### Everything You Always Wanted to Know About Graphical Communication...

#### Buyers
- **manager** (general, product, marketing, HR)
- **decision maker**
- **Consultants**

#### Feature
- graphic formats
- range of application
- popular software
- stylistic devices

#### Problem
- **Reason:** if you do not know whether you are coming or going

#### Solution
- conceptual design
- creation
- presentation
- animation
- versioning
- understanding
- interaction

#### Basis
- **EGC graphical Communication, Memetics**

#### Method
- business graphics
- technical drawings
- symbols
- logic
- diagrams
- flows
- networks
- interactive graphics
- photos
- graphics from data
"A picture tells you more than 1000 words". This wisdom become more and more important in a
time of exploding information overflow. Who is free to read pages of amplified reports or listen to
unctious rhetorically heady speeches? Pictures are mostly more informative concise and very easy to
remember. At least the good ones. Finally our sense is working 90% via our eyes. And our information
processing is based on pictures.

All of us make a picture at first about a certain situation. And then we comapre this picture with
stored patterns. Only after that we make our decisions or we can remember something. When we
approach a task intuitively we make a picture at first as well. Analogies and comparisons with other
pictures or imagination imaginations help a lot. And if we communicate with others we will have most
success if we are able to create a common picture. Just think about triumphal processions of desing
marks and logos.