



VISUAL

Design

&

MARKETING

Course Contents

- Advertising and Communication Process
- The Advertising Agency
- Components of Great Advertising and Creative Process
- Designing Print Advertising
- The Consumer and consumer behavior theories.
- The Psychological Impact in Print Advertising; use of color and visual
- Factors Influencing Demand, Psychological, Sociological and Economic Factors
- Format for Print Advertising
- Print Production Process and Technology
- Advertising for Special Purpose
- Creating a Visual Package

Suggested Readings

1. Advertisement and Marketing communications: An Integrated Marketing Solution. (2015). Retrieved from Tutorials Point: www.tutorialspoint.com
2. Belch, G. E., & Belch, M. A. (2003). Advertising and Promotion: An Integrated Marketing Communications Perspective. The MacGraw-Hill.
3. Cundiff EW, Still RR, Dep. Basic Marketing
4. Starch Daniel, Principles of Advertising
5. Hepner, Harry, Modern Advertising

Assessment Criteria

- **Mid-Term- 30**
- **Final-Term- 50**
- **Sessional - 20**
 - **Assignments and Quizzes: 5 Marks**
 - **Class Attendance and Class Participation: 5 Marks**
 - **Presentation- 10**

RULES AND REGULATIONS

- All students MUST maintain an attendance of 75% in the course
- Students would not be allowed to sit in the class after ten minutes of class starting time.
- Keep your cell phones and laptops turned off during class. Be courteous to others and avoid unnecessary disruptions.
- Students are expected to participate actively in class discussions.
- Submit your assignments on time. Late submissions will not be accepted.
- All assignments must be typed (1.5 spacing; 12 point font) and proofread. Use standard formatting guidelines (choose any standard and stay consistent).
- Use emails for quick administrative communication only. For content and other course related issues, please see me after class or during office hours.
- All grades are final. Please do not expect any grace points or extra credit options. .

INTRODUCTION OF VISUAL DESIGN AND MARKETING

Visual Design Marketing

Through visual design marketing, we can easily communicate with the audience via engaging and appealing visual messages that improve customer response and interaction rates at any stage in the communication process – delivering a quick, light touch methodology that enables you and your customers to interact at a fast pace and in a way they find appealing.

Visual marketing


Visual marketing is about connecting **marketing** messages to images, whether they are photos, graphics, infographics, videos, logos, signs, and more.

Visual marketing is about making an object, rather than exclusively text, the center of your message.

Visual marketing is the strategy of using visual aids to communicate your brand's particular story, using:



**DESIGN
ELEMENTS**



GRAPHICS



BRANDING

... that can make your marketing more authoritative and memorable to your audience.

THE IMPORTANCE OF VISUAL DESIGN IN MARKETING

WHY IS IT IMPORTANT?

1



VS



It attracts busy people who wouldn't take the time to read long copy.



It helps people digest large amounts of data.

2

3



Using tags with your visual content provides an excellent opportunity to be found through organic search.

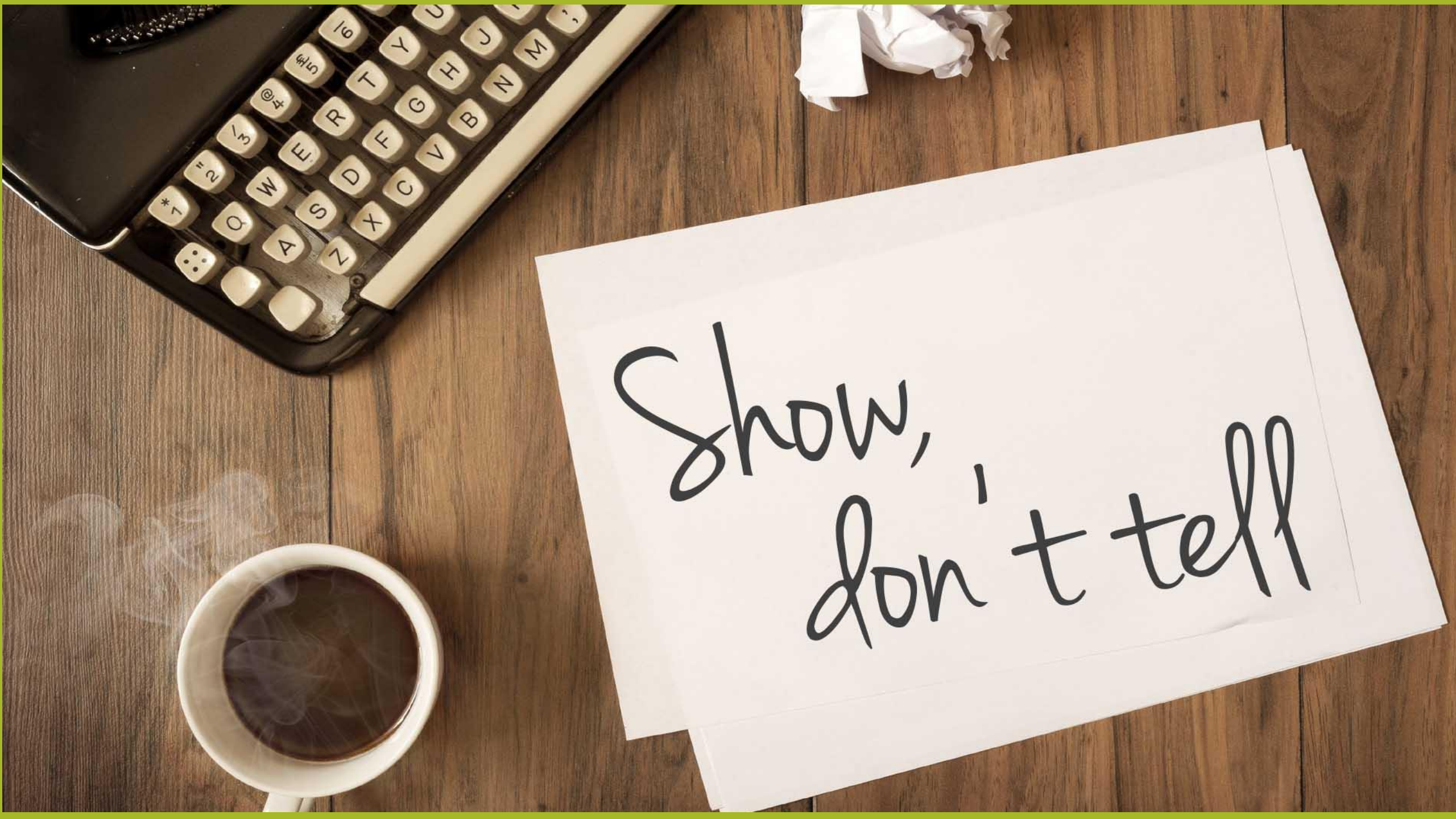


4

It gets wider range of audience through social media.

A picture is worth a thousand words, and when it comes to capturing your audience's attention, you want to take full advantage of every chance to communicate your message.

SHORT ATTENTION SPANS HAVE
MADE LENGTHY EXPLANATIONS
LESS EFFECTIVE – SO HOW DO YOU
KEEP INTEREST?

A top-down view of a wooden desk. In the upper left, a portion of a vintage typewriter with a dark body and light-colored keys is visible. In the lower left, a white ceramic cup filled with dark coffee sits on the desk. In the upper right, a small ball of crumpled white paper is scattered. The central focus is a white rectangular card with the handwritten text "Show, don't tell" in a black, cursive script.

Show,
don't tell

AN APPLE A DAY HELPS MEMORY STAY: WHY ARE VISUALS IMPORTANT?

If a message is released to the public but no one remembers it, did it really happen?

- Today, it's easy for information to get lost or ignored if it's not in a digestible format.
- Integrating visual content can boost how much your audience absorbs and remembers.

FACTS ABOUT VISUAL MARKETING

FACTS ABOUT VISUAL MARKETING



VS



High quality infographics are read **30x** more than text-only blog posts



90% of information transmitted to the brain is visual



700

youtube videos are shared
on twitter every



Publishers who use infographics
grow in traffic an average of **12%**
more than those who don't.

OUR BRAIN PROCESSES VISUALS **60,000x** FASTER THAN TEXT



90%

OF INFO TRANSMITTED
TO THE BRAIN IS VISUAL



70%

OF YOUR SENSORY RECEPTORS
ARE IN YOUR EYES



50%

OF YOUR BRAIN IS ACTIVE
IN VISUAL PROCESSING



40%

OF PEOPLE RESPOND
BETTER TO VISUALS

VISUAL COMMUNICATION

THE NEXT STEP IN MARKETING

The world now is more visual than it has ever been in human history.

As a result of the digital revolution, the way human beings process information has become more visual.

Human
attention span
has dropped to



8 sec



93%
of all human
communication is
visual



Humans process visuals

60 000x
faster than text

81% of people
only **skim content**
they read online



People learn

40%
better when
there are
visuals



85%
of online shoppers use
product videos to make decisions



Marketing has Changed Forever

By necessity communications have become shorter and more visual. This has resulted in a fundamental change in marketing and branding.

71%

of online marketers use visuals in social media marketing

80%

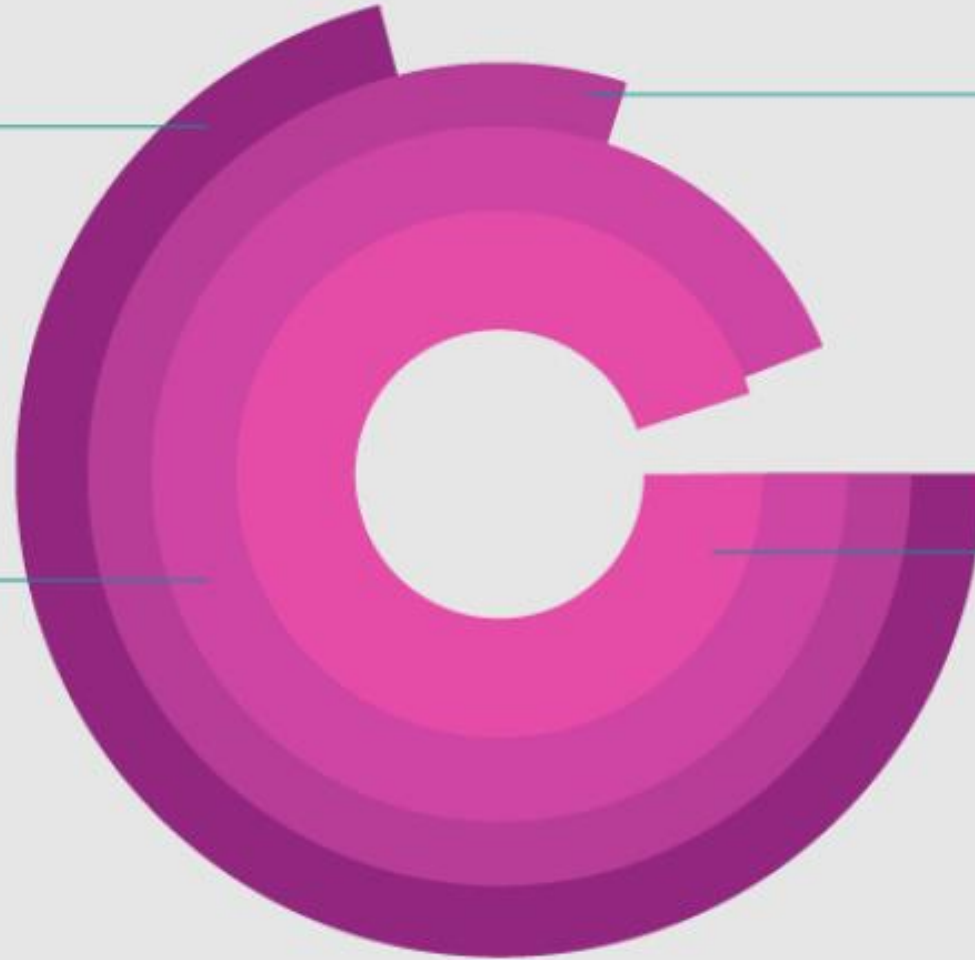
of all internet traffic will be video by 2019

94%

more views on articles with visual content

95%

of marketers use a separate visual content marketing strategy



Paying **Attention!**

20% of the text

People only read 20% of text on an average web page

94%

Articles with relevant images get 94% more views than those without. Eye-tracking studies show internet readers pay more attention to information-carrying images

82%

Colour increases attention spans by 82%



IT'S NO SURPRISE THEN THAT VISUAL COMMUNICATION HAS AFFECTED THE FUNDAMENTALS OF MARKETING OVER THE LAST DECADE.

While the attention span of human beings has dropped from 12 seconds to 8 seconds (shorter than that of a goldfish which has an attention span of 9 seconds!), communication in marketing worldwide has become shorter and more visual in nature.