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This chapter and chapter 6 explore situations in which text works best and in which visual elements work best when the 2 are tightly integrated. Intensive examination of substantive content; that is, how visual language shows who, what (outside appearance), what's inside, where, when, how it works or changes, how to do it, motion, which (i.e., name, label, indicate), which (i.e., definition), examples, what can't be seen, and comparisons (quantitative and qualitative).

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Continues the examination of whether and why textual and visual elements work best when the intention is navigation, organization, or influencing the reader. These rhetorical functions are examined in detail: guide the reader, focus attention, cluster elements, organize page or screen, show context, provide lightness and humor, increase impact, and manipulate and operate.

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A visual language is a type of communication that uses visual elements instead of a formal written language. Common types of visual language include graphicacy, design language, and visual vocabulary, which are considered just as important as literacy and numeracy, the abilities to read and count. Some people are visual thinkers, literally thinking in pictures, using that part of the brain that is emotional and creative to process and give meaning to information. Visual language, design language, and visual vocabulary are not just a buzzword your head of design uses to sound important; they refer to an essential concept in brand marketing. Visual language is the most effective way to leverage your brand equity, and getting the most out of your assets is what proper business management is all about. Colin Finkle. Colin Finkle is a brand marketer and designer with ten years of experience helping Fortune 500 companies tell their story at retail. You can see his work at ColinFinkle.com. In computing, a visual programming language (VPL) is any programming language that lets users create programs by manipulating program elements graphically rather than by specifying them textually. A VPL allows programming with visual expressions, spatial arrangements of text and graphic symbols, used either as elements of syntax or secondary notation. For example, many VPLs (known as dataflow or diagrammatic programming) are based on the idea of "boxes and arrows", where boxes or other screen objects