

# Quick & easy graphics

**Abi Cornwall, Learning for Sustainability Scotland  
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# Importance of visuals

90% of the information your brain receives is in a visual format. People respond better to images because they spark immediate responses.

Your brain processes visual images 60 times faster than text. Before your audience begins to read your content, their opinion is already shaped by the design.

Or....

You receive



90%

OF THE INFORMATION

VISUAL



Your Brain processes  
visual information



60x

FASTER THAN TEXT



# Use your smartphone

People respond to real life in the moment images - smartphone photos are ideal visuals.

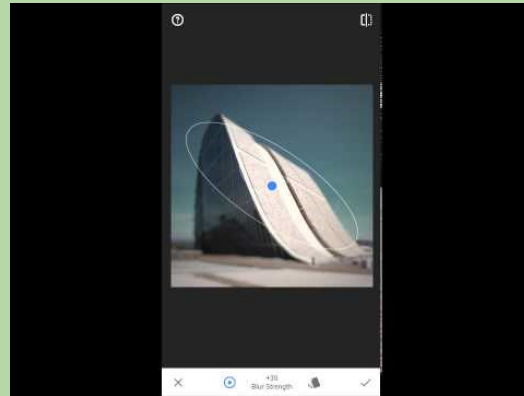
You can achieve great results with your phone, once you've learned a few tricks





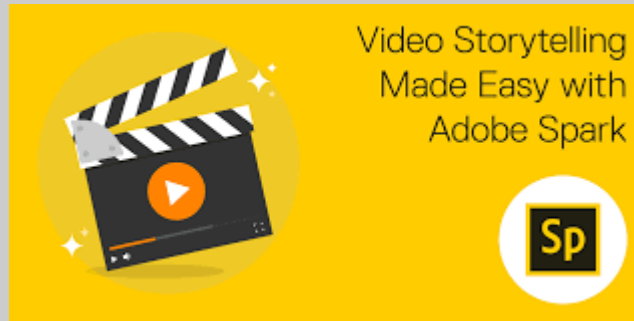
**Snapseed is a great (free) photo editor app for android & iphone.**

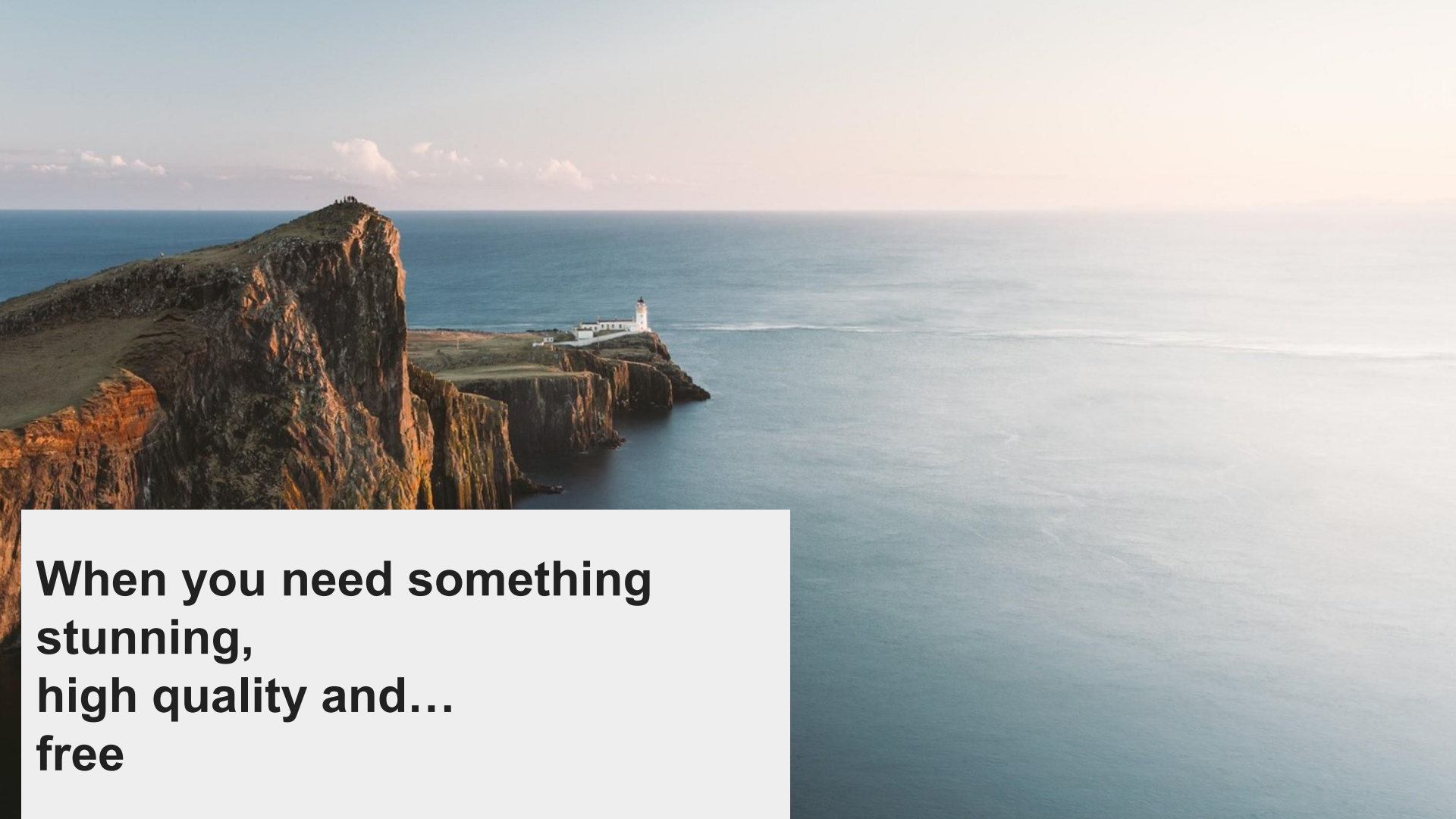
**It takes less than 10 minutes to learn the basics (click below)**





Make quick, eye catching videos & stunning visuals straight from your phone with Adobe's Spark Post (free app on Android & Iphone)





**When you need something  
stunning,  
high quality and...  
free**



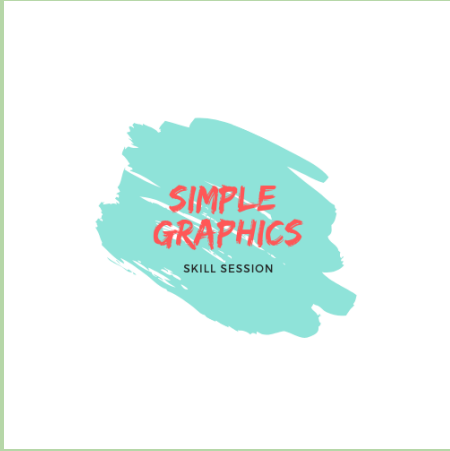
# Favourite free image sites

[Unsplash](#)

[New Old Stock](#)

[Negative Space](#)





**Canva (www.canva.com)**



DO SOMETHING GREAT

A neon sign with the text "DO SOMETHING GREAT" in white, glowing letters. The sign is composed of four rectangular panels, each containing a portion of the text. The letters are made of thin neon tubes and are set against a dark background. The sign is illuminated, and the light is visible through the panels. The overall appearance is that of a classic neon sign.