

THE IMPACT OF VISUAL COMMUNICATION

¹Miss Ishika Agrawal, ²Miss Kashish Fatima

³Dr. A Vijayanand

^{1,2}Student, Kalinga University, Naya Raipur, Chhatisgarh

³Associate Professor, Kalinga University, Naya Raipur, Chhatisgarh

¹ishikagrawal501@gmail.com

²kashukhan573@gmail.com

³a.vijayanand@kalingauniversity.ac.in

Abstract

Visual communication is a pivotal component of technical communication, enhancing the clarity, retention, and accessibility of complex information. This research examines the multifaceted impact of integrating visual elements such as charts, graphs, diagrams, and infographics in technical documents. Visual aids simplify complex data, reducing cognitive load and facilitating better understanding. Visual communication plays a crucial role in technical communication as it enhances the understanding of complex information through visual aids such as diagrams, charts, graphs, and illustrations. In technical fields, where intricate concepts and data are common, visual communication helps in simplifying and clarifying information for the audience. It aids in conveying information more effectively, especially for visual learners who grasp information better through images and graphics. Visual communication not only improves comprehension but also increases engagement and retention of information. In the context of a research paper, the abstract should briefly summarize the importance of visual communication in technical communication and highlight its benefits in enhancing clarity, understanding, and engagement in conveying technical information.

Introduction

Visual communication is the use of visual elements to convey ideas and information which include (but are not limited

to) signs, typography, drawing, graphic design, illustration, industrial design, advertising, animation, and electronic resources. Visual communication has been proven to be unique when compared to other verbal or written languages because of its more abstract structure. It stands out for its uniqueness, as the interpretation of signs varies on the viewer's field of experience. The interpretation of imagery is often compared to the set alphabets and words used in oral or written languages. The interpretation of imagery is often compared to the set alphabets and words used in oral or written languages. Another point of difference found by scholars is that, though written or verbal languages are taught, sight does not have to be learned and therefore people of sight may lack awareness of visual communication and its influence in their everyday life. Visual communication can be achieved in a variety of different ways.

Examples of visual communication include:

- Videos and photos
- Graphs, charts, infographics, and other types of data visualization
- Typography
- Maps (such as mind maps and content maps)
- Illustrations and graphic design
- Slide decks and presentations
- GIFs
- Screen capture and recordings.

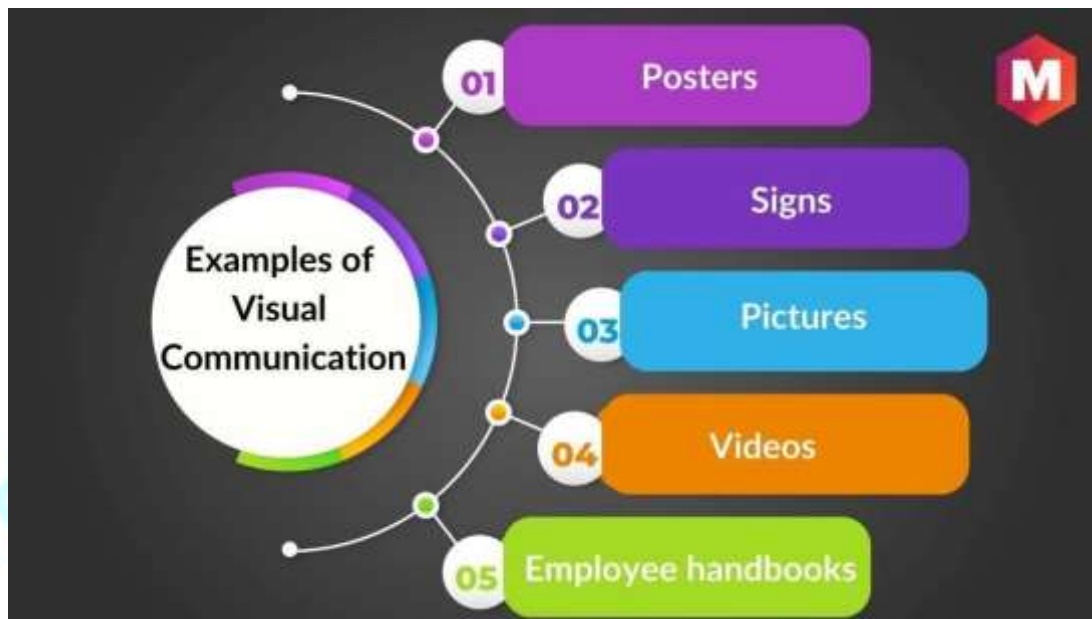


Fig1

Visual communication plays a crucial role in conveying information, ideas, and emotions effectively. Its impact is significant in various aspects of our lives, including but not limited to:

Increased Engagement: Visual content tends to be more engaging and memorable than text alone. Images, videos, and other visual elements can capture attention and evoke emotions, leading to a more profound connection with the audience.

Effective Marketing: Visual communication is a powerful tool in marketing and advertising. Eye-catching graphics, videos, and other visual elements can attract customers, convey brand messages, and influence purchasing decisions.

Building Brand Identity: Consistent visual communication helps in establishing and reinforcing a brand's identity. Logos, color schemes, typography, and other visual elements can create a strong brand image that resonates with the target audience.

Improved Learning: Visual aids are commonly used in educational settings to enhance learning outcomes. Visuals can help students better understand complex concepts, retain information, and engage more actively in the learning process.

Cross-cultural Communication: Visual communication can transcend language barriers and cultural differences, making it an effective tool for global communication. Images and symbols can convey messages that are easily understood across different cultures and languages.

Aesthetic Appeal: Visual communication can enhance the aesthetic appeal of various forms of content, such as websites, presentations, publications, and advertisements. Well-designed visuals can attract attention, create a positive impression, and enhance the overall user experience.

Social Media Impact: In the age of social media, visual content plays a crucial role in capturing users' attention and driving engagement. Platforms like Instagram, Pinterest, and TikTok rely heavily on visual communication to convey messages, tell stories, and connect with audiences.

Literature Review

Visual communication refers to the conveyance of ideas and information through visual forms such as images, symbols, videos, and graphics. It plays a critical role in various fields, including marketing, education, media, and social interactions. This literature review examines the key concepts, theories, and findings related to visual communication and its impact on individuals and society.

If we compared the qualities of hieroglyphs with logo and logo's purpose. Then put this statement would not be mistaken that hieroglyphs are very first representative depiction of Pictogram in antiquity. Meaning of pictogram is; any symbol which delivers and conveys a message. Pictogram is alternative of logo form. This symbolic representation has been using in later upcoming civilizations since. This form of representation and communication evolved with the passage of time and became one of the strongest ways to communicate with masses despite their different backgrounds and languages they speak.

Just like that an ad placement in any medium like in newspaper, magazine, TV commercial and in any electronic media leave a strong impact on viewer mind. And this type of visual communication is spreading rapidly. Through advertising, companies code their message for their viewer to decode that message. After decoding or receiving some specific information consumer (receiver) make an action according to the desire and need. In the ads by showing certain environment company grab their audience attention which may affect their buying behavior and some companies reposition themselves to clutch more potential customer. Every individual response in different way according to their background and interests. These advertising by companies plays with consumer's psyche. Consumer have some specific buying behavior towards brand. That behavior can be change toward brands by seeing advertising. other factors like their packaging, appearance, color, brand image (build with advertising), price and placement in the shelf of point of sale. Buyer decide by comparing two products with each other according to their needs and demands. And that decision made with the help of their visual vocabulary which they have by seeing various advertisement of same product by different companies. That vocabulary arises while making the decision process and that search strategy incessantly prejudiced by visual communication. That communication builds an image of a product and consumer behave according to that image and overlooked other aspects of decision making like price, quality, quantity etc. visual communication (advertising) have changed their communication style and visual representation with the passage of time. According to the demand of contemporary time and the requirement of electronic media and digital world, communication evolve and reach to its peak. There is a lot of difference in advertising style can be seen in present time.

For example, in the advertisement of Maggi, in which they are showing the family togetherness and happiness. And in present era Dove Soap (Fig. No. 2. & Fig No.4) and Surf Excel (Fig. No. 3 & Fig. No.4) companies presented their vision and their target audience very directly in Surf Excel they are showing a young, energetic and fun-loving mother of a boy who is playing football and get some stains. And in second ad (Fig, No.4) showing the beauty of a women.



Fig no.2



Fig.no.3



Fig . no.4

CONCLUSION

Visual communication is a multifaceted field with significant implications for cognition, emotion, culture, marketing, and education. Understanding the principles and impact of visual communication can enhance its effectiveness in various applications. Communication is very much important to excel in every field even as a civilization only can survive if have

communication. As communication is very important and this research paper has discussed the importance of visual communication, and how this type of communication evolve around the era with the passage of time with leaving a strong impact on it. With the passage of time every company adopt this visual communication source to advertise themselves for their consumer and their growth in the corporate world. Advertising is a key to attract your consumer and make them to buy certain product. Through advertising they delivered their message and inspire their consumer to buy their product. Face of communication have changed with the passage of time, communication developed from hieroglyph to pictograms. This change happened because that was the demand of time. With the passage of time different civilization.

REFERENCE

1. https://www.researchgate.net/publication/330828287_Art_of_Visual_Communication_Evolution_and_its_Impact#:~:text=Visual%20communication%20can%20build%20an,business%20in%20the%20corporate%20world.
2. <https://www.quora.com/What-is-the-impact-of-visual-communication>
3. https://www.researchgate.net/publication/330828287_Art_of_Visual_Communication_Evolution_and_its_Impact
4. Barthes, R. (1977). *Image-Music-Text*. Fontana Press.
5. Hall, S. (1997). *Representation: Cultural Representations and Signifying Practices*. Sage.
6. Hattie, J. (2009). *Visible Learning: A Synthesis of Over 800 Meta-Analyses Relating to Achievement*. Routledge.
7. Mayer, R. E., & Moreno, R. (2003). Nine ways to reduce cognitive load in multimedia learning. *Educational Psychologist*, 38(1), 43-52.
8. Paivio, A. (1986). *Mental Representations: A Dual Coding Approach*. Oxford University Press.