

# Three lessons for clearer communication

Challenging

**Accessible?**

More  
engaging

Learning

Communicate  
clearly

# Lessons from advertising

Who?

What?

What?

# Lessons from the visual arts

**Visual impact**

# Lessons from journalism

Clear language

consequently

so

due to the fact  
that

because

in conjunction  
with

and

with the minimum  
delay

quickly

with regard to

about

**3 lessons**

**Focused brief**

**Visual impact**

Simplify

**Bonkers!**

Advertising  
Visual arts  
Journalism