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Titolo	Killer visual strategies : engage any audience, improve comprehension, and get amazing results using visual communication // Amy Balliett
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , [2020] ©2020
ISBN	1-119-68026-3 1-119-68032-8
Descrizione fisica	1 online resource (242 pages)
Disciplina	302.226
Soggetti	Visual communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Environmental influences and the rise of visual content -- Visual content and human nature -- Quality visual content reigns supreme -- Rule 1: always think about con-text -- Rule 2: small visual cues have a large impact -- Rule 3: there's no gold at the end of that rainbow -- Rule 4: good visual strategists ask "WTF?!" -- Rule 5: avoid the stigma of stock -- Rule 6: stand out at the cocktail party -- Rule 7: use proper data viz throughout -- Rule 8: commit to the truth and prove it -- Rules are meant to be broken -- You can't create great content without a great team and process -- Going the freelance route -- Building an in-house team.
Sommario/riassunto	"Over the past decade, visual communication has shifted from being an optional medium for transmitting information to an essential means of build connection and understanding. It has changed the way we tell stories and establish relationships -- and it has transformed the traditional agency model within the marketing, public relations, and design industries. Amy Balliett's book will explain how can marketers, PR professionals, and organizations can connect and thrive in a world that demands quality visual content"--