



Topic 6 Visual Design

MIB1302 English Communication Skills for International Business

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What You'll Master Today



Design Principles

Apply fundamental design principles to create professional business slides



Typography & Color

Select appropriate typography and color schemes for business presentations



Data Visualization

Create effective data visualizations that support business communication



Template Design

Design and customize presentation templates for international business contexts



Design Principles

Foundation for Professional Business Presentations

The CRAP Principles

Remember CRAP: Contrast, Repetition, Alignment, and Proximity. These four principles form the foundation of professional slide design.



Contrast

Use distinct differences in size, color, or weight to highlight key information. Dark text on light backgrounds, large headers vs. smaller body text.



Repetition

Maintain consistent fonts, colors, and spacing throughout. Use the same style for all headers, bullets, and emphasis.



Alignment

Create invisible lines by aligning text and objects. Left-align body text, center titles, align images with text blocks.



Proximity

Group related elements together. Keep titles close to their content, separate different sections with white space.

White Space and Layout

White space (negative space) is not wasted space—it's a design element that:

- Improves readability and comprehension
- Creates visual hierarchy and emphasis
- Reduces cognitive load for international audiences
- Conveys professionalism and sophistication

📄 **Rule of Thumb:** Aim for 40-60% white space on each slide. If your slide looks crowded, break the content across multiple slides.



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Edipci

LUXURY
DESIGN
Elegance

Typography

For International Business Communication

Font Selection Guidelines

Choose fonts that work across cultures and devices:

Sans Serif

Fonts: Arial, Helvetica, Calibri, Open Sans

Best Use: Headers, body text, data labels

Serif

Fonts: Georgia, Times New Roman

Best Use: Formal documents, traditional contexts

Display

Fonts: Montserrat, Roboto

Best Use: Titles only, modern presentations

Sans Serif

Modern Clarity

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Serif

Timeless Elegance

Fnis Ingediser Glaaince Elegainy

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Display

Expressive Impact

Font Size Hierarchy

Establish clear visual hierarchy with these size guidelines:



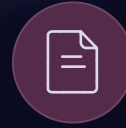
Captions/Notes

14-16 pt



Section Headers

28-32 pt



Body Text

18-24 pt (minimum 18 pt for readability)



Main Title

36-44pt (depend on the presentation app you use)

Color Theory

For Business Communication



Color Psychology in Business

Colors convey meaning and emotion. Choose colors that support your business message:



Blue

Association: Trust, stability, professionalism

Best Used For: Corporate branding, financial data



Green

Association: Growth, success, sustainability

Best Used For: Positive results, environmental topics



Red

Association: Urgency, attention, passion

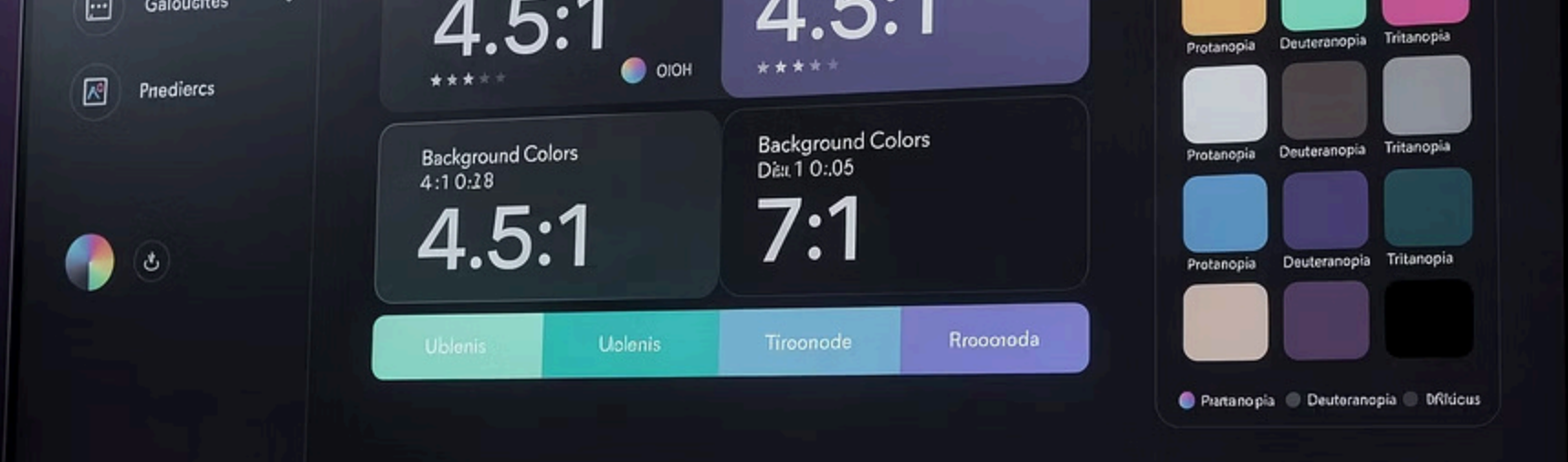
Best Used For: Warnings, highlights, calls-to-action



Gray

Association: Neutrality, balance, sophistication

Best Used For: Supporting elements, backgrounds



Color Accessibility & Cultural Considerations

Ensure your color choices work for global audiences:

Contrast Ratio

Minimum 4.5:1 for text and background

Color Blindness

Avoid red-green combinations for critical information

Cultural Sensitivity

Red means luck in China, mourning in South Africa

Safe Choices

Blue and gray are universally accepted in business

Data Visualization

Best Practices for Business Communication



Choosing the Right Chart Type

Select chart types based on your data story:



Compare Values

Chart: Bar/Column Chart

Use When: Sales by region, performance metrics



Show Trends

Chart: Line Chart

Use When: Revenue over time, market growth



Show Proportions

Chart: Pie Chart/Donut

Use When: Market share, budget allocation



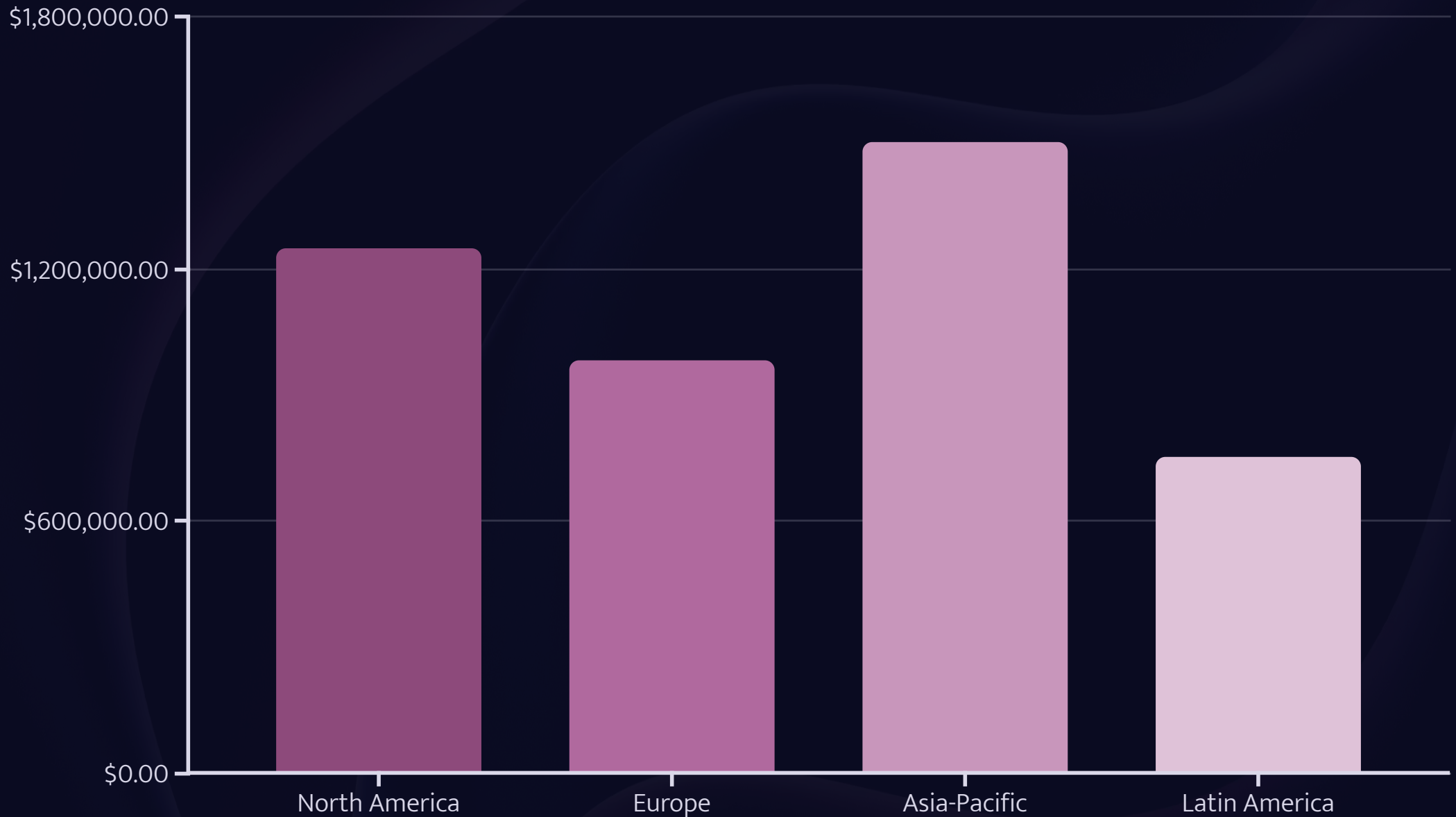
Show Relationships

Chart: Scatter Plot

Use When: Price vs. demand, correlation analysis

Visualizing Your Data Story

Let's look at examples of how different chart types present information effectively.



This bar chart clearly compares sales performance across different geographical regions in Q4, highlighting Asia-Pacific as the strongest market.

Data Visualization Guidelines

01

Start at Zero

Always begin bar charts at zero to avoid misleading comparisons

02

Limit Data Points

Maximum 7 ± 2 items for optimal comprehension

03

Clear Labels

Include units, source, and descriptive titles

04

Consistent Scales

Use the same scale when comparing multiple charts

05

Highlight Key Data

Use color or size to emphasize important findings

Example: Regional Sales Performance

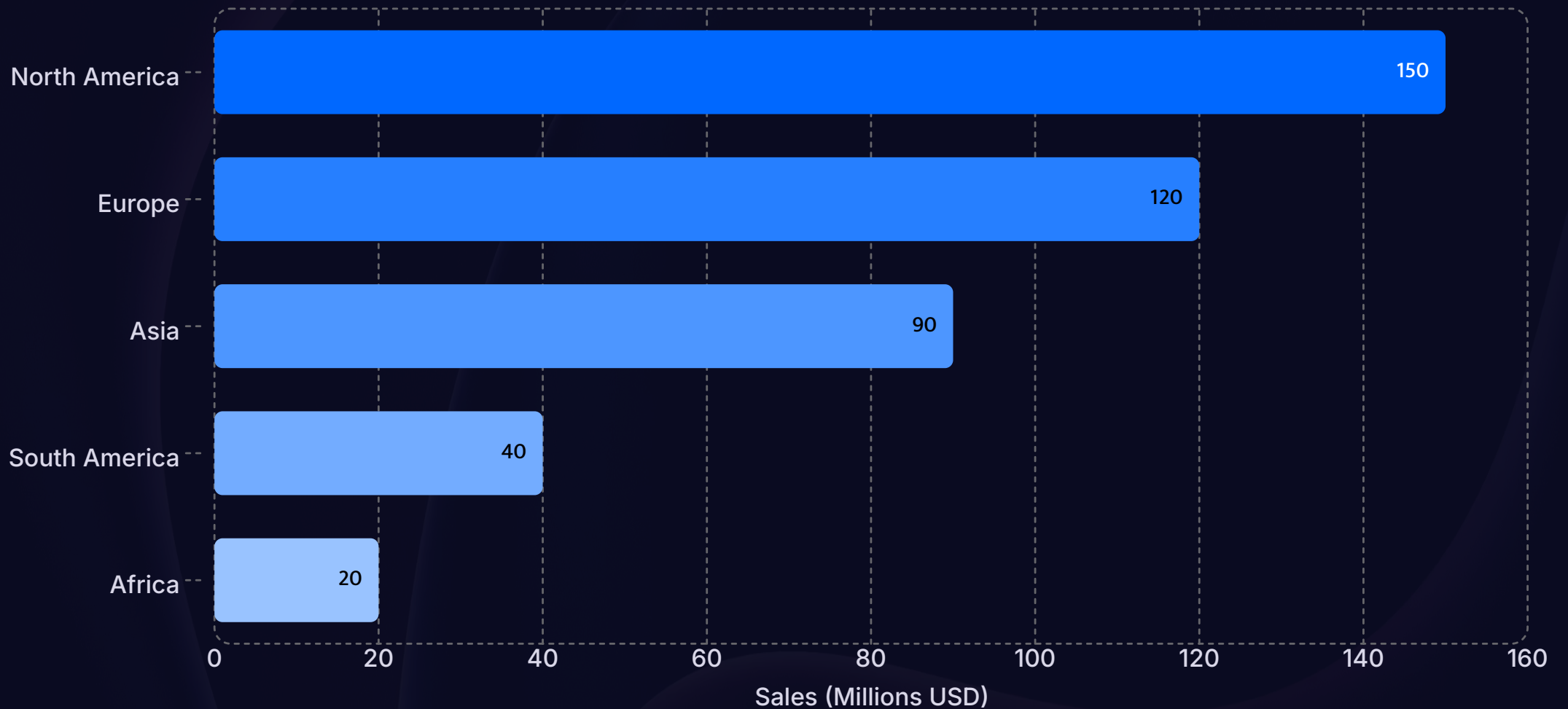
This bar chart illustrates Q1 2024 sales performance across different global regions, adhering to best practices for clear and effective data visualization.

Samsung Mobile phone sales performance in Q1 2024

420

Total Sales (Millions USD)

Region



Source:

North America leads with \$150M, followed by Europe (\$120M) and Asia (\$90M), while South America (\$40M) and Africa (\$20M) represent smaller markets. Total Q1 2024 sales across all regions reached \$420M.



Additional Resources & References

Design Principles

- "The Non-Designer's Design Book" by Robin Williams
- Material Design Guidelines
- Nielsen Norman Group

Cultural Design

- W3C Accessibility guidelines
- Hofstede Insights
- Color Meanings by Culture

Quick Reference

CRAP: Contrast, Repetition, Alignment, Proximity

Safe Colors: Navy blue (#003366), Dark gray (#333333)