

How to Make your Visuals Better

At TICL, we sincerely believe in the power of visuals and integrate this into all our work. If you want to understand why visuals are some important, take a look at our previous blog 'The Eight Skills to Visual Working', however today we are talking about some of our top tips to improve your use of visuals within your business. As we know, visuals can really help create clear understanding, but good visuals can really make a difference and transform the way you work for your team and your clients.

- Try different things

Have you ever created something and got the feeling that it just isn't quite right? Trust your gut and try something different. When creating visuals, experimentation will help you find the best option. This will help you find the format that best fits your goals and may create ideas that you might not have thought of – something you can use for later even if it isn't useful now!

- Keep on learning – practice makes perfect

Never stop considering new ideas, if you want to create something but don't know how, try and find a way to solve your problem. I guarantee you will learn something new that you can use in the future, even if you don't achieve exactly what you wanted. The more you try, learn and practice, the better your visuals will get and the more tools you will have in your toolbox – it's a win win!

- Think about your colour

Beyond making things look good, colour can be a really powerful tool. Colour can set the tone and get people in the right frame of mind, it can make your work and brand distinctly recognizable and it can also help add clarity. Take a look at your use of colour and spend some reflection time; what am I trying to achieve with this? Am I just using this haphazardly? Can I use colour to make this easier to understand?

- Ask others

Universally, we consider feedback as a gift and this is no different with visuals. Asking others for help and feedback can help identify where you have great ideas and what the holes are in your designs. Asking your team for help can enable your understanding of your design and how this design lives in the real world. This will ultimately help your clients, as it will be clear what improvements need to be made as well as what works well.

- Know your where and why

Placement is everything. Whenever you are implementing visuals into you work, it is important to consider where you are using them and why. There is no point adding visuals if it is too complex to capture and needs extensive wording. Equally, why present something in wording that would be far easier to capture through visuals? Understanding why you are presenting your content and what you aim to achieve from it will help you make these decisions.

Visuals are a fantastic tool to integrate into your practices, however as with any other skills, extending your capabilities and improving your visual skill will only make their use a more effective! – what are you going to try?

