

Communicating Beyond Words



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In the present competitive market, every company is transforming and modernising itself to match the international standards. This involves leadership in ideas, creating unique designs and presenting them to the right forum at the right time.

As the modern workplace becomes more collaborative, effective communication will become more important. It is therefore an intricate part and parcel of every business operations, both internally and externally.

Businesses are now increasingly engaging with visual aids to get smart, message-focused communication tools out into the market to keep employees motivated, drive customers attention and turn awareness into interest that can become the basis for a long-term business relationship.

Big guns of India Inc like Tata, L&T, ITC and HCC have already understood and effectively invested in modern communication techniques. It's now just a matter of time for the small and medium-sized businesses to realise its potential and start looking forward

to 'visual communication' to compete more efficiently in the domestic and global markets.

Visual Talk: Fad or Reality?

Visualisation is the art of communication in which all the thoughts, intricacies, USPs of a company (products/projects) can be expressed in an effective manner. Visual communication can be promptly used in areas like:

- Marketing & Branding
- Media Activities
- Milestone Visualisation
- Client Presentation
- Design & Product Development
- Training - Maintenance & Operations Manuals
- Safety Training, Induction Modules
- Sustainability Reports - creating visual format
- Technical Qualification in Bidding

Any company, big or small, needs to communicate in the above-mentioned segments in one or more ways. The old ways of communication - reports, brochures, study material - are no more effective and efficient options, since 'time is less and work is more'. A small film, video or animation-based presentation can do the communication job much more effectively. For example - The Bandra Worli Sea Link (BWSL) is a cable-stayed bridge that links Bandra in the Western Suburbs of Mumbai with Worli in South Mumbai. The project took around 10 years to complete by HCC Ltd. Such a complex and high precision project has numerous processes, designs and parallel activities. Capturing all of them in a giant report is almost a non-usable archiving. It is also difficult to capture it in video as one has to put a camera for 10 years to be able to showcase all the steps involved.

But using an advanced

visual business communication tools like 3D animation can reduce the time involved drastically and increase its effectiveness manifold. With the help of 3D animation, organisations can step by step describe the entire construction process the way it has been planned. Hence, visualisation can bring the story of a 10 year activity into 10 minutes of detailed animated film, which explains it all.

Reaping Benefits

To survive and thrive, businesses need to leverage new technology-based ideas and designs as visual communication is a key tool in building a brand's identity. It has now become exceedingly important to strategically plan and invest in visual communication in order to sync with the complex communication requirements with the stakeholders - employees, clients (current and prospective), vendors, shareholders, investors and public in general.

The entire concept of

visualisation has evolved over the last 20 years of its existence - from traditional techniques of static images and audio-visual films to modern day 3D animation, stereoscopy and augmented reality. It can much easily simulate real scenarios and help decision-making.

Visualisation has two dimensions - Animation and Videography. They need to be effectively combined in order to create the right impact based on the purpose and target audience. While 3D/2D animation can best describe things that are yet to come and can showcase minute details, video-based visuals create strong ownership.

It not only helps in branding and media launches of products and projects to help customers

make informed decision, but it also is an important tool used in training, client presentation, project planning, etc. Using modern communication tools increases workplace productivity, stimulate customer loyalty by building brand awareness and boost customer satisfaction and sales.

Visual communication is 20 or more times effective than the written words. Studies show that graphics help to keep people alert and focused and better relate to what you are trying to communicate. It is therefore evident that visualisation plays a critical role at every aspect of a company's ecosystem, product or project lifecycle.

The Virtual Reality

The traditional techniques of communication hardly understand deep business needs. Visualisation in business needs more profound domain knowledge to conceptualise what to show and how to show.

With increasing capital and knowledge intensities across industries, companies will be exposed to higher level of risks. Business leaders who will be able to embrace risks with confidence will be the future winners. The virtual reality world when developed with strategic perspective will help companies simulate outcomes for different strategic scenarios before the real capital commitments are made.

In other words, the virtual world will make real world easy to understand and relate with and understand how companies can utilise the power of visual communication in day-to-day decision making. This will determine their competitiveness and help them gain an edge over competitors. ©SME

A SMALL FILM, VIDEO OR ANIMATION-BASED PRESENTATION CAN DO THE COMMUNICATION JOB MUCH MORE EFFECTIVELY.

