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Visuelle Kommunikation im Kontext der Marken- und Unternehmenskommunikation

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Abstract

The purpose of the present paper is to define the field "Corporate Visual Communication" by discussing the points of intersection between the areas "Visual Communication" and "Corporate Communications". In the context of organizational communication the term "visual communication" subsumes all strategic-visual communication measures which are sent out for accomplishing a company's goal. Due to this broad perspective the article provides a wide-ranging and categorised compilation of these visual means. Furthermore, the paper presents a model of corporate visual communication which divides the field in two components: corporate design and communication design. Considering the fact that the usage of visual means in the present context is mainly persuasive, the author then discusses the strategic functions of visual communication for organisations and brands.