

Three elements of communication

The purpose of all media is to facilitate communication between user and content. Success of all media can be understood in one word: Attention. The lifeblood of communicating a message to your audience is holding their attention. When creating brands, products and media that have a communication function usable design is simply "better design", because it allows a product to connect with its audience. Usability is a central element to creating a successful message within your media. If the end user or audience is unable to utilize your message and adapt it to fit their needs it hasn't achieved a usable purpose.

Writing an effective message is the art of creating meaning through the use of words. We're constantly surrounded by messages, but it isn't until you create a clear, powerful and compelling message that you realize there is a lot more to copywriting than first appears. So when communicating any message be sure to hold the audiences attention by creating a usable and clear message. The three elements of effective message development are **Attention, Usability & Clarity**.

Along with these three elements one of the single most critical factors in understanding how to create effective and successful communication is: achieving the projects goals (More on this topic in our next newsletter).

Latest tips & news

- Networking is about being genuine and authentic, building trust and relationships, and seeing how you can help others.
- Be able to articulate what you are looking for and how others may help you achieve your objectives.
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Free downloads, links & articles

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Image of the quarter

"To the End" by Erkan Yurt



Success stories & Our newest project

Our creative team has been working together on developing a solid and concrete platform for promoting one of our newest clients **Josh Albright Music**. We will be launching his new web site within weeks so stay tuned in for its release!

www.joshalbrightmusic.com