

## 4.7.23: Introduction to Images

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**What you'll learn to do:** Discuss how to most effectively use images in business messages and identify potential sources for these images

We've already looked at compelling evidence that visual media helps your audience better understand your message. Visual media can help you capture your audience's attention and even persuade them to understand your point of view. So let's use some visual media!

Before we jump right in, we want to learn how to use visual media correctly. In this section, we'll discuss images—that is photos, drawings, and other multimedia pictures—and how they are best incorporated into your communications. We'll use our visual communication plans to put those images to work for us and get the best results. And then we'll talk about some resources to find images for your communication projects.

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