



Visuals



We are surrounded by visuals every day.



Visuals are pictures, images and sometimes a few words.



Visuals help us to explain, understand and process information quickly.



The brain processes visual information quicker than written or spoken words.



Examples



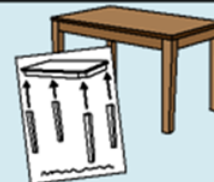
adverts



road signs



Health and Safety
information



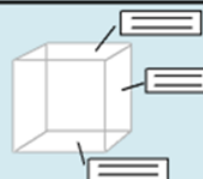
instructions



GIFs



shop signs



labels



something else