

April 2017

# The Power of Graphic Design: Why Great Communication Design Matters

By Kimberlie England & Shelby St. Clair

It's common to hear organizations dismiss the design elements of a communication as "fluffy" or "inconsequential". Some don't want to spend time or money on design. Others – including presenters – simply fail to see how design influences the audience. Yet, we are living in a culture that is profoundly influenced by visual stimuli. As communicators, we want to maximize this mental environment to deliver our message. To build the case for dedicating resources to graphic design, use these top reasons why graphic design makes a difference.

