

# Visual Literacy is Essential



90% of information we process is visual.

The brain processes visuals 60,000 times faster than text.

-3M Corporation



In the digital era reading visuals for meaning is key to effective communication.

How would you explain to others that:  
visual literacy is a form of communication?

---

art is a universal language?

---

being creative is about more than WHAT you create, it's the thinking process of HOW you create?

---

How do sketches, drawings, and three-dimensional models help *make your thinking visible*?  
Why is it important for others to see what we think and feel?

---