



# 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@vuoizzo.com](mailto:hannah@vuoizzo.com)

Instagram: [@hannahvuoizzo](https://www.instagram.com/hannahvuoizzo)

Website and blog: [www.vuoizzo.com](http://www.vuoizzo.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.*

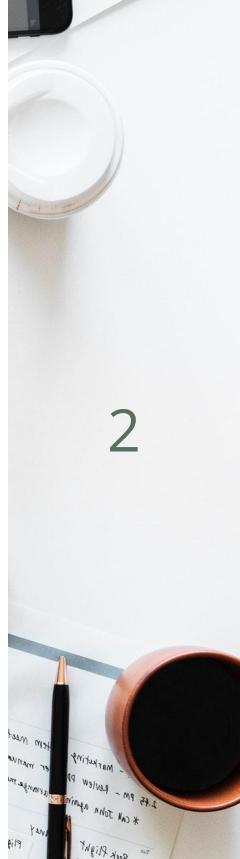
Select images, colors, diagrams, and other graphics that are relevant.

*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/>

## Take Your Interview Skills to the Next Level

with  
**Kathryn Ritter from Sunlife Financial**



**WorkBC**  
Employment Services Centre

Canada  **BRITISH COLUMBIA**

**DETAILED**

**About Kathryn**  
*Kathryn has been in Sales & Management for over 20 years. At Sun Life Financial, Kathryn interviews & recruits many candidates annually. Being a recruiter, Kathryn knows what employers want from candidates. Thus, Kathryn will provide you feedback to help YOU set yourself apart from the competition & ultimately land your dream job!*

**What:** Mock interview & Job Coaching  
**Where:** Fraser Works Co-op  
**When:** Friday September 4, 2015  
**Why:** To help you perform a stellar interview  
**Eligibility:** Must be case managed at Fraser Works  
**Registration:** Registration is REQUIRED.

Please register for a time slot  
by calling Fraser Works Co-op's  
reception desk at 604.522.9701

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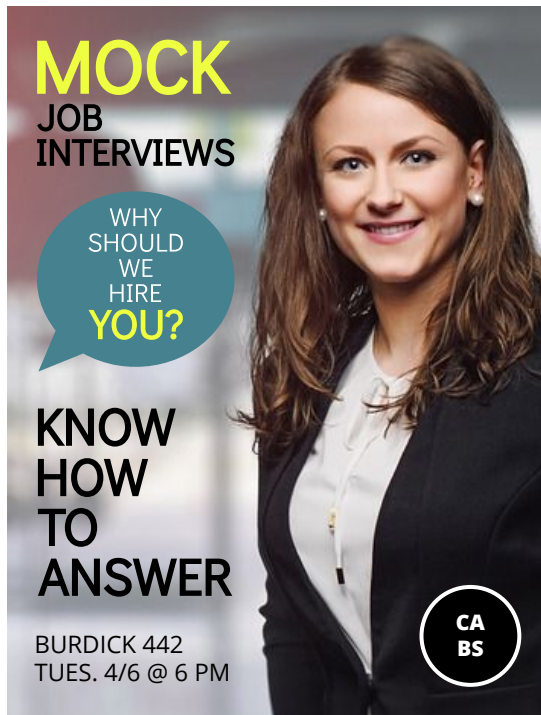
## Example 2

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

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