visual aids as it requires planning.

- Specialized knowledge is required for the effective presentation of the information and data.

- It can not be used for descriptive information as sometimes crucial and valuable information can be left out.

SUMMARY AND CONCLUSION

Visual communication helps in re-enforcing the oral communication & supporting it, if you are reading about something, you need to add visual aids such as graphs, diagrams, and charts to the content that you are reading to understand what you are reading and you can explain the meaning of it very easily. The pictures and the illustrations have a stronger impact than the words, The pictures can be used to tell the things that the words do not have the strength to tell, the visual communication makes the person more involved and connected, as the visuals can pull down most barriers of communication and open up the people.

Visual communication can be understood by the literate and the illiterate people, So, you will be able to see things with your eyes, unlike written communication which requires that you are educated and able to read and write before you can understand it. You do not need to speak a particular language, The visual communication is communication where the ideas and the information can be read or viewed through the means of visual aid, most business organizations are using it to present information.

Visual communication helps to take quick decisions, So, the management prefers visual techniques to communicate with others, it will be more effective to exchange information and you can easily understand the information that is presented visually. The complex information, the data, and the figures can be easily presented very simply on graphs, pictures, and diagrams, The picture is retained in our memory longer than the words or the quotes, and people will remember the visuals very well.

Visual communication prevents the wastage of time, Written and oral communication takes much time to exchange information, but a number of receivers can be communicated at a time through the visual methods.

Visual communication is very popular because people do not like speech and long explanations rather than the chart & the diagram, It is very fast, The graphic of any kind can elicit a stronger reaction from the reader, It is a more efficient way of communicating with less effort & time.

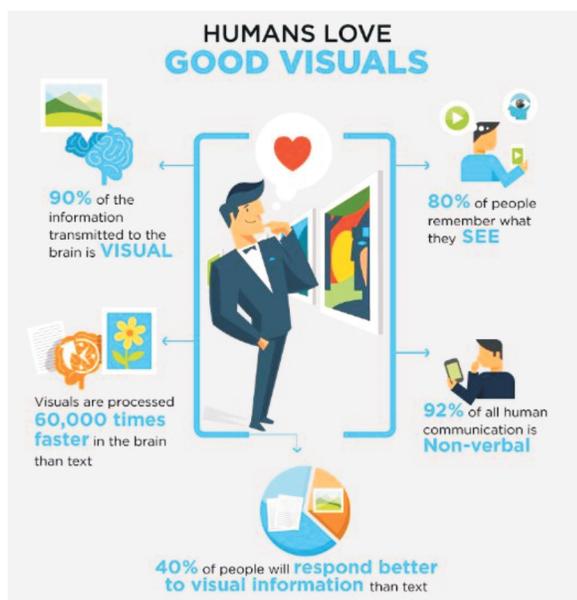


Illustration 5.1 Human loves good visuals | Source: Business 2 Community

5.2 Disadvantage of Visual Communication

- It is very expensive compared to other methods of communication.

Visual communication involves the use of poorly designed visual aids that are difficult to understand or see, if irrelevant information is presented, the images can be distracting and impede the main concepts. Visual communication can be very expensive to produce, unlike some other channels of communication such as oral communication, storing visual communication can be very expensive, only large companies or organizations can use this technique as drawing maps, charts & diagrams is very costly.

Visual communication takes more time and effort to produce, just imagine the amount of time and effort that goes into the creation of visual aids such as graphs, maps, diagrams, etc and it is not alone sufficient for exchanging information. When the visual presentation of information becomes complex, the receivers cannot understand the meaning of the presentation, It will be an incomplete method, It will not be sufficient to communicate effectively and clearly but it can be successfully used with oral communication.

Visual communication takes much time to communicate, whereas oral communication takes no time to exchange information, it is difficult to understand, it requires a lot of repetitions in visual communication, since it uses gestures, facial expressions, eye contact, touch, etc, for communicating with the others, they may not be understandable for the simple people. It is difficult to present all the topics or the subject matters, All the information can not be displayed through visual communication, So, the whole concept or idea will not be understandable, it requires more time and effort to select, compile, and present the information.

People need special knowledge and efficiency to deal with visual communication, The graphs, charts or table may be in the wrong order, The decision taken based on the wrong information may lead to ineffective output or fruitless results and a small amount of information can be conveyed via the graphics only.

The purpose of this study is to examine the influences of new media design on visual communication design. Decreasing interest in desktop publication elements which is one of the visual communication tools created by the new media. The commercial potential of the new media helped advertisements expand to a digital format by covering its cultural and social dimensions of it. Apart from the advantages of new media like more actively reaching to the consumers, it has some disadvantages such as being exposed to the advertisement without one's own accord and making internet use difficult. The users encounter some advertisements attracting them on every web page they visit. Called the last step that information technology has come, the new media is used more effectively than traditional media.

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