

What Makes for Great Visual Content According to Mohsen Khaial

SARASOTA, FL, UNITED STATES, August 24, 2018 /EINPresswire.com/ -- As human beings, we're visual creatures. We're attracted to bright colors, cleverly juxtaposed scenes, intricate patterns and generally good camera work. No one knows this better than [Mohsen Khaial](#). His company, Creative Minds Firm, has been creating and putting out stellar visual content for the better part of two years now, and they know how to grab viewers' attention, and how to make them stay. Below we'll take a look at Mohsen Khaial's advice in regards to what makes for compelling visual content.

Photos

A body of text without a photograph comes off as clinical and boring and is unlikely to keep a reader enrapt longer than the time it takes to scroll downwards. High-quality photographs not only attract the eye, but they can add depth to storytelling and provide context to whatever the accompanying text is about. Even on their own, photos are a powerful medium. Take Instagram, for example. Mohsen Khaial can't stress its importance enough. The social media platform is currently one of the hottest in the world, and it owes its success to the simple yet genius concept of sharing and consuming visual media.



Infographics

Depending on the aim of your content, infographics could be a hit or miss tactic and shouldn't be included in every piece of content you publish. Regardless, they're a fantastic way of explaining data and statistics. Instead of simply presenting numbers and figures, infographics transform the mundane into a visual feast for the eyes, making chunks of boring data interesting, and helping people retain information long after they've seen it.

Videos

The crème de la crème when it comes to visual content, videos not only impart information and retain viewers' attention, but they're a beautiful art form in their own right, too. The versatility of the format of video is also one of its main appeals. It can be used for purely marketing purposes, to advertise a film (and to create a film for that matter), or, as is becoming more and more commonplace, it can be used through social media platforms to promote content, artists or businesses. [Making videos is easier](#) than ever, too. Anyone with a decent smartphone has the tools to shoot, edit and publish great video as long as they have a somewhat good eye and a few hours of practice behind them.

To learn more about Mohsen Khaial, you can visit his [website](#) here.

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