APPEAL

Visually engaging content is more attractive. Well-designed information piques interest before information is actually processed.

According to a University of Saskatchewan study, participants who viewed a visually embellished chart found it more attractive and more memorable than a plain chart.

VIEWER ATTENTION SPAN

Black-and-white images
2/3 second

Color images
2+ seconds

COMPREHENSION

Our brains are pre-wired to automatically interpret relationships between objects, allowing for almost instant comprehension with minimal effort.

Notice how quickly your eye finds variations in these attributes.