

Visualizing the Complex: A Guide to Communicating Specialized Knowledge

Visual features act as a 'communicative ensemble' to recontextualize specialized knowledge, bridging the gap for general audiences by reframing, simplifying, and boosting engagement.

Powerful Imagery & Media



Use "Narrative" Images to Frame Your Story

Start with images of people in action, not abstract concepts, to create context.

Demonstrate Complex Processes with Video

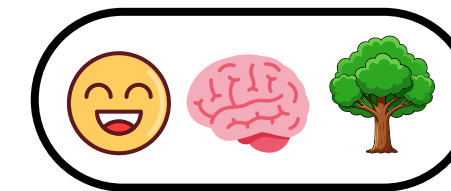
Use videos and infographics to provide "hands-on" demonstrations that enhance comprehension.



Ensure Visuals and Text Tell a Unified Story

Your captions and visuals must reinforce the exact same message to avoid confusion.

Strategic Layout & Design



Use Emojis to Clarify and Connect

Use conceptual emojis for terms (🌳) and attitudinal ones for emotion (😊).



"Chunk" Information for Easy Digestion

Use headings, bullet points, and spatial arrangements to break down dense data.



Use Hyperlinks as Structural Markers

Visually signal transitions between different text sections, like an intro and analysis.