



# VISUAL THINKING STRATEGY

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## WEBINAR FACILITATORS



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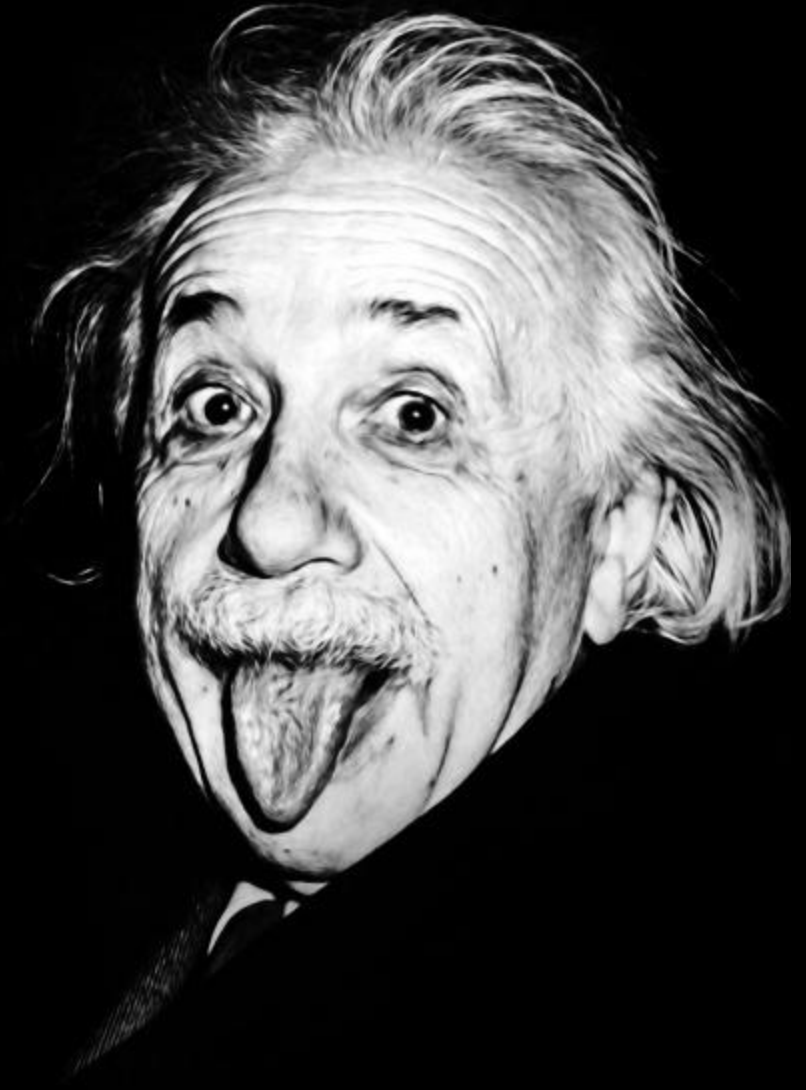


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*“You don’t really understand something unless you can explain it to your grandmother”*

*“If I can’t picture it, I can’t understand it.”*

**Albert Einstein**

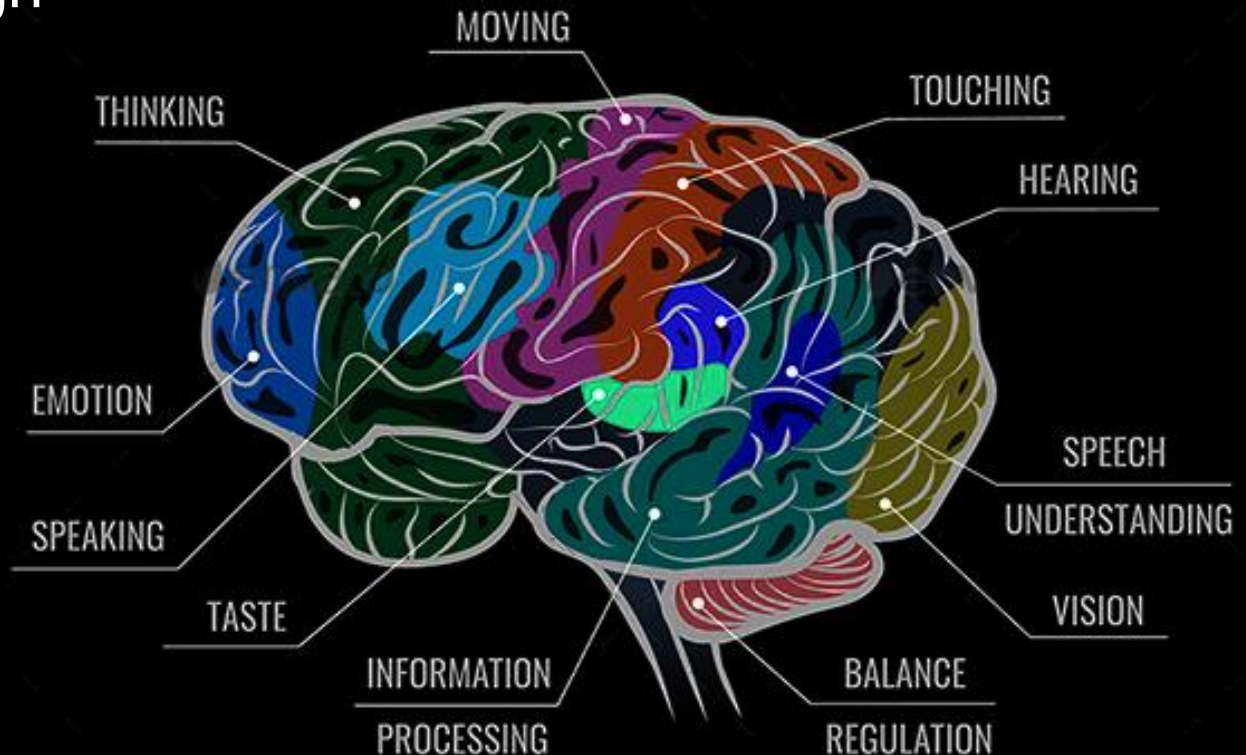


When planning and delivering your thoughts,  
feelings, concepts and ideas you face the  
challenge to...



# Our brains process information in three ways:

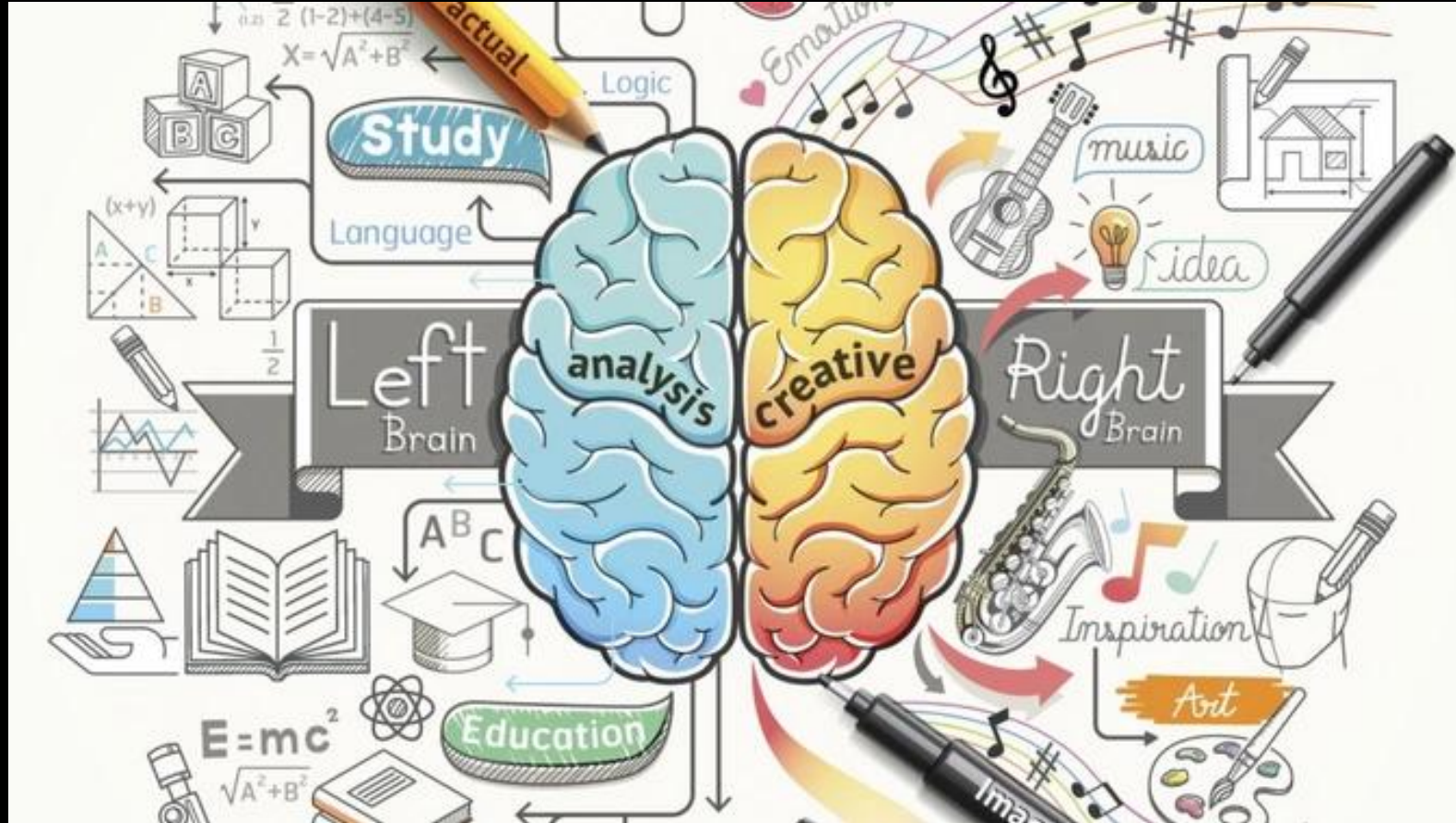
- through what we hear (**auditory**) through words, sounds and melody
- kinesthetic (through **activity**) through feeling, touch, weight and 'gut' feeling/intuition, experiences
- through what we see (**visual/spatial**) with our eyes or in our minds.





**Left-side dominant people** are adept at tasks that involves, logic and analytical thinking.

**Right-brain dominance people** are expressive and do creative tasks well.

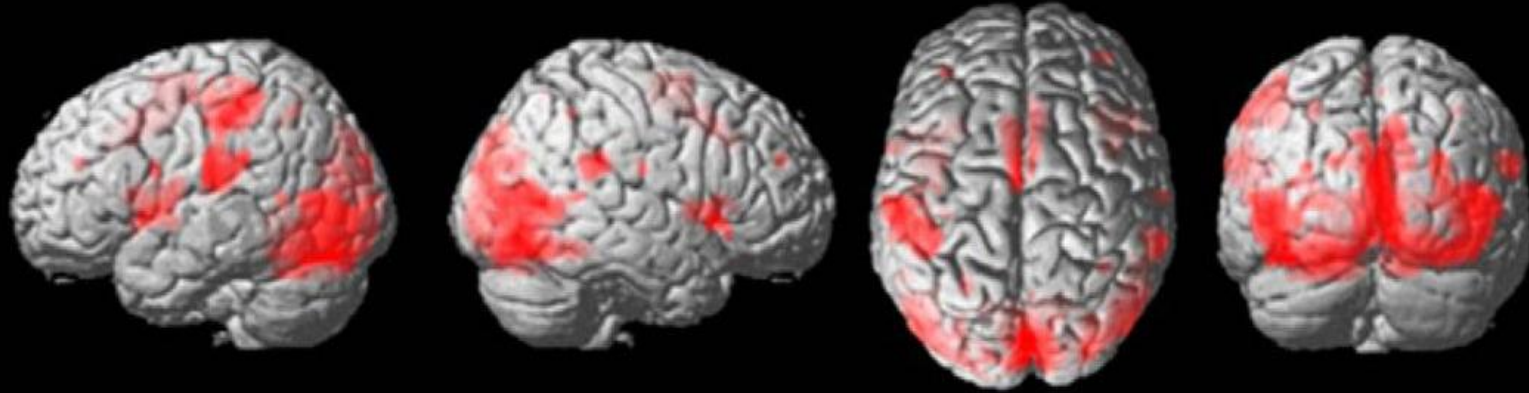


Writing, Logic, Critical thinking, Numbers, Reasoning.

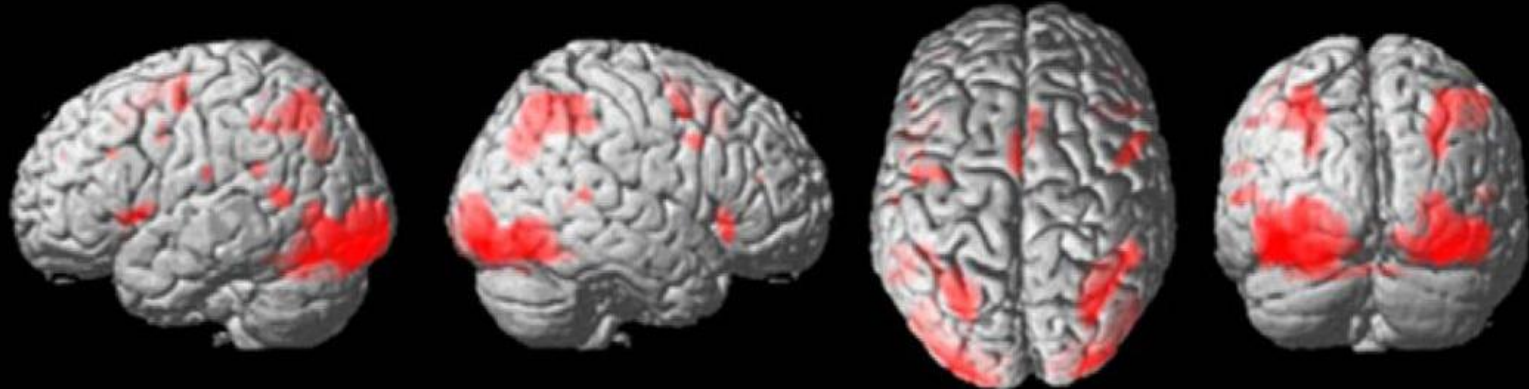
Drawing, Good memory, Loves working using colours, Makes a place artistically appealing, Creates music, Appreciates art, Very innovative.

## Brain activation during mental processes

Visual



Verbal





The human brain thinks better with images.

The first form of communication was done through images.



# VISUAL THINKING

Visual Thinking term has its origin in 1969, with the publication of the book “Visual Thinking” written by . He was a psychologist and physicist from Germany and professor of Psychology of the Art at the University of Harvard. According to Rudolf Arnheim art is our most natural way of understanding the world.



WHAT IS?





# VISUAL THINKING

It is common in approximately 60–65% of the general population:

- less than 30% of the population strongly uses visual thinking
- 45% uses both visual thinking and thinking in the form of words
- 25% thinks exclusively in words

*Source: Research by theorist Linda Kreger Silverman*



VISUAL THINKERS



# VISUAL THINKING

**Visual thinking** is a mental process that uses visual processing capabilities of the mind.

Are you a visual thinker?



VISUAL THINKERS



# VISUAL THINKING

*“is exclusive to graphic designers, artists, painters, musicians”*

*Some examples to destroy this stereotype...*



COMMON STEREOTYPE





# VISUAL THINKING

**Visual perception:** is the brain's ability to receive, interpret, and act upon visual stimuli.



Source: <https://simplicable.com/new/visual-thinking>



EXAMPLE OF VISUAL THINKING

# VISUAL THINKING

**Situational awareness:** is the perception of environmental elements and events with respect to time or space, the comprehension of their meaning, and the projection of their future status.



EXAMPLE OF VISUAL THINKING

# VISUAL THINKING

**Visual memory:** refers to any kind of memory formed by information that enters your mind through a visual system.

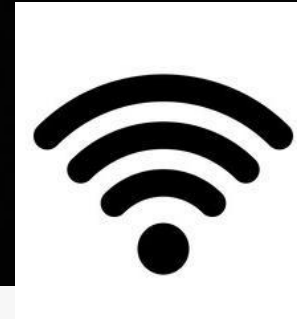
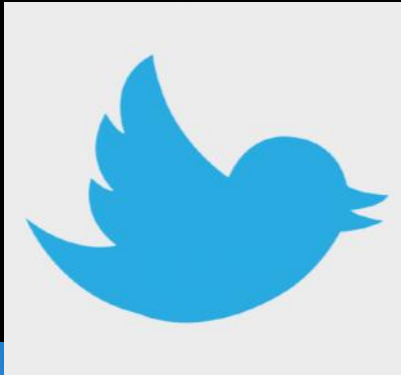


EXAMPLE OF VISUAL THINKING



# VISUAL THINKING

**Recognition:** visual recognition or the ability to recognize items in the visual environment. Icons, logos, interface design



# VISUAL THINKING

**Visualization:** ability to create mental images (e.g. while reading, hearing a story).



EXAMPLE OF VISUAL THINKING

# VISUAL THINKING

**Dreaming:** Dreams are highly **visual**, in full color, rich in shapes, full of movement . *Who dreams in words?*



EXAMPLE OF VISUAL THINKING



# VISUAL THINKING

**Visual learning/visual communication:** Understand and communicate information using visual processing. Use of visual thinking to communicate, convey, convince.

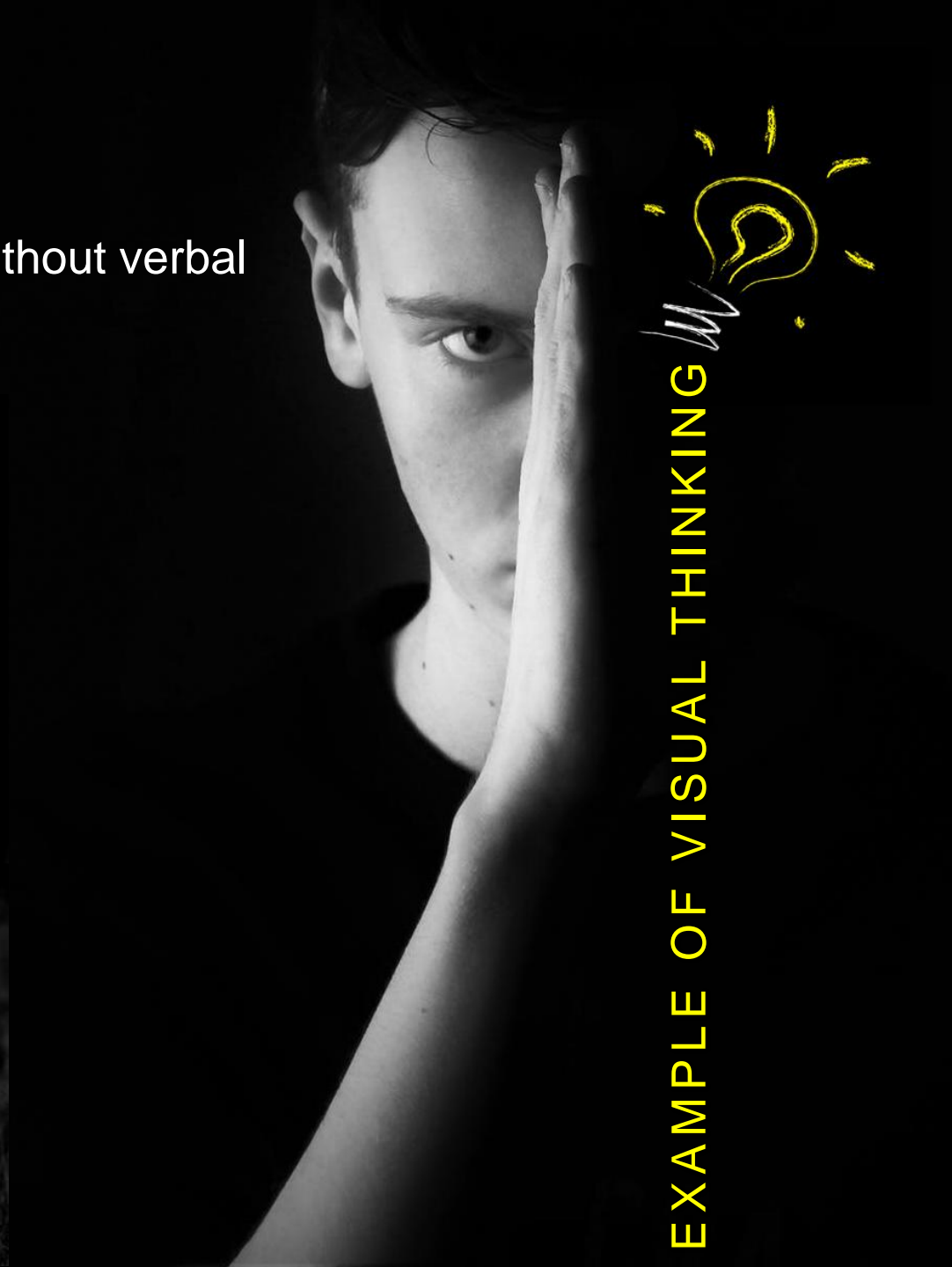


EXAMPLE OF VISUAL THINKING



# VISUAL THINKING

**Spatial memory:** ability to remember spatial information without verbal information (e.g. the street from home to office)



EXAMPLE OF VISUAL THINKING

# VISUAL THINKING

**Abstraction:** the ability to use metaphoric abstraction to communicate



Source: <https://simplicable.com/new/visual-thinking>





# VISUAL THINKING

**Simulation:** the ability to imagine fictive scenarios in your head.



Source: <https://simplicable.com/new/visual-thinking>



EXAMPLE OF VISUAL THINKING

# VISUAL THINKING

So....are you a visual thinker?



VISUAL THINKERS



# VISUAL THINKING

## How to use visual thinking?

- Visual thinking help us see, explore, comprehend, share and explain new ideas and information
- Visual thinking help us to convey complex ideas in a more simple manner by using tools to make those things more clear



VISUAL THINKERS



# VISUAL THINKING





# VISUAL THINKING



organize, prioritize

plan, strategize

learn

design, refine, iterate

brainstorm, envision

collaborate, co-create

problem solving, simplify complexity

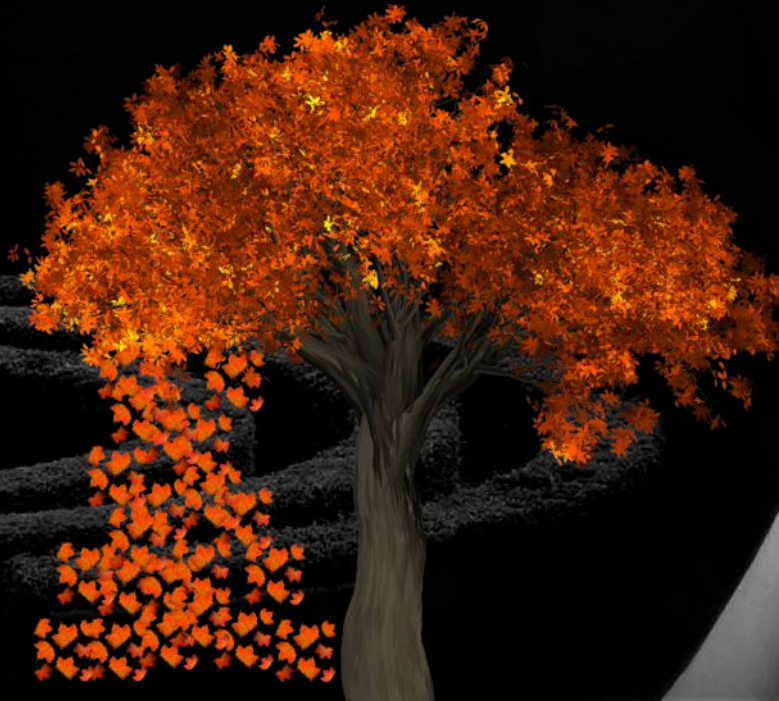
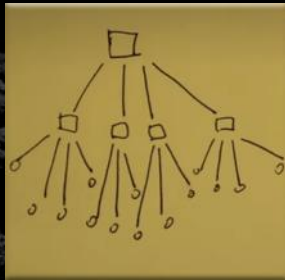
speak, communicate

facilitate, coach, teach

# VISUAL THINKING

- Analyzing thoughts, feelings, concepts, ideas, words
- Making a selection of the most relevant information
- Using visual metaphors to simplify and explain concepts

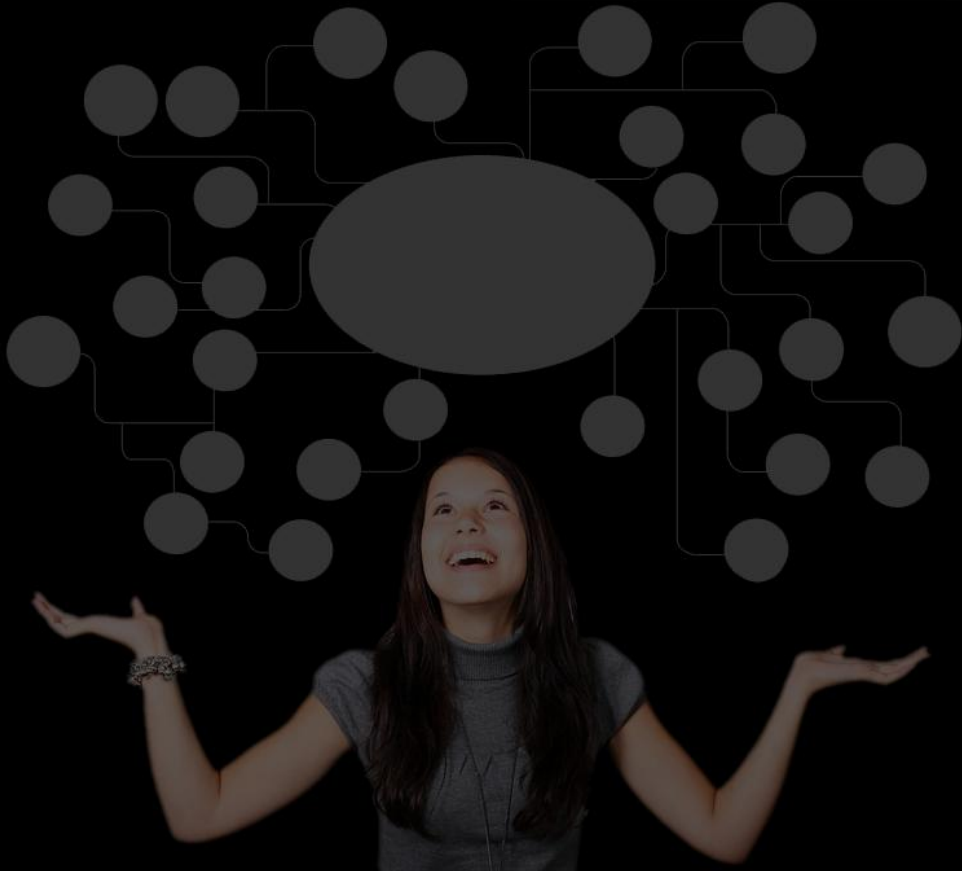
**BIG DATA**



SIMPLIFY COMPLEXITY

# VISUAL THINKING

- Structure information in a meaningful way
- Organize logically your ideas and projects
- Help identifying SWOT



STRUCTURE YOUR IDEAS



# VISUAL THINKING

- Find the most important information
- Supports organisation and prioritization
- Help in taking decisions (e.g. pros and cons list)
- Reduces overwhelming



PLAN, STRATEGIZE



# VISUAL THINKING

- Visual diagrams, graphic organizers and concept maps help deeper understanding of complex concepts
- Visual information is processed more quickly than text
- Visual explanations improves retention of information and consolidates learning
- Multiple representations of information are better consolidated  
(when we read text alone, we remember about 10% of the information three days later. Add relevant images to the text, and we're likely to remember 65% of the information three days later - dual coding theory by Allan Paivio).



LEARN AND TEACH



# VISUAL THINKING

- Improve team's creative thinking skills (Connects people with their creative side)
- Facilitate discussions around ideas and innovation
- Facilitate discovering of alternatives thinking patterns
- Inject new ideas



COLLABORATE  
CO-CREATE





# VISUAL THINKING

- Surprise your audience, spark their imagination!
- Use visuals to activate a creative thinking process in your audience
- Create emotional connection with your audience



SPARK IMAGINATION

# VISUAL THINKING

- Brain operates in pictures and a story has the power to paint pictures
- Stories are easy to remember
- Makes your presentation more personal
- Creates emotional flow (Hook, situation, threat, challenge)
- Creates suspense (what's next?)



SPEAK COMMUNICATE  
TELL A STORY



# VISUAL THINKING

Visual communication design requires the use of visual thinking patterns. Visual communication transforms the visual thinking into visual elements

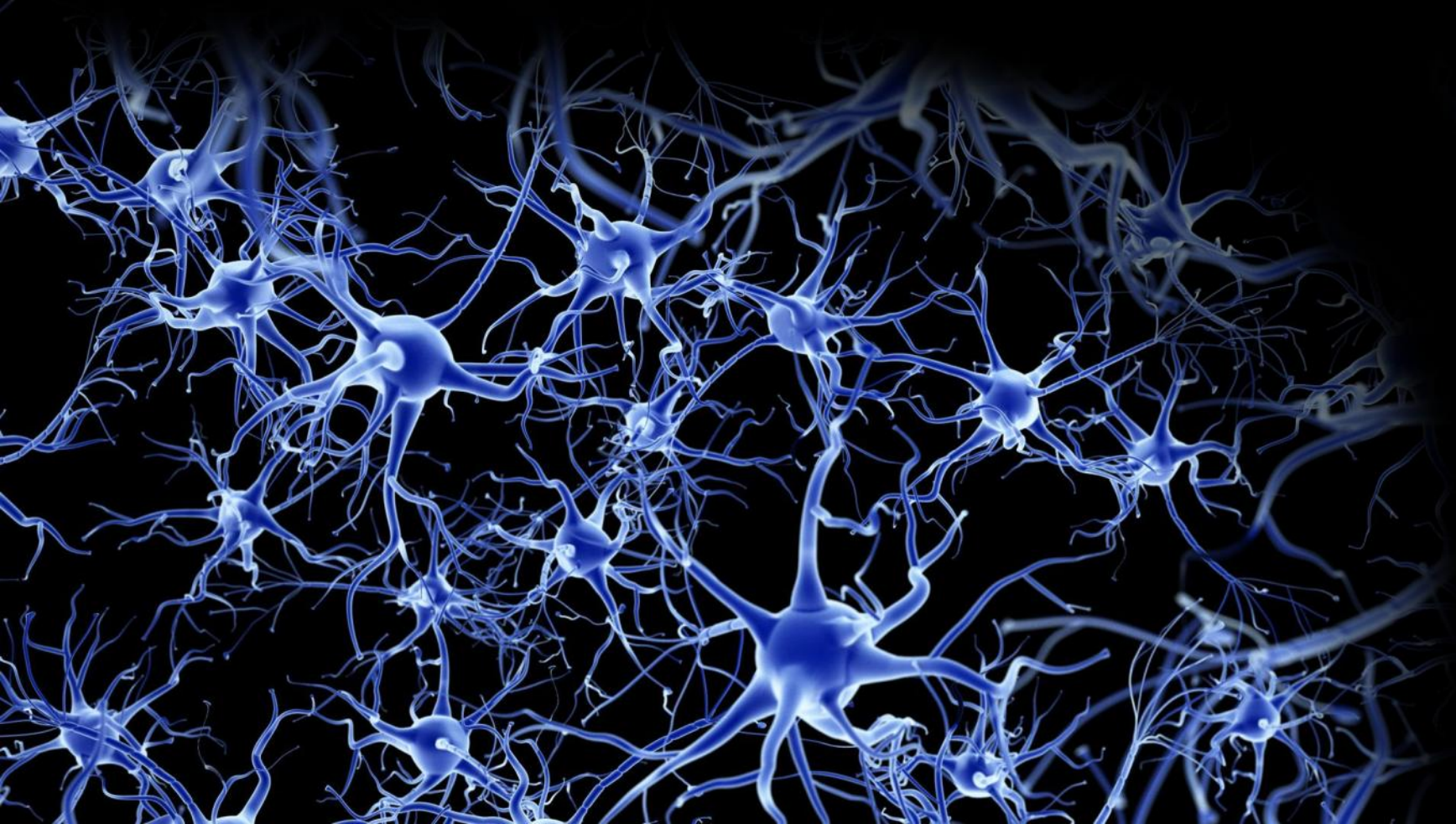


SPEAK & COMMUNICATE





# VISUAL THINKING



SUPPORTING TOOLS

# MIND MAPS





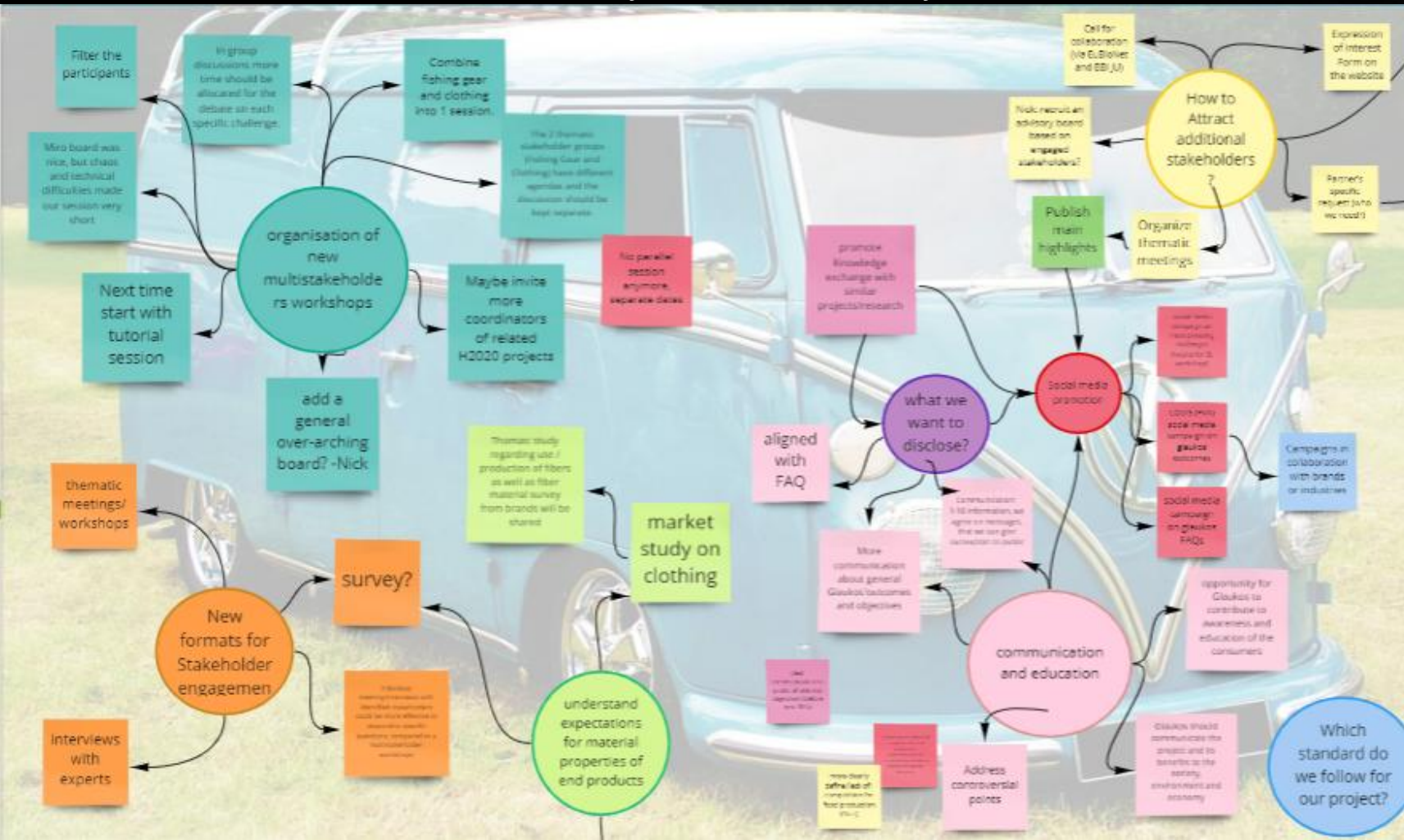
# VISUAL THINKING

## SHARED BOARDS

To elicit and structure visually team creativity and co-creation



VISUAL ATTRIBUTES



# VISUAL THINKING

## FLOW CHARTS

Another form of visual thinking, flow charts allow you to be clear about your ideas. It minimizes miscommunication as you can draw your process in detail. This step-by-step approach not only paints a detailed picture but also helps analyze problems with greater efficiency.



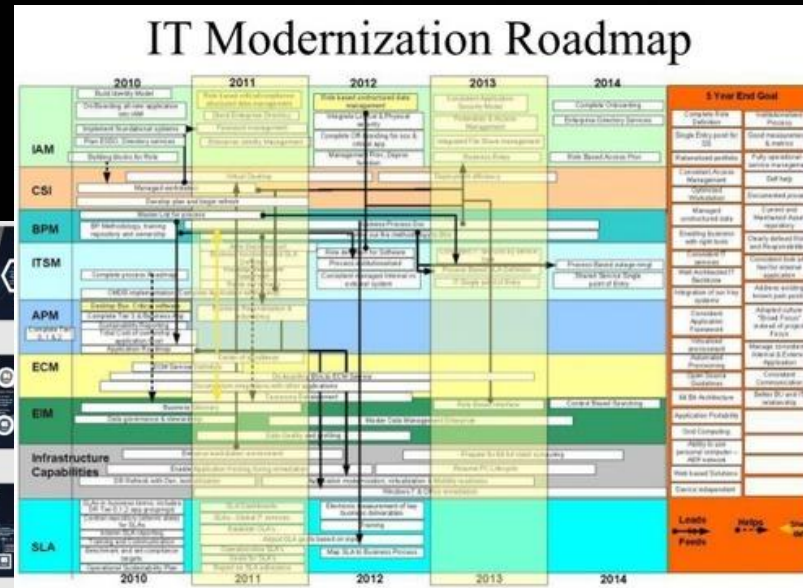
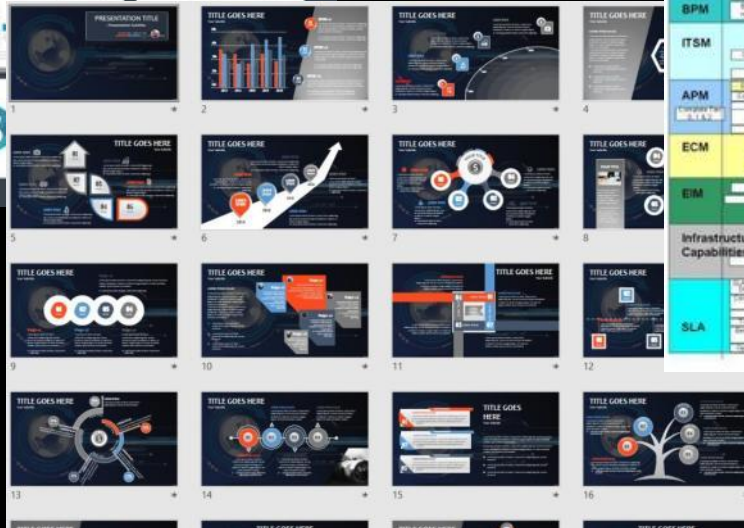
SUPPORTING TOOLS



# VISUAL THINKING

## PRESENTATION SLIDES

One of the most effective ways to present an idea (especially in business meetings with internal or external stakeholders) is by using presentation slides. It helps your audience focus on the information.



SUPPORTING TOOLS

# VISUAL THINKING

## OTHER VISUAL ELEMENTS

- Setting
- Body language



BODY LANGUAGE

# VISUAL THINKING



CANVAS



SHAPES



TEXT



LINES



ICONS



PICTURES



VISUAL ELEMENTS





# VISUAL THINKING



COLOURS



SCALE



PROXIMITY



FLOW



VISUAL ATTRIBUTES





# VISUAL THINKING

## LOGO DESIGN

How to transform company values, mission and objectives in a graphical symbol



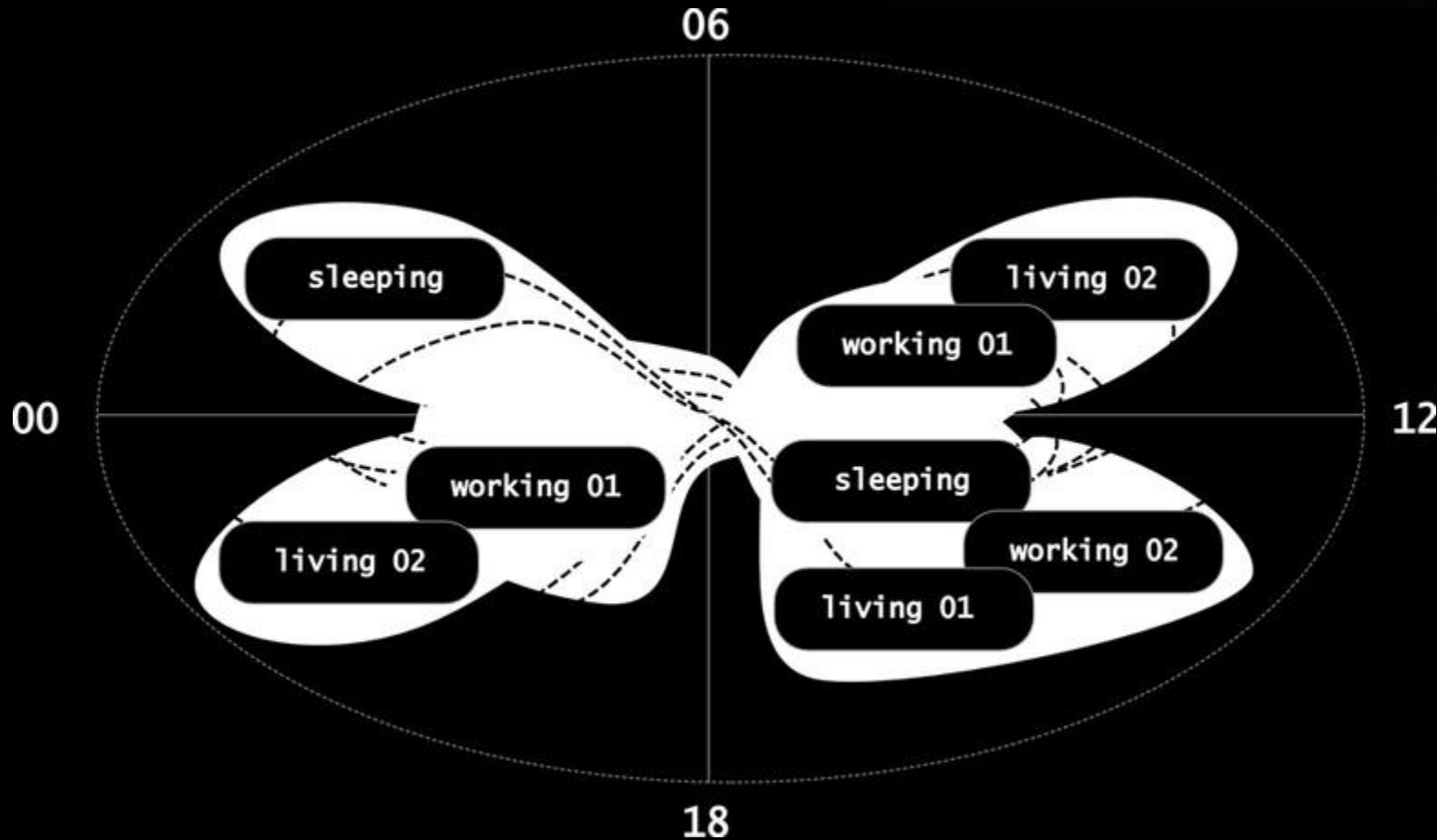
CASE STUDIES



# VISUAL THINKING

## ARCHITECTURE AND INTERIOR DESIGN

How to transform housing needs into a 24-hour cycle of sleeping, working and living, guiding the spatial organization of the building.



CASE STUDIES



# VISUAL THINKING

***“PICK A CONCEPT AND  
MAKE IT VISUAL”***



LET'S GO VISUAL

