



# Visual Language for Designers: Principles for Creating Graphics that People Understand

*Connie Malamed*

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Within every picture is a hidden language that conveys a message, whether it is intended or not. This language is based on the ways people perceive and process visual information. By understanding visual language as the interface between a graphic and a viewer, designers and illustrators can learn to inform with accuracy and power.

In a time of unprecedented competition for audience attention and with an increasing demand for complex graphics, *Visual Language for Designers* explains how to achieve quick and effective communications. It presents ways to design for the strengths of our innate mental capacities and to compensate for our cognitive limitations.

Includes:

- How to organize graphics for quick perception
- How to direct the eyes to essential information
- How to use visual shorthand for efficient communication
- How to make abstract ideas concrete
- How to best express visual complexity
- How to charge a graphic with energy and emotion

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