

# **Benefits of USING IMAGES**

## **1. Presentation Of Ideas**

Images and icons can replace words and can help present an idea. Participants can easily see how ideas are connected and how information is grouped and organised. New concepts are more thoroughly and easily understood when they are demonstrated visually.



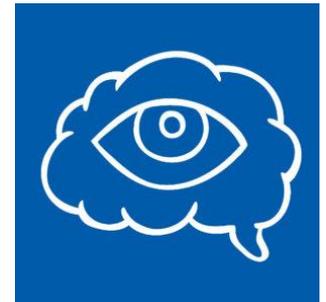
## **2. Communication of Complex Information**

Visuals help communicate and capture complex information in a way that is accessible to an audience. This accessibility leads to faster processing of complex information in a time efficient manner.



## **3. Optimisation of Visual Learners**

People learn in different ways and as it turns out a great many of us are visual learners. So, part of your audience will need to hear it, some will need to read it and others will need to see it in some visual form. Visual thinkers make up about 65% of the population!



## **4. Faster Brain Processing**

The human brain processes visual data 60,000 times faster than words. Humans are hard-wired to absorb and understand images quicker than text or audio information.



## **5. Removal Of Educational and Cultural Barriers**

Australia's functional literacy is quite low with the ABS indicating that 47% of Australian adults have trouble with literacy. Images allow people who do not have strong literacy skills to be taught without being patronized. Cultural barriers can also be overcome using universal images.



## **6. Beneficial To Indigenous Cultures**

People from Aboriginal and Torres Strait Islander communities and indeed, any indigenous culture, are aware of visual storytelling, which has very ancient roots.



## **7. Higher Rates Of Information Retention**

Pairing text with images and colour helps people remember your content. Images engage both the visual and verbal channels of the brain, thereby making stronger connections. As a result, there are higher rates of information retention and



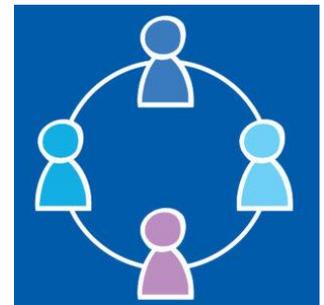
## **8. More Audience Engagement**

Images help drive reflection, engagement, memory and allows content to live on after the conversation has taken place.



## **9. Visual Evidence Of Group Conversation**

Images enable people to gain greater understanding and insight of conversations. There is great power in literally seeing what the group has said!



## **10. Promotion of Creative Thinking**

Representing concepts visually can help the 'penny drop' and spark more creative thinking in your group. Dry topics become rich, difficult spaces become fluid.



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