A Balanced Equation:

Graphics + Copy = Impact

By Hannah Vuozzo

Hi, there!

Thanks for checking out my mini communication guide!

You don't need to be a pro graphic designer or writer to optimize graphics and copy in marketing content, professional materials, and personal projects. This guide contains my simple recipe for impactful communication.

Enjoy!

Email: hannah@vuozzo.com
Instagram: @hannahvuozzo
Website and blog: www.vuozzo.com

Graphics

You don't need to be a graphic designer to integrate good graphics into your communication. (Phewf!)

*Use graphics that help clarify your message.*

Select images, colors, diagrams, and other graphics that are relevant.

Be consistent in style and frequency.

Develop a visual voice that not only corresponds with the message itself but represents the speaker. Messages don't speak, people do. It's key to let that authenticity shine through.

Edit, edit, edit.

While a picture says a thousand words, sometimes less is more. The bottom line is to be concise to optimize impact.
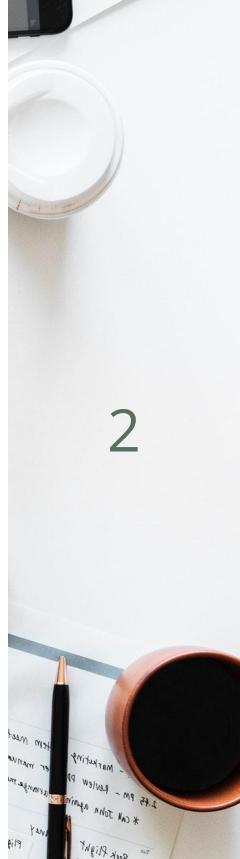
Copy

You don't need to be a professional writer to create good copy. (Phewf, again!) Just keep it concise, clear, and accurate.

Be short and sweet.

Condense your message as much as you can. Attention spans are only becoming shorter and shorter these days. It's easy for your message to lose momentum.

Stay focused.

Clarity is key. Use language that is familiar and simple to understand. Avoid unnecessary jargon as much as humanly possible.

Stick to the facts.

Credibility is essential for a message to have true and lasting impact.

Example 1

This is not the best example of blending graphics and copy in an event poster. Why?

- Too much text
- Too many fonts
- Arbitrary and poorly placed graphics
- Hard to read important information

Source:
http://fraserworks.ca/events/mock-interviews-with-kathryn-ritter/

Example 2

Let's look at a good blend of graphics and copy. This is a poster for a business professional club, advertising a mock job interview event.

What do you think? Does this grab your interest more?

This example checks the boxes.

- Essential information
- Simple graphics
- Bright colors
- Organization logo
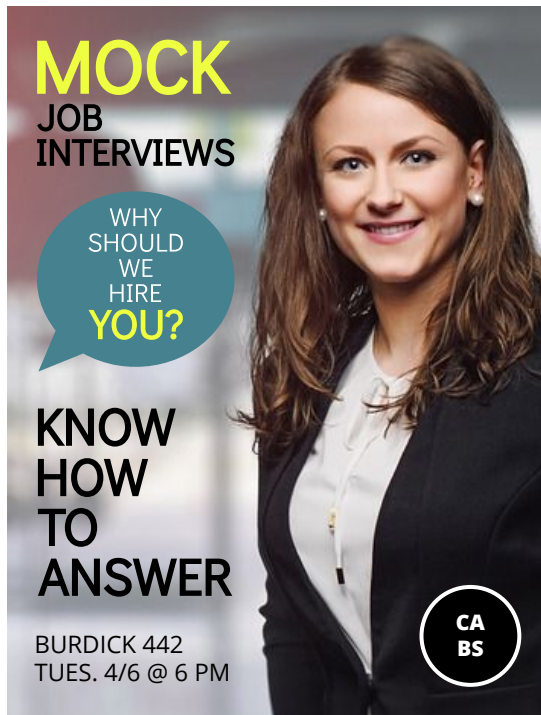
Hannah Vuozzo

Traveller • Writer • Tree-Hugger