

## 4.7.12: Introduction to Using Visuals

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### What you'll learn to do: Incorporate meaningful visual media in business messages

We've already learned what a great visual looks like: it's clear, clean and simple, uniform, persuasive and on brand. We know we have graphs, charts, images, and even video at our fingertips, all great tools to help us communicate our story. Now, all we need to do is incorporate these visuals into our various methods of communication and let them get to work!

This section will explore how visual media and text relate to one another, how to evaluate effectiveness, and how to reexamine the visual media you're using when it doesn't work. We'll look at how businesses use visual media in their reports, presentations, speeches, and other documents. We'll review several examples and judge whether their visuals were used correctly and, if not, what they could have done better.

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