

Visual Communication Assignment

1. Identify fundamentals of visual communication:

Pick a visual communication piece that you find engaging and markup the fundamentals of visual communication that you see in that piece.

Use a different copy of the selected piece for each fundamental that you markup.

Following are the fundamentals that were covered in the webinar:

- Structure
- Visual hierarchy
- Focal Point

Bonus challenge: Create your own visual communication piece using these fundamentals

2. Identify basic shapes and forms in a visual object:

Find or take an image of a visual object and

- markup the basic shapes forms, and iconic feature on the image
- draw an outline around the basic shapes
- fill it with solid color

Bonus challenge: Draw your own visual object using the same method of drawing

3. Prepare to collaborate with a designer:

Imagine the perfect visual communication product that you would like to collaborate on with a designer and

- create a design brief
- optimize your content for design
- define your feedback loop

Bonus challenge: Find a designer to collaborate with and create the visual product together with the designer