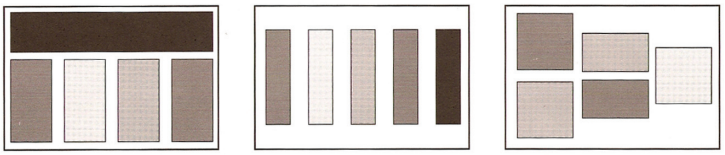
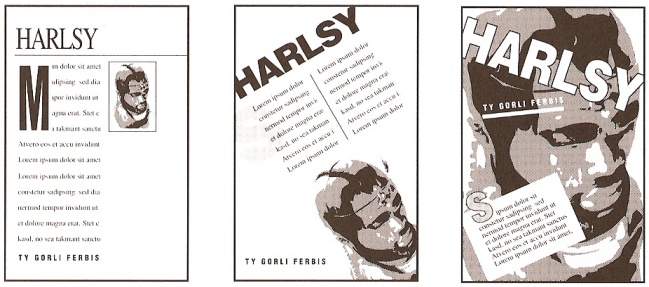
strategies for organizing visual and verbal language:

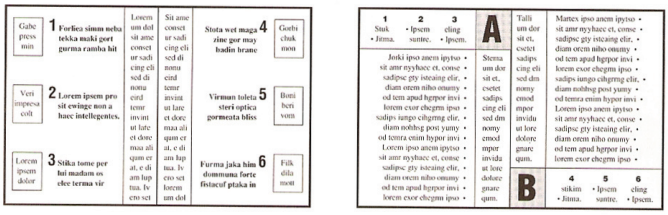


arrangement the organization of visual or verbal elements across an entire document. Arrangement creates structure, gives reader's access to information, and gives a document balance and proportion.

emphasis the strategy of calling a reader's attention to selected elements; emphasis creates hierarchy amoung information.

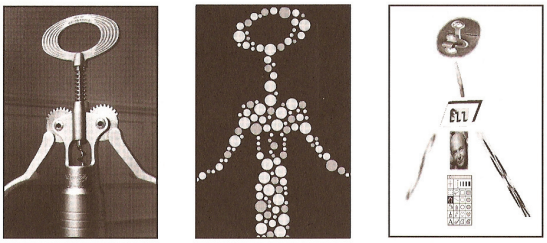


clarity the degree to which language enables readers to understand the message. Too much visual or verbal "noise" can impair the message.



conciseness the appropriate amount of language, visual and/or verbal, for a given rhetorical situation. You can test for conciseness by asking whether a visual element does enough rhetorical work to justify itself.

tone the voice of visual language that reveals the designer's attitude toward the audience and subject. Visual tone, like verbal tone, can express a range of voices: casual or serious, informal or formal, threatening or nonthreatening, empathetic or authoritative, etc.



ethos the degree of credibility that visual language achieves in a given rhetorical situation. Language can also project the ethos (or character) of an organization– e.g., progressive, traditional, casual, customer-oriented, etc.

Definitions from *Designing Visual Language* by Kostelnick & Roberts
Visuals from *Graphic Design Cookbook* by Koren & Meckler