

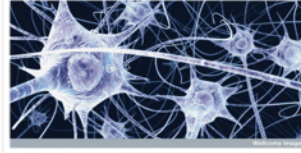
Transmission is restricted



Very difficult to imagine what this is like to not know what you know



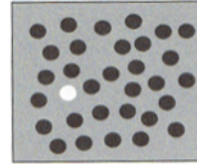
We forget that our audience doesn't have the same **ingrained knowledge**



Home: 404-273-4874  
Cell: 374-786-9981

1. Get critiqued
2. Use explicit tests
3. Test after time

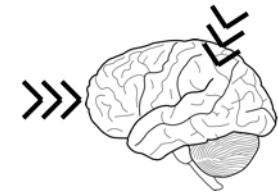
Powerful:  
50% of brain



Engaging



Plays well with language



Engage the visual system



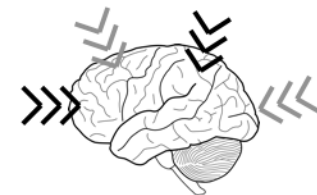
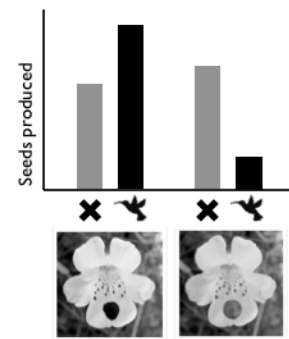
Information Foraging



*nounproject.com*  
*google 'X silhouette'*



Sales



Don't overwhelm, Guide



Visual = Memory power