

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 try to create a clear, powerful or 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. So 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 but more on that 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

After months of our creative team 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