

# Philosophy And Process For Functional Visual Communication: Voices That Matter

In an increasingly noisy and saturated visual landscape, it is more important than ever to have a clear and concise communication strategy. Functional visual communication is a design approach that prioritizes clarity, simplicity, and accessibility. It is a powerful tool for communicating complex ideas, engaging audiences, and driving action.



## Design Method, The: A Philosophy and Process for Functional Visual Communication (Voices That Matter)

by Eric Karjaluoto

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## The Philosophy of Functional Visual Communication

Functional visual communication is based on the belief that visual communication should be effective first and foremost. It should be clear, concise, and easy to understand. It should also be visually appealing and engaging, but these qualities should never come at the expense of clarity.

The goal of functional visual communication is to create a visual message that is both memorable and effective. It should be able to communicate complex ideas in a way that is easy to understand, and it should be able to engage audiences and drive action.

## **The Process of Functional Visual Communication**

The process of functional visual communication begins with a clear understanding of the communication goals. What do you want to achieve with your visual message? Once you know your goals, you can start to develop a visual strategy.

The visual strategy should include a plan for the following:

- The target audience
- The message
- The visual style
- The delivery method

Once you have developed a visual strategy, you can start to create your visual message. The following principles can help you create effective functional visual communication:

- **Use clear and concise language.** Avoid jargon and technical terms that your audience may not understand.
- **Use visuals to support your text.** Visuals can help to explain complex ideas and make your message more engaging.

- **Use a consistent visual style.** A consistent visual style helps to create a unified and memorable message.
- **Test your visual message with your target audience.** This will help you to ensure that your message is clear and effective.

## Voices That Matter

Functional visual communication is a powerful tool for communicating complex ideas, engaging audiences, and driving action. It is a design approach that is based on the belief that visual communication should be effective first and foremost. By following the principles of functional visual communication, you can create visual messages that are clear, concise, and engaging.

In an increasingly noisy and saturated visual landscape, it is more important than ever to have a clear and concise communication strategy. Functional visual communication is a powerful tool for cutting through the noise and delivering your message to your target audience.



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