



e content

Visual Communication

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<https://www.youtube.com/channel/UCdkxo7fhISE8kzyKolTL8IQ>

<http://mukulmedia.blogspot.com/>

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Visual Communication

Can You Make Your Content Appealing?

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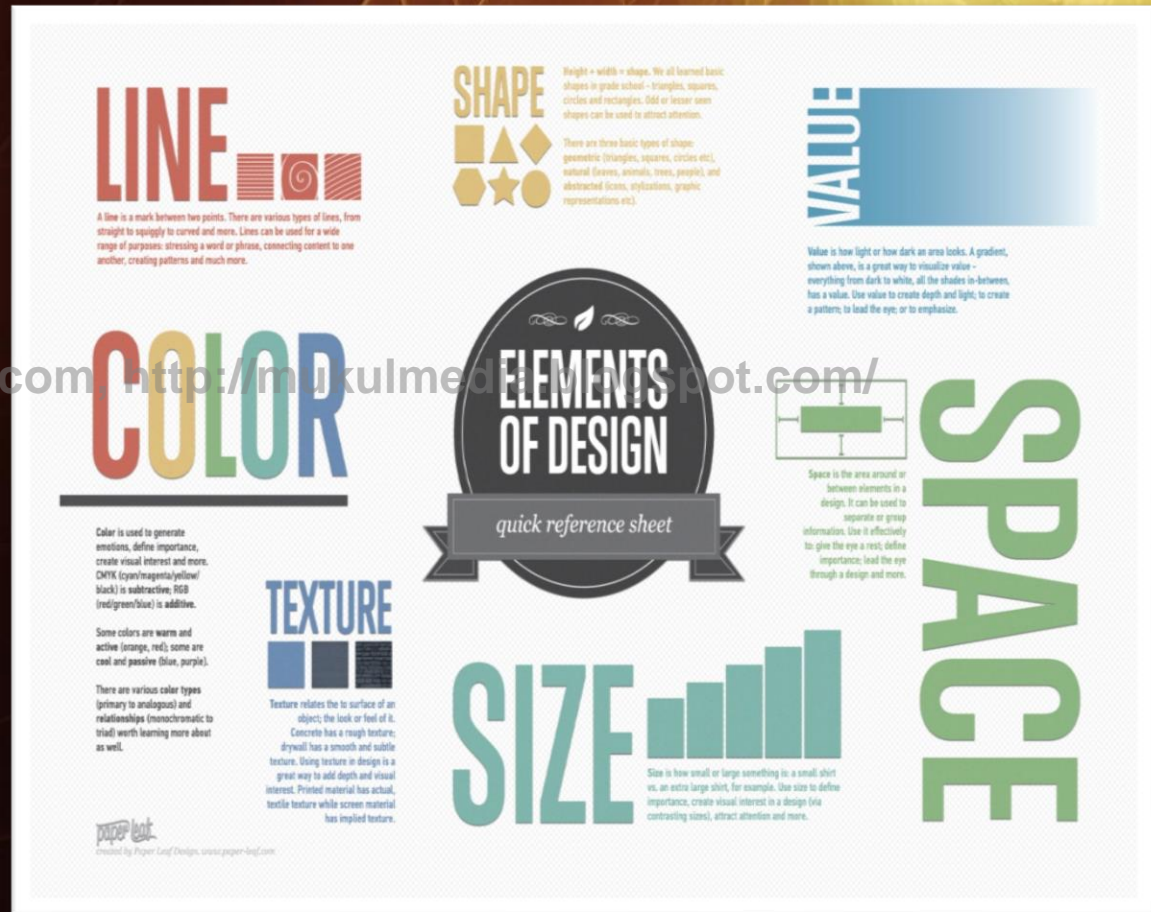
First, A Question...

Which Advertisement do you like the most and why?



Elements of Design

- Line
- Shape
- Size
- Space
- Color
- Texture
- Value



Lets play a game

Its Isha's birthday. She is planning to throw a party at her house.

She decided to write an invitation letter for her friends...

She wants to write:

- Venue: Fun Villa
- Time: 12'o clock, night
- Message: You all are cordially invited to a party at my place. There would be food, fun and dance...and of course a happy time chance.
- RSVP – Isha Dusadh

Help Her to Make This Invitation

How should she write it, that it looks appealing and most of her friends come to make this party..PARTY??

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Use your imagination and design an invitation for her. Feel free to add extra elements/ change language.












Principles of Communication

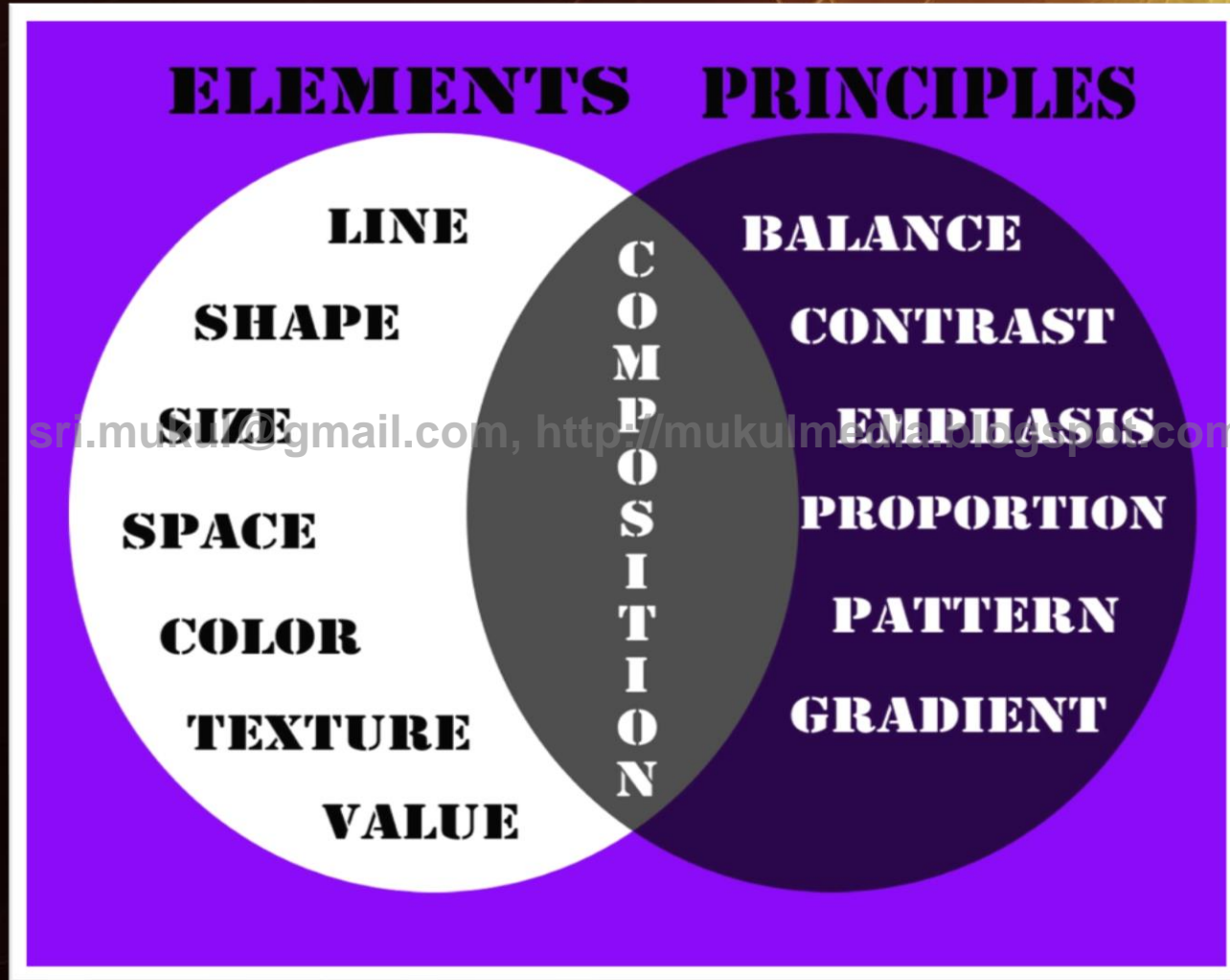
- Pattern
- Contrast
- Emphasis
- Balance
- Rhythm
- Variety
- Alignment
- Symmetry

The Principles of Design

(how to use the tools to make art)

Pattern		A regular arrangement of alternated or repeated elements (shapes, lines, colours) or motifs.
Contrast		The juxtaposition of different elements of design (for example: rough and smooth textures, dark and light values) in order to highlight their differences and/or create visual interest, or a focal point.
Emphasis		Special attention/importance given to one part of a work of art (for example, a dark shape in a light composition). Emphasis can be achieved through placement, contrast, colour, size, repetition... Relates to focal point.
Balance		A feeling of balance results when the elements of design are arranged symmetrically or asymmetrically to create the impression of equality in weight or importance.
Scale		The relationship between objects with respect to size, number, and so on, including the relation between parts of a whole.
Harmony		The arrangement of elements to give the viewer the feeling that all the parts of the piece form a coherent whole.
Rhythm/Movement		The use of recurring elements to direct the eye through the image; the way the elements are organized to lead the eye to the focal area. The eye can be directed, for example, along edges and by means of shape and colour.
Unity		All parts of an image work together to be seen as a whole.
Variety		Using different elements in an image to create visual interest.

What makes it work?



Small ways to do the trick



Choose the Right Color

The screenshot shows the BNSF Railway website with a heatmap overlay on the 'Vision & Values' section. The heatmap highlights the text, indicating areas of high engagement or focus. The website content includes a navigation menu, a 'Hot Stuff!' banner, and a 'Your straight line' section.

Hot Stuff!
BNSF Merchandise

Your straight line
to interline pricing.

BNSF responds to Hurricanes Katrina and Rita.
Learn more about recent news, relief efforts and service alterations.

ABOUT BNSF
Contact Us
Vision & Values
Company History
BNSF Corporation Officers
BNSF Corporation Directors
Celebrating Success
Licensee Information
BNSF Store

Hot Stuff!
BNSF Merchandise

Your straight line
to interline pricing.

BNSF responds to Hurricanes Katrina and Rita.
Learn more about recent news, relief efforts and service alterations.

VISION & VALUES
Delivering What's Important

Our vision is to realize the tremendous potential of The Burlington Northern and Santa Fe Railway by providing transportation services that consistently meet our customers' expectations.

A vision statement is only as good as the people who work to bring it to life each day. To live the vision, the diverse group of more than 38,000 professionals who comprise the BNSF community embrace a set of shared values:

- Listening to customers and doing what it takes to meet their expectations
- Empowering one another, showing concern for our colleagues' well being and respect for their talents and achievements
- Continuously improving BNSF with the right thing, safely and efficiently
- Celebrating our rich heritage and building on our success as we shape our promising future

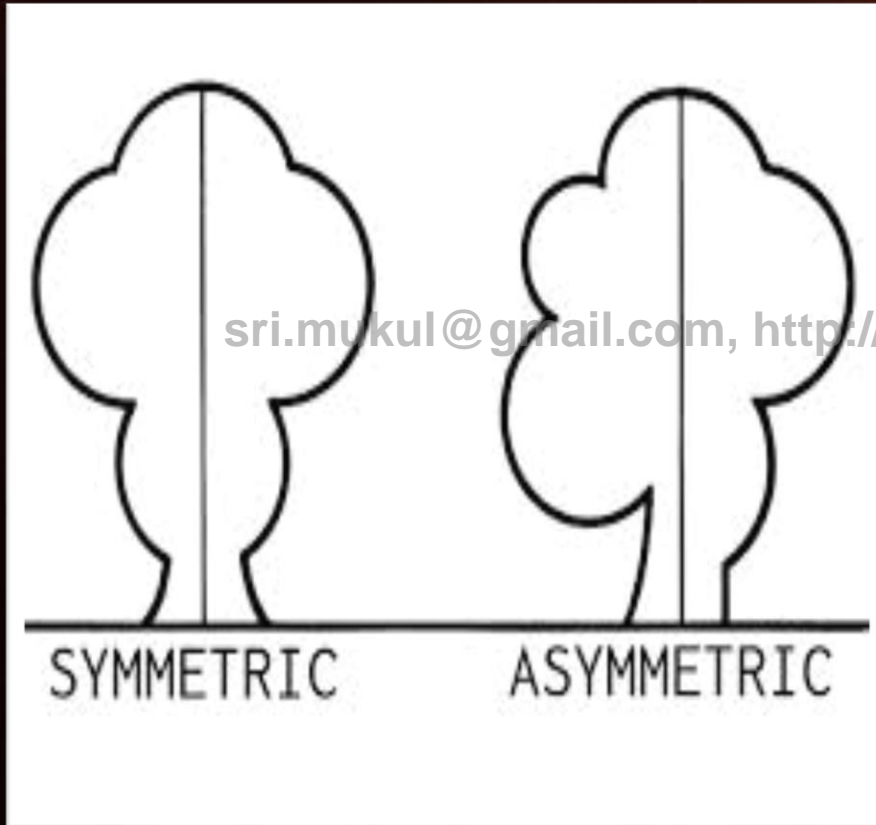
Success in living our vision and values is evident when we fulfill the highest expectations of our four key stakeholder groups:

- Our customers find it easy to do business with us, receive 100% on time, damage-free service, accurate and timely information regarding their shipment, and the best transportation value
- Our employees work in a safe and secure environment, are focused on continuous improvement, share in the opportunity for personal and professional growth available to all team members, and take pride in their association with BNSF
- Our owners earn financial returns that exceed other railroads and the general market as a result of BNSF's superior revenue growth, an operating ratio in the low 70s, and a return on invested capital that is greater than our cost of capital
- The communities we serve benefit from our sensitivity to their interests and to the environment in general, our adherence to the highest legal and ethical standards, and the participation of our company and our employees in community activities

To report an emergency on the railroad, call BNSF at 800.832.8452
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F shaped Reading Pattern

Small ways to do the trick



Symmetry

Happy Learning!! 😊😊

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