Application Questions

1. Why is storytelling an important part of communication?
2. Describe a piece of visual communication that really grabbed your attention. What made it stand out?
3. What’s one specific way that visual communication has helped or could help you communicate clearly as a product manager?

Actions to Take

What to Do Now

- When you’re communicating visually, use primarily images to tell the story, rather than adding images to enhance large paragraphs of text.
- In any visual content you create, choose just a few colors.

What to Do Soon

- Next time you create a presentation, webpage, or other visual content, choose fonts that suggest the emotions you want to convey.
- Create custom content that fits together. Consider finding a designer to design quality content for you.