Using Visual Communication to Deliver a Global Message

Student’s Name

Institution

Date

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The purpose of visual communication is to illustrate some of the techniques which the company can use to deliver message to different audiences. The media is designed for both United States’ and Bangladesh’s audiences. The focus of the campaign medias are to inform various groups of various activities, which will be conducted by the organization in the coming days. Therefore, communication media illustrated are flyers, social media page, logos, images and scripts and one page for the communication team.

FLYERS: American Audience

**CARE A LIVE ORGANIZATION**

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**We must find a solution to protect the future generation in our society. Let us come all.**

**CARE A LIVE ORGANIZATION**

LET US COME TOGETHER TO BUILD HOMES FOR THE HOMELESS!



Child trafficking hurts the future of Bangladesh let us join hands to put a stop

Date: July 8, 2019, 11.00 am

Venue: Kamnish Social Hall

**July 12, 2019: Starting from 10.00 am**

**Fairfax Square, Annandale City**

Millions of Americans survive without homes and therefore, we lose many people daily due chronic related diseases.

The event gives everyone an opportunity to contribute to social development of our country to give homes to the homeless.

**Analysis**

The two flyers for the United States’ audiences and Bangladesh are designed different. The designed is based on the message each flyer is passing to the audience. The blue color is used for both flyers to reflect the need and the concern which is being addressed by the organization. Care A Live organization is nonprofit organization and its brand color is blue and therefore, the use of blue color is meant to indicates the image of the organization and its role in the society. The images used in the flyer relate to the course being championed or the theme of the event. For example, the flyer inviting people to attend the homeless function, the image of the homeless are used to attract emotions to attract many people. The flyers are also having properly indicated dates and the venue of the events. The time each event will start is also properly indicated and therefore, the participants can easily follow and attend the event without any problem.

 The two images affect the audiences by creating emotions. The note “Children Not for Sale” is specifically used to show that children are being sold and therefore, it is time to stop the act. In both flyers, the images indicate that the child trafficking and homeless issues are common in the society and the effects have been rampant to the general population (Kreg, 2015). The colors used in the background are also very specific, a dull color which show a sober mood of the unfortunate events in the society. In child trafficking image, a black color is used to show that there is no future for children who are being traded.

**Part B: Images**

1. Bangladesh Audience: Caged child 2. United States’ Audience: Homeless mother and her children





**Analysis**

The two images used for the both United States and Bangladesh audiences are very different and unique. The first image is of a caged child. The image depicts the menace of child trafficking in Bangladesh. The image appears in a cage to raise emotions of the viewers in order to get many participants. It conveys the message that child trafficking hurts children and therefore, the participation of the majority of people is needed to put an end to the practice. With image of a child in a cage many people are likely to see the sense of working together to eliminate the child trafficking menace in the country. The image does not have any line, but the color on the background is dull to portray a sober mood. However, the second image, which targets the United States’ audience, is a bright image with several pictures. The bright colors are used to attract the attention of the targeted audience.

The images also affect the targeted audiences by creating emotions. When the viewers see child trafficking and homeless images, the emotions are likely to be raised and most people would sympathize and therefore, the event is likely to attract many people. According to Landa (2015), the use of color and images are specifically done in many cases, to attract the attention of the audience. It is also meant to send a clear message to convince the audience of the importance of the occasion. In this case, the images of children are used for both audiences to highlight the main issues, which should be addressed. The chain and padlock is also used in the image targeting Bangladesh to indicate how child trafficking lock the future and frustrate child. All these are used to create understanding and raise emotions of the audience so that people can take the issues, which affect the society very serious.

**Logos Script and Paper**

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The two logos are of different images and colors. The mixture of colors in both logos indicate diversity, the organization intends to convey to the audience. The faces indicated in both images are also of mixed race, and therefore, it shows that the society is very diverse and therefore, campaign for diversity as well. It is therefore, means that child trafficking and homeless which is common in the society does not have boundary and therefore, people should work together to eliminate the threat. The size of the logo is small and the color is blue and no lines are used in the color. The blue color is the brand color of the organization and therefore, it indicates the work, which is being done by the organization.

The logos affect the target audience by creating emotions through highlighting the issues, which affect the society. The use of green and blue color in both images is meant to attract the attention of the audience and also to indicate the corporate identity. The logos will attract the attention of the viewers through the images used. Though some designers contemplate that images are not required on the logo, the use of images in this case, is likely to highlight the issues, which are being addressed and therefore, it would be easier for the audience to understand the course.

**Social media**

The social media page is designed to communicate to both the United States and Bangladesh audience. In both cases, the images are used to send a clear message on what is being done by the organization and the effect of the child trafficking and homeless menace in the society. The two posts have images of a child in cage and a homeless child on the street with her children. This directly affects the audience by raising emotion. First, placing the images of children is likely to raise a lot of concerns to the audience. The colors used are also black, green and blue. The black color indicates a dull or bleak future while green and blue colors are the corporate identity colors for the organization. The different of the two images would be recognized by audience from the images used to illustrate the points. In both cases, the images are from child trafficking and homeless and therefore, it will attract the attention of the audience.

It is also important to point that the viewers would be able to different the two social media messages or pages based on the messages posted. In both cases, the flyers and scripts would be used to illustrate the events. And therefore, it would be easier for the participants to identify whether the message is for child trafficking or the homeless based on the post and the images used throughout the social media. In order to gain more attention, the social media would be updated more often with different images related to the events to make sure that it is understood by the audience (Kreg, 2015). However, one of the organizations which has elaborate social media page is Foundation Center and Care giver Africa. And therefore, the images and constant update are the best strategies which would be used to ensure that the message is conveyed to the audience appropriately.

In conclusion, in both images used in flyers, social media and in logo, the purpose is to create emotions so that people or the audience can understand the concerns which are being brought forward. It is also to inform the public of the threats of child trafficking to the society and also the need to help the homeless in the society. However, the usage of different colors is indicates the need and the repercussions of some of the incidences. For example, the use of black and dull colors is to show that the practice hurt the future and therefore, immediate action is needed to address the concerns of many people in the society. It is therefore, important to state that use of color, image and lines are essential for communicate certain information to the audience.

# Bibliography

Kreg, P. (2015). Communucation Design and Art. *Journal of media and Communbication*, 2-35.

Landa, R. (2015). *Graphic Design Solutions.* New York: Pearson.