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

Engage the visual system
Plays well with language

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

Visual = Memory power

nounsproject.com
google ‘X silhouette’

Powerful:
50% of brain

Don’t overwhelm, Guide

Sales
Company A
Company B
Company C
Company D

Seeds produced

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