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overwhelmingly points  
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message and help  
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numerical information.

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text or images. Recent research in the field has focused on web design and graphically-oriented usability..

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trends, and  
trajectories, 143-54,  
2015. 17: 2015: Urban  
Screens: the beginning  
of a universal visual  
culture.

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Visual communication  
is one of the most  
effective ways of

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sending information.

The main reason lies in the cognitive function of the human brain.

Nowadays, images and graphics have flooded the advertising field because of the effectiveness of visual communication. The mind remembers images faster than words or texts.

**Why Visual  
Communication Is  
Important | ezTalks**

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Journalists, and  
Filmmakers (2018)  
Digital Innovations for  
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