Our brains are hardwired to quickly process visuals. The brain processes visual cues in 250 milliseconds, 60,000X faster than text. 1

40 percent of all nerve fibers connected to the visual areas of the brain are linked to the processing of visual information that comes to the brain. 90% of all information processed is visual. 1

Visuals are processed 400% faster than text. 1

Visuals are linked to the recall of information from memory better than just text alone. 4

40 percent of people will respond better to visuals than alone. 3

Using visual media improves learning. People following directions with visuals do 323% better than those with only text. 5

Rich media drives engagement, and many of us prefer it. Publishers who use infographics grow traffic an average of 12% more than those who don’t. 3

Just one month after the introduction of Facebook’s timeline for brands, visual content — photos and videos — saw a 65% increase in engagement. 3

How you communicate matters. Are you helping your learners?

Contact Allen Comm to get started