

instructor-led *agenda*

▷ memorable visuals

MORNING

Introduction

- The neuroscience of visuals
- Why visuals in marketing content
- How visuals drive memory
- Overview of the three components of memorable visuals – think in visuals, visual elements, and design principles

Think in Visuals

- Learn to present facts, processes, and numbers in visual formats
- *EXERCISE:* Create visuals from text-based facts and processes
- Use visuals to make abstract concepts concrete for your audience
- *EXERCISE:* Brainstorm potential visuals for abstract business concepts, e.g. 'optimization'

AFTERNOON

Visual Elements

- Remove clichés and generic shots so you can avoid 'fake visuals'
- Vary the use of text, lines, and shapes to create visual distinction
- *EXERCISE:* Take existing imagery and improve impact with the proper use of visual elements

Universal Design Principles

- Learn the principles that will elevate your visuals with any audience – contrast, movement, harmony and quantity

Capstone Exercise

- Apply the course elements to revise an existing presentation with improved visuals on critical slides

