Visual Communication Reflection

With the increase in technology of the 21st Century, visual communication is becoming increasingly more important. Whether it be an infographic produced by a graphic designer, or a poster on the bulletin board outside a classroom, visual communication is around every corner. Having knowledge of how visuals can affect the perception of the audience is a key advantage when designing a presentation or marketing a product. For this ePortfolio I chose to represent my research presentation for my visual communication piece.

The reason I chose this second PowerPoint presentation is because my first one didn't have very good visuals and lacked organization. I spent a lot more time on this second presentation, and put a lot of thought into how I wanted my presentation to present itself. I first started with a layout and theme that I thought was sophisticated enough to not bombard the audience, but also fit into the tech theme of my topic. I decided to go with a blue and white theme that has faint, gray, geometric lines in the background. I then focused on the images I wanted to put in my picture. In my presentation that I gave to the class, Professor Gallagher said my visuals were a little deviant of the topic, and I believe he was referring to my cookie. For this portfolio, I decided to change this image, and instead decided to add a data bank image in the slide that represented third party data collection. I deleted the cookie and added the image of the data bank, because I believe that this is a better representation of the material I wanted to present to the class.

I believe that through taking the time to develop the visual aspects of this presentation, I have become a better and more effective visual communicator. Through the course of this past semester I have learned a lot about visual communication and how it applies to my life and a daily basis. In the future I will definitely take the knowledge I have gained about visual communication and apply it to many aspects of my life.