The visual revolution
The Three Principles of Visual Communication
I. People are visual first, verbal second
2. People’s decisions and actions are based more on emotional reactions than rational thought.
Decisions are made in the brain’s emotional region
3. Visuals are the most effective communications vehicles for evoking emotion and getting people to act.
Make them feel, not think
Who says saving energy isn’t sexy?
“Living modestly but were able to afford solar panels.” -- Megan (Ohio)

“Energy responsibility at a local level. Hometown smart.” -- Gail (Missouri, R)

“Feasible for a regular family.” – Ahley (Wisc., R)
Authentic photos hold your attention
People and emotion
Attention-grabbing photos
Provoke a question
Real people, real stories
“I can imagine how hard keeping house would be with that coal dust settling on everything. I wonder how healthy it could be also. Most people can't afford to move.”

– Martha (Indiana, R)
Make people laugh

Hey Girl,

Want me to caulk your windows?
What works for energy efficiency?
Thank you!

Find us at visualstorylab.org and www.resource-media.org/energyefficiency

For questions or comments
please email debbie@resource-media.org

or vizcom@resource-media.org