

VISUALIZE IT TO MEMORIZE IT

DID YOU KNOW?



65%
of people are
visual learners

The human eye can register
36,000
visual messages every hour



Visuals are processed
60,000
times faster than text



90%
of all the information
transmitted to the
brain is visual

PEOPLE REMEMBER



80%
of what they see



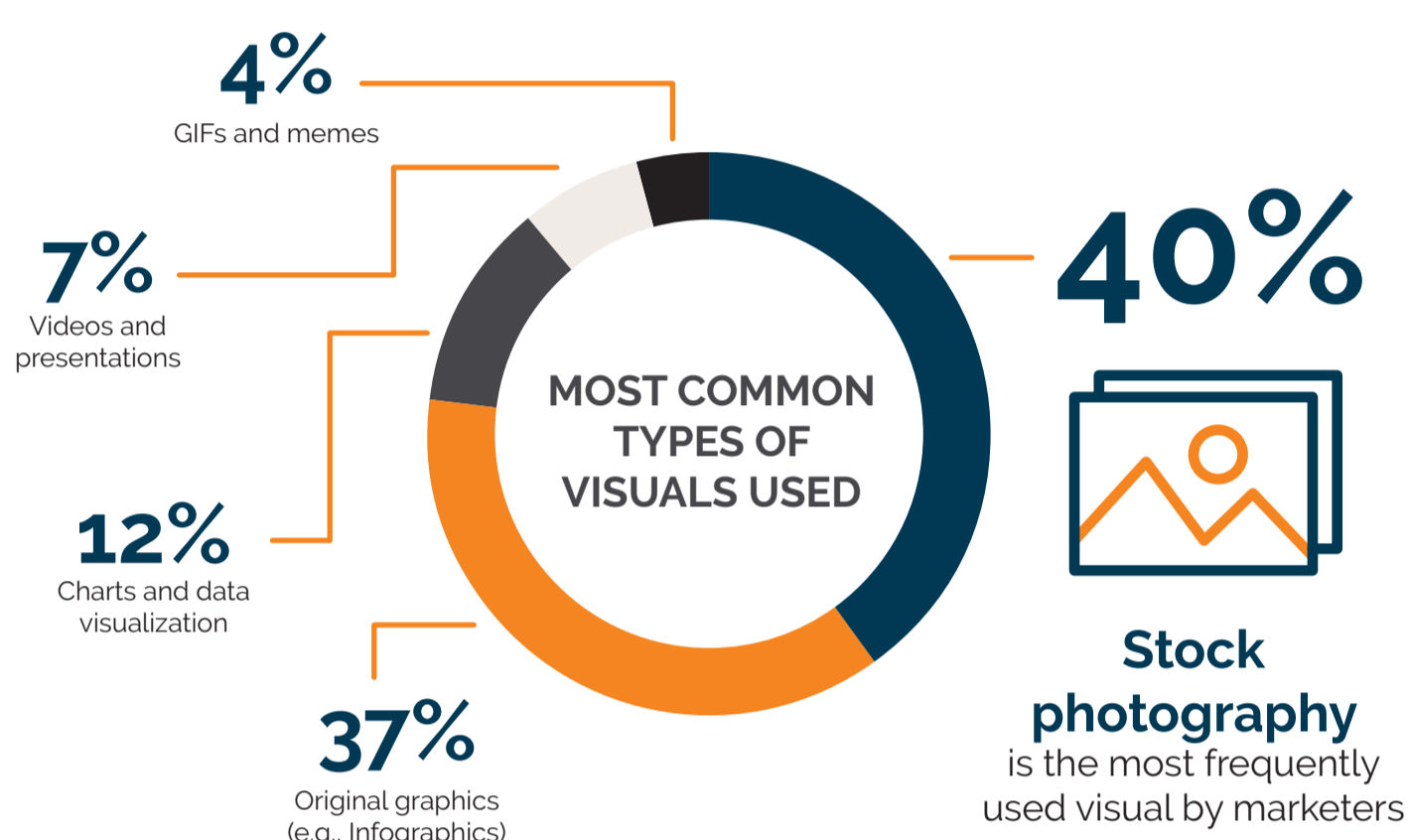
20%
of what they read



10%
of what they hear

5 VISUALS AIDS TO SUPPORT CONTENT

01 IMAGES



02 ICONS

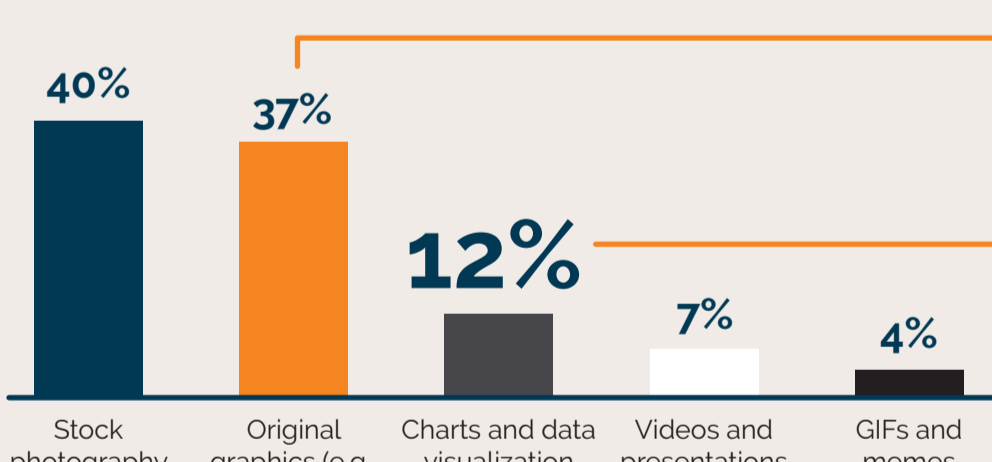
Icons should be easily and quickly identified.
Use only 1-2 colors to keep it simple.



03

DIAGRAMS, GRAPHS, TABLES AND CHARTS

MOST COMMON TYPES OF VISUALS USED



Customize your diagrams using your brand colors and fonts.

Highlight important data or numbers using colors, font size or font weights.

04 INFOGRAPHICS

Visual aids have been found to improve learning by
400%

People share infographics
3X
more than any other
visuals on social media

65%
of B2B marketers
used infographics
during 2020

05 PRESENTATIONS

More visuals, fewer words.
Use short bullet points to highlight your key points

91%

of people prefer visual
over textual content



84%

of communications
were visual in 2020

SOURCES

<https://elearningindustry.com/visual-learning-6-reasons-visuals-powerful-aspect-elearning>
http://web.archive.org/web/20001102203936/http%3A//3m.com/meetingnetwork/files/meetingguide_pres.pdf
<https://99firms.com/blog/visual-content-marketing-statistics/#gref>
<https://blog.sagipl.com/visual-social-media-content-marketing-statistics/>