

VISUALS

A sign to the restroom...?



A beautiful person on the cover of a popular magazine...?



A bio-hazard sign...?



A skull and cross-bones...?



Visually-based structures use colors, lines, type, images, motion, objects of different size and shape to catch your attention and hold it. In addition, visually-based structures use other qualities which are aesthetic and/or practical to help us to learn things, to understand things, to interpret things, to caution us, and, even to even inspire us.

Visuals are indispensable. Honestly, think of the last time you used a map to find someone's home. Think of the last time you referred to a chart to inform yourself of how something worked. Think of the last time you used a diagram to understand how something worked (e.g. a computer, a car, a cellular phone).

Finally, visuals are rhetorical and informative. Visuals can add valuable information to your paper, and they can even persuade an audience with very little effort.

Consider how various images and charts persuade us on a regular basis. Additionally, consider how various images and charts use appeals to create emotion, a sense of integrity, or even a sense of dread.