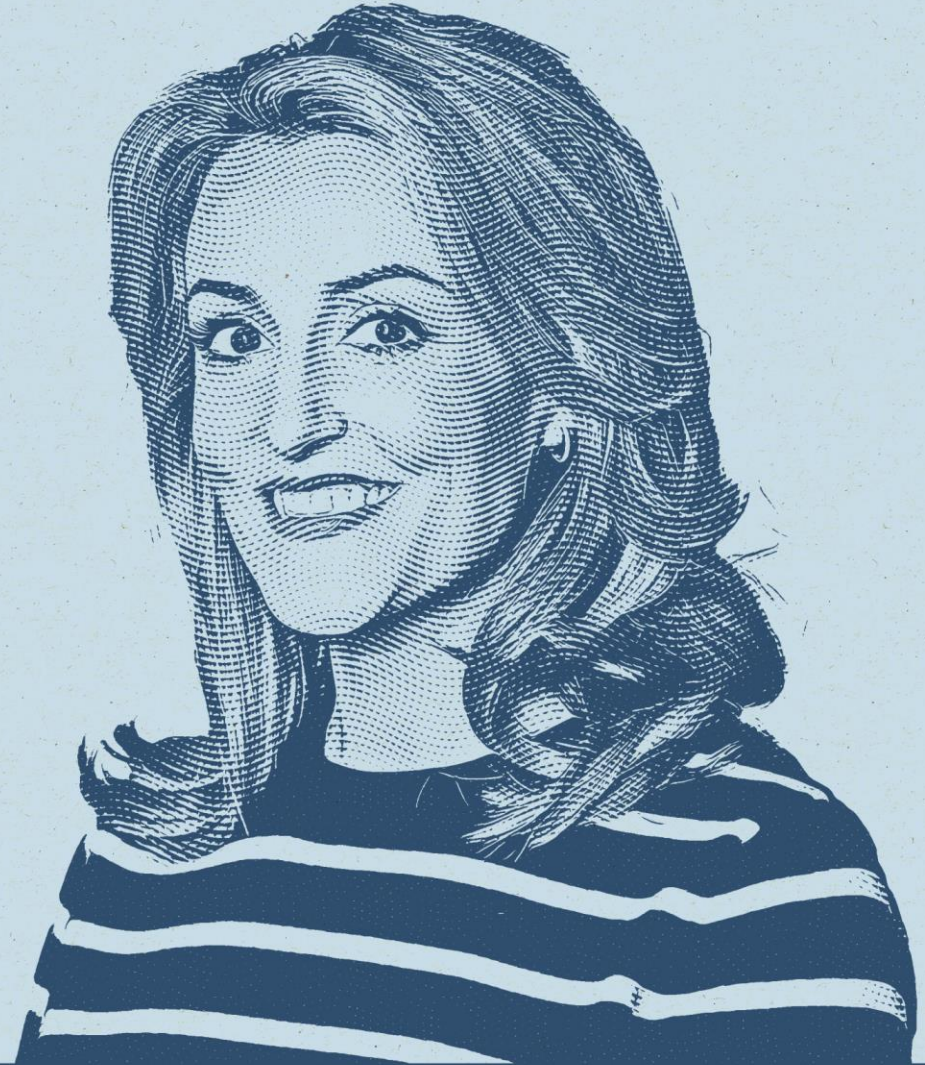




Jessica  
DeLong

Managing Director, Design

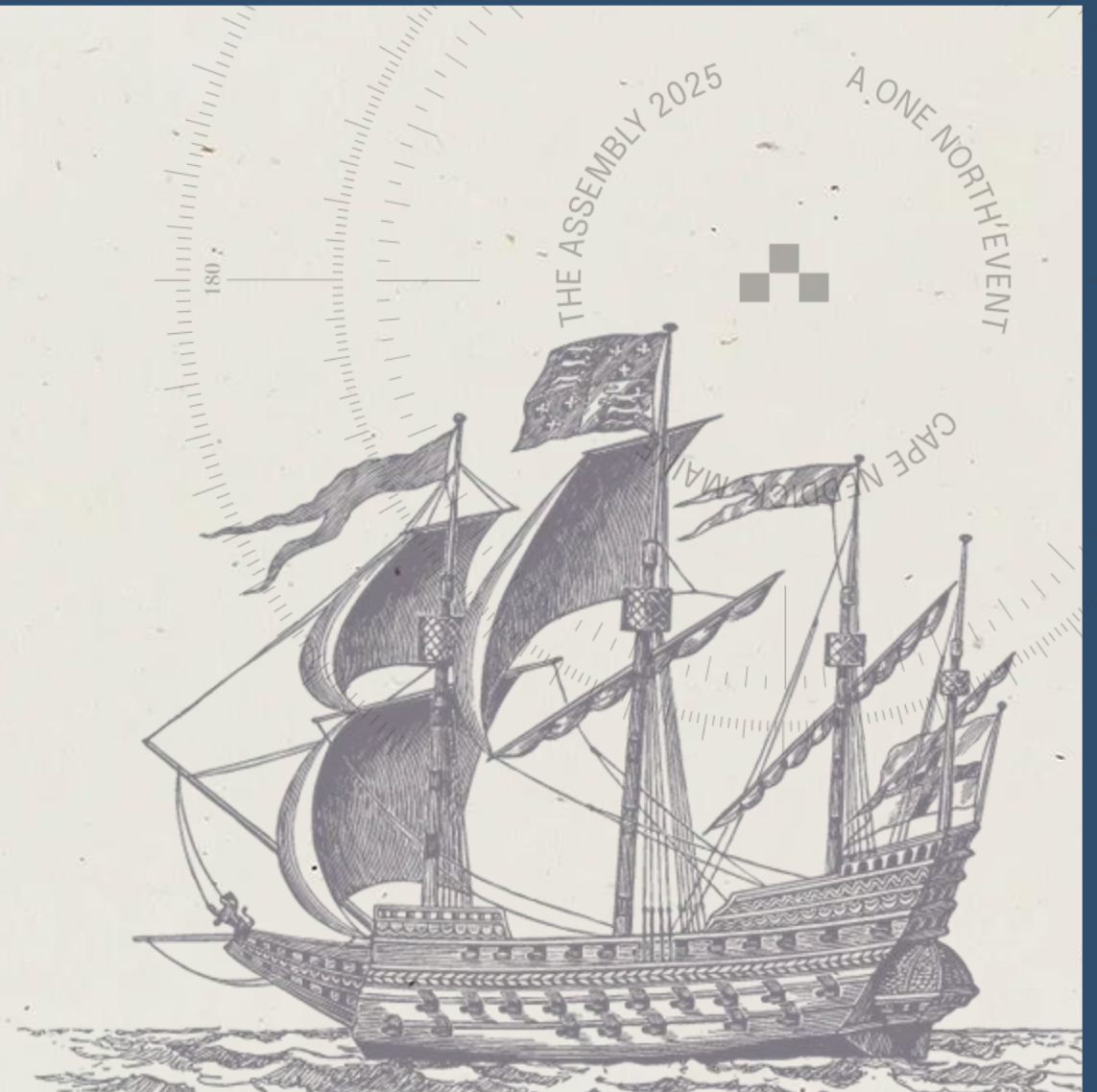


one north A TEKsystems Company

# Epic Designs

The Poetry of Visual Storytelling

PRESENTED BY: **Jessica DeJong**

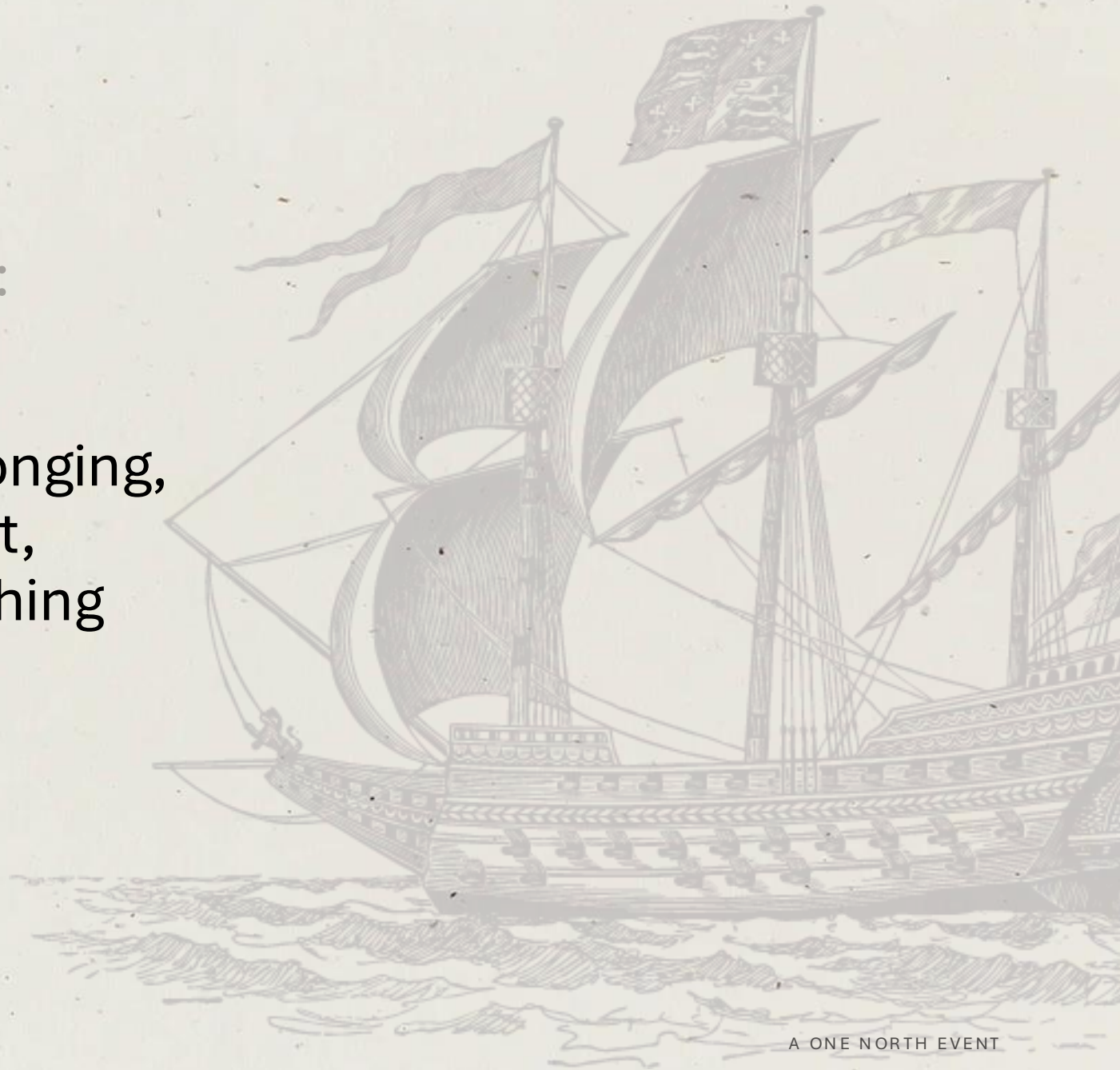


This is the tale of a long voyage:  
a journey over many years.



This is the tale of a long voyage:  
a journey over many years.

It's a chronicle of hunger and longing,  
of the search for shade and rest,  
of the tireless pursuit of something  
just beyond reach.



This is the tale of a long voyage:  
a journey over many years.

It's a chronicle of hunger and longing,  
of the search for shade and rest,  
of the tireless pursuit of something  
just beyond reach.

**At the heart of it all:  
a flawed hero,  
who begins his odyssey as a boy,  
and ends it as a man.**



This is the tale of a long voyage:  
a journey over many years.

It's a chronicle of hunger and longing,  
of the search for shade and rest,  
of the tireless pursuit of something  
just beyond reach.

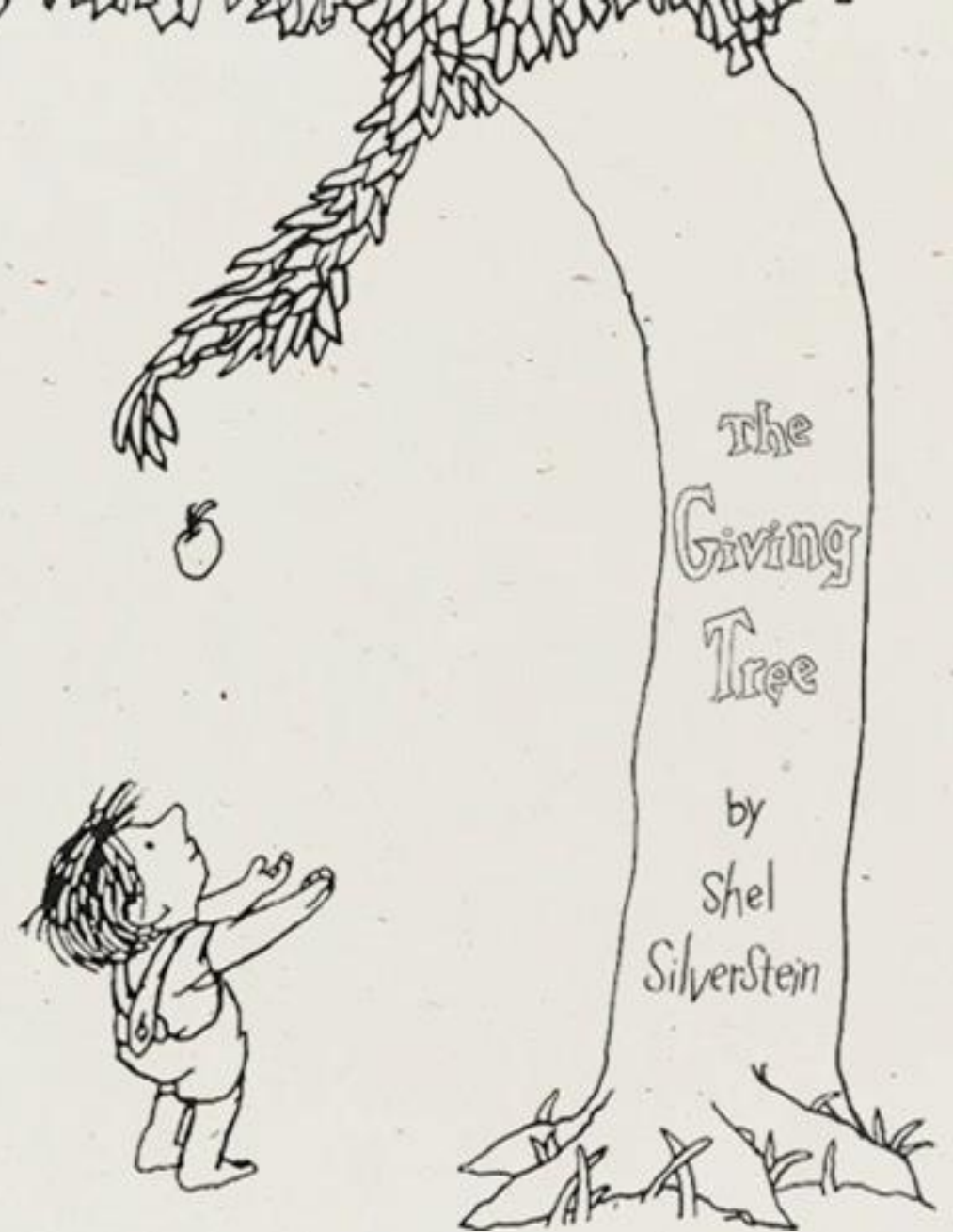
At the heart of it all:  
a flawed hero,  
who begins his odyssey as a boy,  
and ends it as a man.

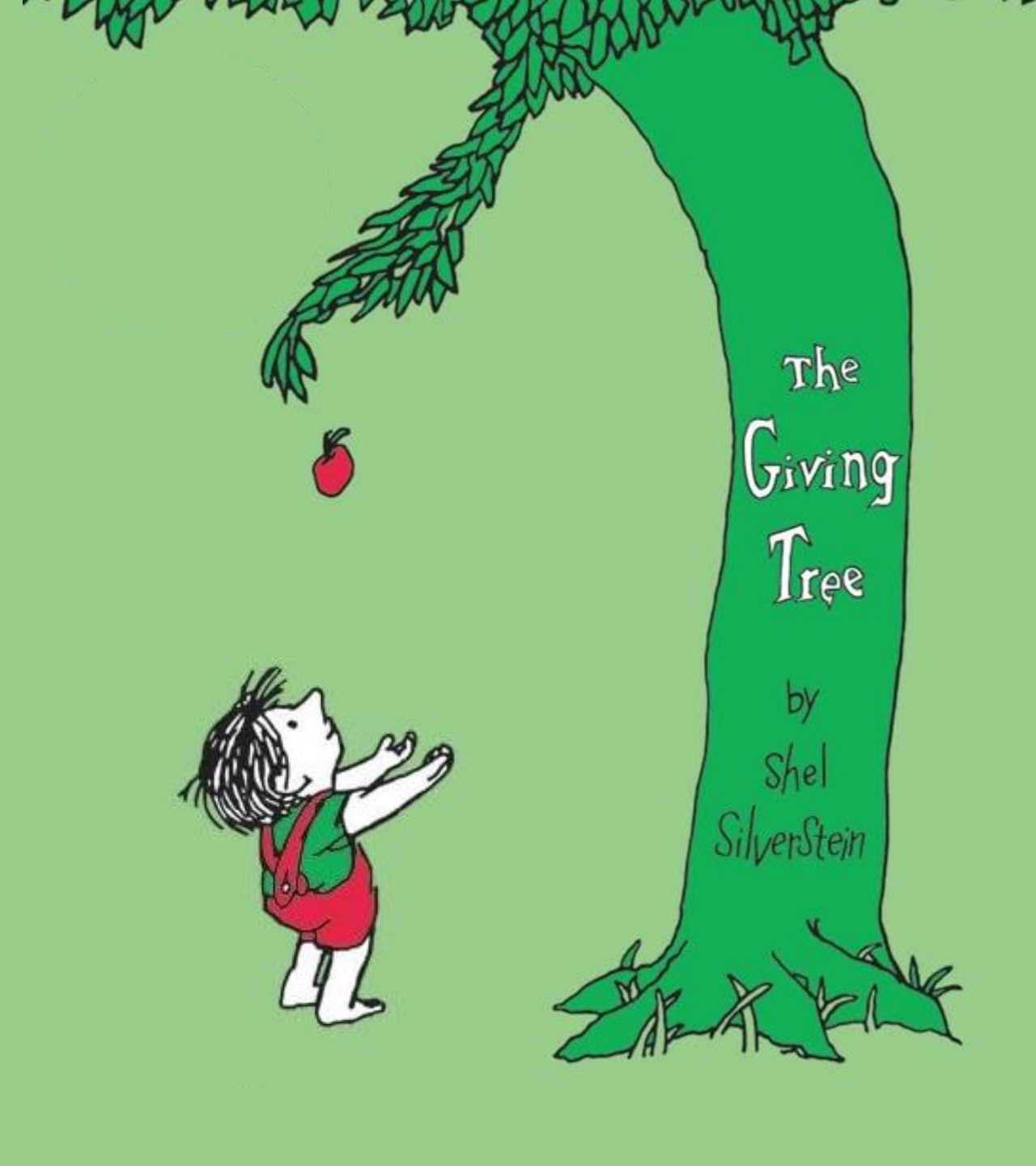
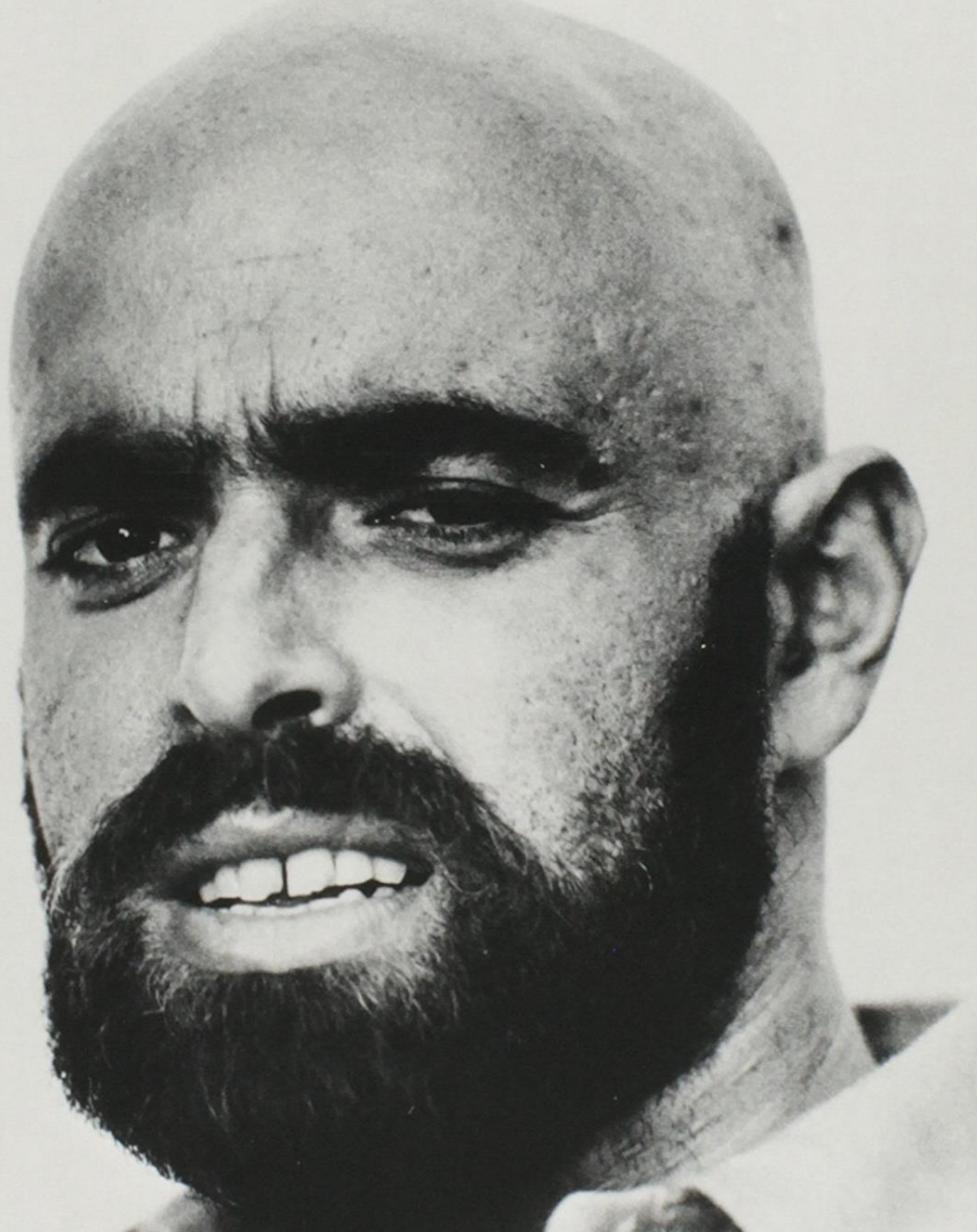


This is the tale of a long voyage:  
a journey over many years.

It's a chronicle of hunger and longing,  
of the search for shade and rest,  
of the tireless pursuit of something  
just beyond reach.

At the heart of it all:  
a flawed hero,  
who begins his odyssey as a boy,  
and ends it as a man.







by SHEL SILVERSTEIN

"Once there was a tree...and she loved a little boy." So begins a story of unforgettable perception, beautifully written and illustrated by the gifted and versatile Shel Silverstein.

Every day the boy would come to the tree to eat her apples, swing from her branches, or slide down her trunk... and the tree was happy. But as the boy grew older he began to want more from the tree, and the tree gave and gave and gave.

This is a tender story, touched with sadness, aglow with consolation. Shel Silverstein has created a moving parable for readers of all ages that offers an affecting interpretation of the gift of giving and a serene acceptance of another's capacity to love in return.

HARPER & ROW, PUBLISHERS

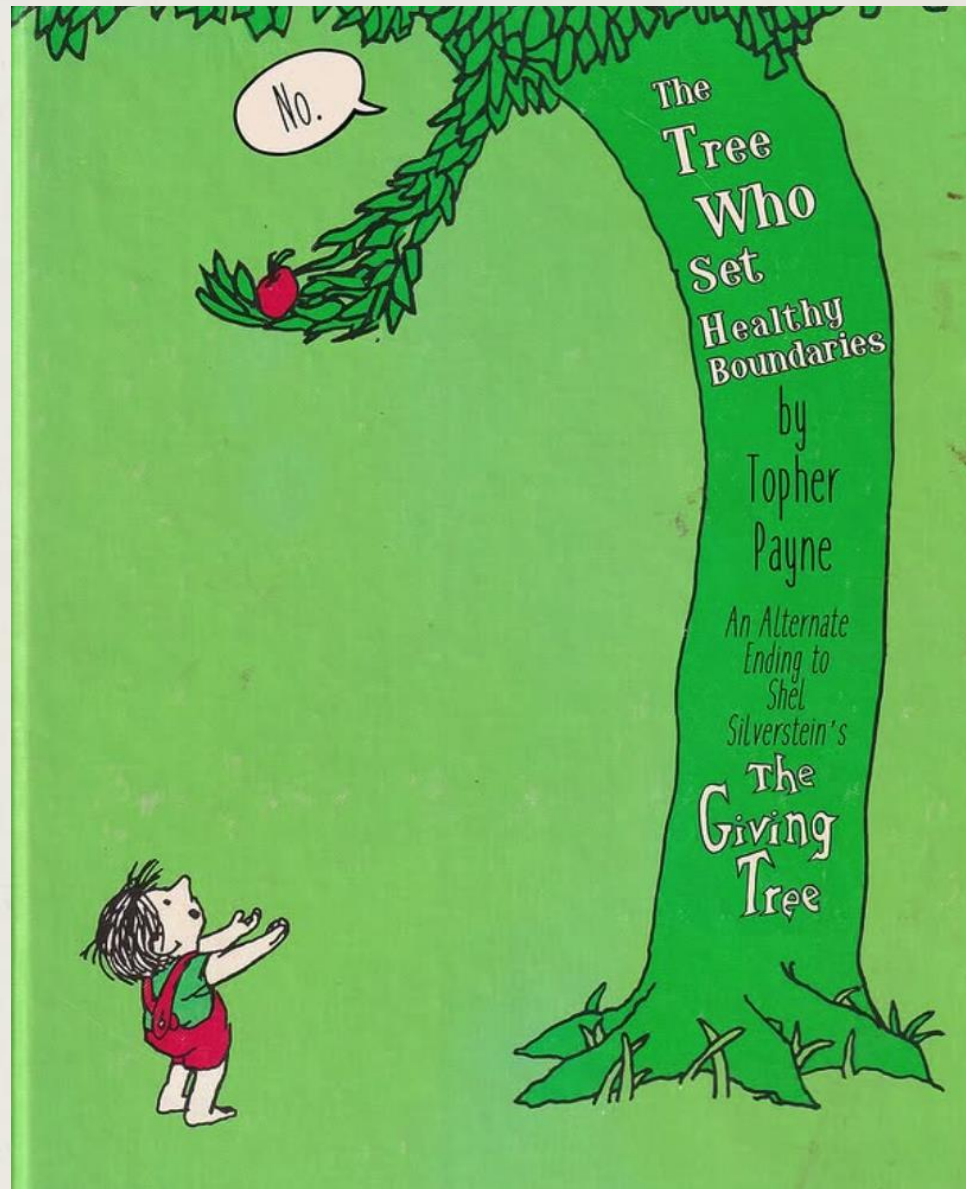
All ages

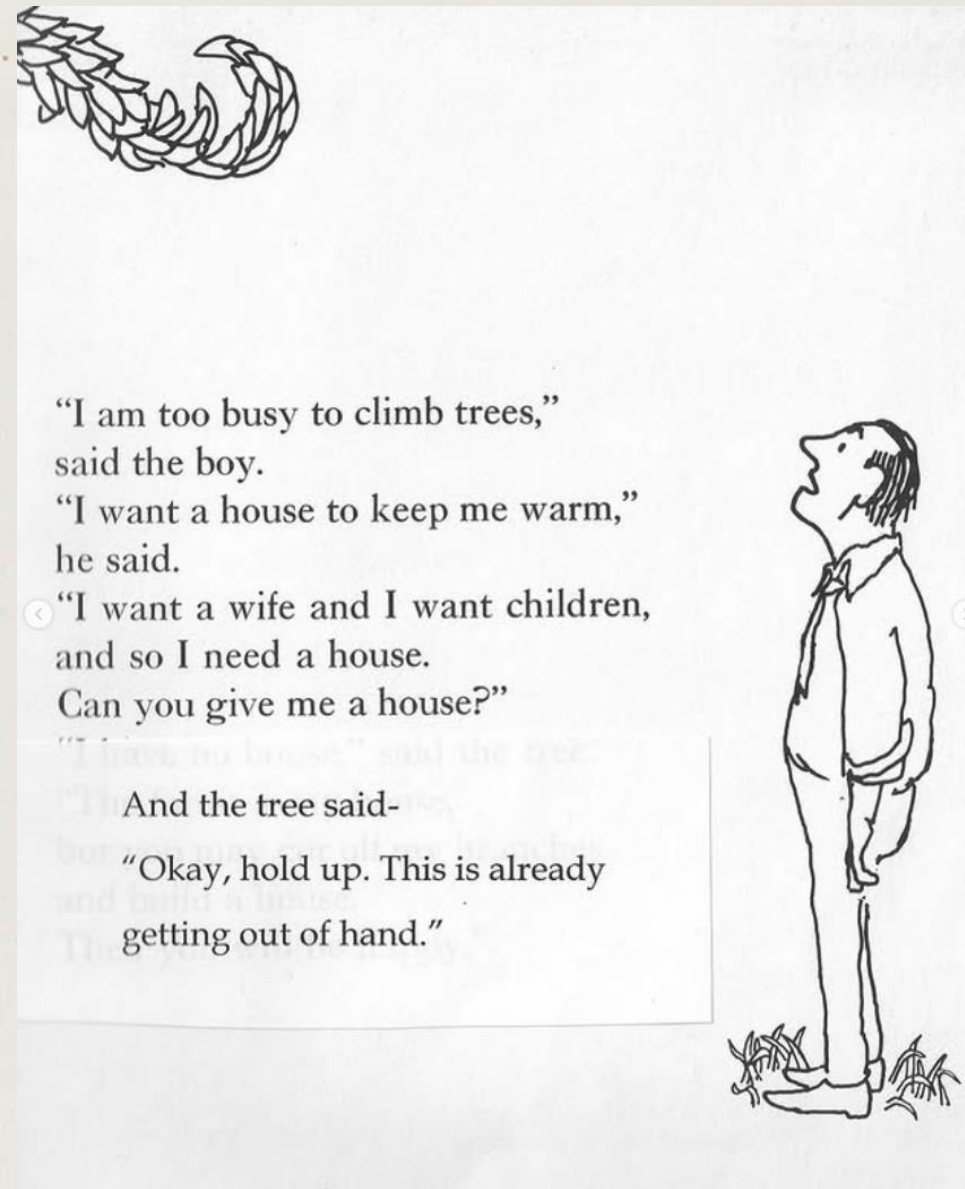
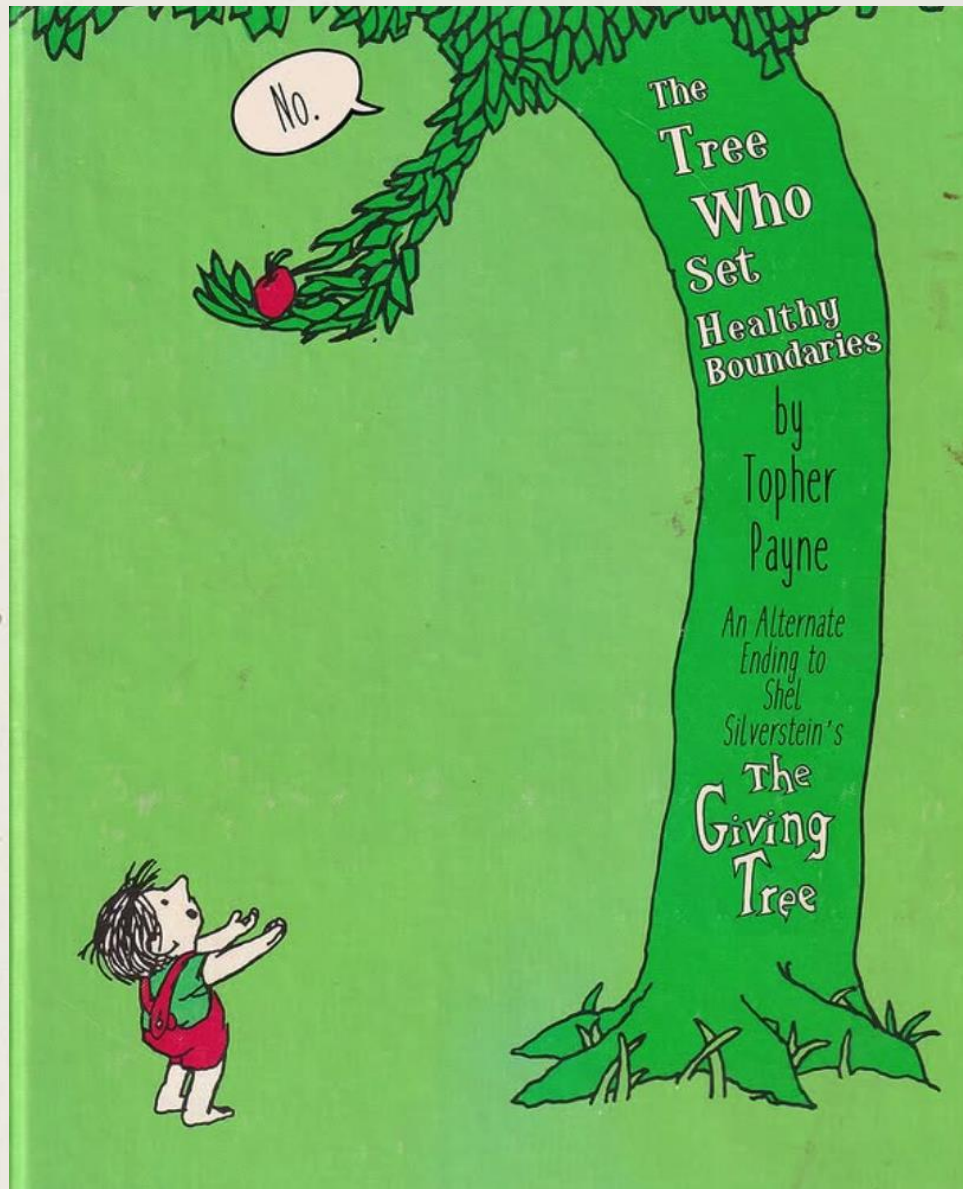
0964

HAPPY BIRTHDAY To JESSICA  
FROM: Ethel & Howard Hansen

7-87







Once there was a tree ... and she loved a little boy. And every day the boy would come and he would gather her leaves and make them into crowns and play king of the forest. He would climb up her trunk and swing from her branches and eat apples. And they would play hide-and-go-seek. And when he was tired, he would sleep in her shade. And the boy loved the tree ... very much. And the tree was happy. But time went by. And the boy grew older. And the tree was often left alone. Then one day the boy came to the tree and the tree said, "Come, Boy, come and climb up my trunk and swing from my branches and eat apples and play in my shade and be happy." "I am too big to climb and play," said the boy. "I want to buy things and have fun. I want some money. Can you give me some money?" "I'm sorry," said the tree, "but I have no money. I have only leaves and apples. Take my apples, Boy, and sell them in the city. Then you will have money and you will be happy." And so the boy climbed up the tree and gathered her apples and carried them away. And the tree was happy. But the boy stayed away for a long time ... and the tree was sad. And then one day the boy came back and the tree shook with joy and she said, "Come, Boy, climb up my trunk and swing from my branches and be happy." "I am too busy to climb trees," said the boy. "I want a house to keep me warm," he said. "I want a wife and I want children, and so I need a house. Can you give me a house?" "I have no house," said the tree. "The forest is my house, but you may cut off my branches and build a house. Then you will be happy." And so the boy cut off her branches and carried them away to build his house. And the tree was happy. But the boy stayed away for a long time. And when he came back, the tree was so happy she could hardly speak. "Come, Boy" she whispered, "come and play." "I am too old and sad to play," said the boy. "I want a boat that will take me far away from here. Can you give me a boat?" "Cut down my trunk and make a boat," said the tree. "Then you can sail away and be happy." And so the boy cut down her trunk and made a boat and sailed away. And the tree was happy ... but not really. And after a long time the boy came back again. "I am sorry, Boy," said the tree, "but I have nothing left to give you- My apples are gone." "My teeth are too weak for apples," said the boy. "My branches are gone," said the tree. "You cannot swing on them -" "I am too old to swing on branches," said the boy. "My trunk is gone," said the tree. "You cannot climb-" "I am too tired to climb" said the boy. "I am sorry," sighed the tree. "I wish I could give you something ... but I have nothing left. I am just an old stump. I am sorry ..." "I don't need very much now," said the boy, "just a quiet place to sit and rest. I am very tired." "Well," said the tree, straightening herself up as much as she could, "well, an old stump is good for sitting and resting. Come, Boy, sit down. Sit down and rest." And the boy did. And the tree was happy. The end.

Once there was a tree ... and she loved a little boy. And every day the boy would come and he would gather her leaves and make them into crowns and play king of the forest. He would climb up her trunk and swing from her branches and eat apples. And they would play hide-and-go-seek. And when he was tired, he would sleep in her shade. And the boy loved the tree ... very much. And the tree was happy. But the boy grew up. And the boy got older. And the tree was often left alone. Then one day the boy came to the tree and said, "Come, Boy, and climb up my trunk and swing from my branches and eat apples and play my shadow and be happy." "I am too old to climb and play," said the boy. "I want to buy things and have fun. I want some money. Can you give me some money?" "I am sorry," said the tree, "but I have no money. I have only leaves and apples. Take my apples, and sell them in the city. Then you will have money and you will be happy." And the boy climbed up the tree and gathered her apples and carried them away. And the tree was happy. But the boy stayed away for a long time ... the tree was sad. Then one day the boy came back and the tree shook with joy and said, "Come, Boy, climb up my trunk and swing from my branches and be happy." "I am too busy to climb trees," said the boy. "I want a house to keep me warm," he said. "I want a wife and I want children, and so I need a house. Can you give me a house?" "I have no house," said the tree. "The forest is my house, but you may cut off my branches and build a house." Then you will be happy," so the boy cut off her branches and carried them away to build a house. The tree was happy. But the boy stayed away for a long time. And when he came back, the tree was happy she said, "Come, Boy" she whispered, "come and play." "I am too old and sad to play," said the boy. "I want to take me far away from here. Can you give me a boat?" "Cut down my trunk and make a boat," said the tree. "Then you can sail away and be happy." And so the boy cut down her trunk and made a boat and sailed away. And the tree was happy ... but not really. And after a long time the boy came back again. "I am sorry, Boy," said the tree, "but I have nothing left to give you- My apples are gone." "My teeth are too weak for apples," said the boy. "My branches are gone," said the tree. "You cannot swing on them -" "I am too old to swing on branches," said the boy. "My trunk is gone," said the tree. "You cannot climb-" "I am too tired to climb" said the boy. "I am sorry," sighed the tree. "I wish I could give you something ... but I have nothing left. I am just an old stump. I am sorry ..." "I don't need very much now," said the boy, "just a quiet place to sit and rest. I am very tired." "Well," said the tree, straightening herself up as much as she could, "well, an old stump is good for sitting and resting. Come, Boy, sit down. Sit down and rest." And the boy did. And the tree was happy. The end.

words

# 64

---

pages



90%

---

empty space





and

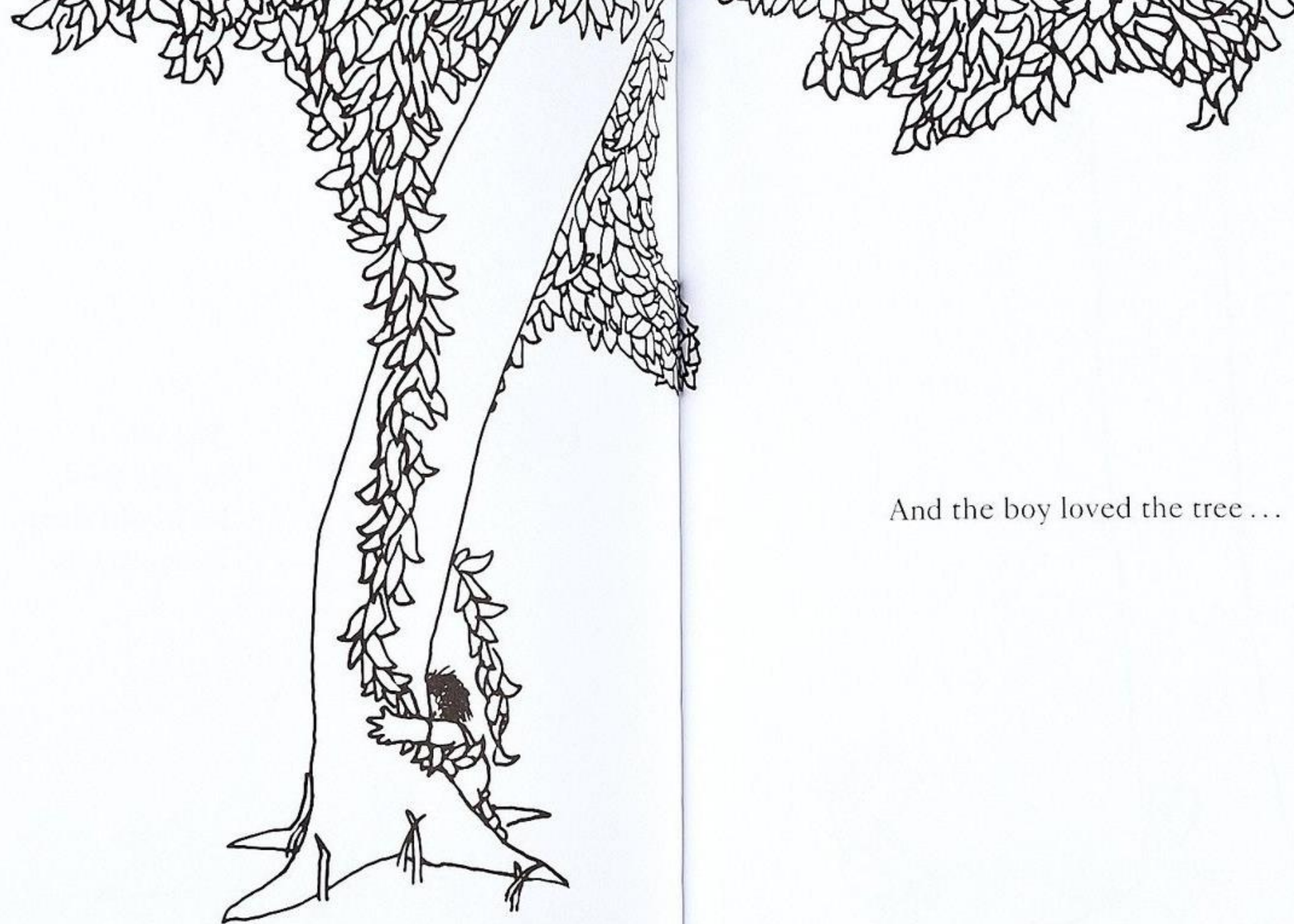
he

would

gather

her

leaves



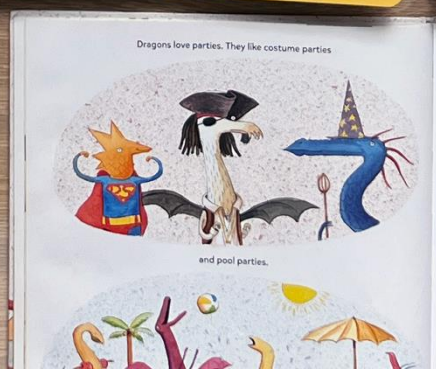
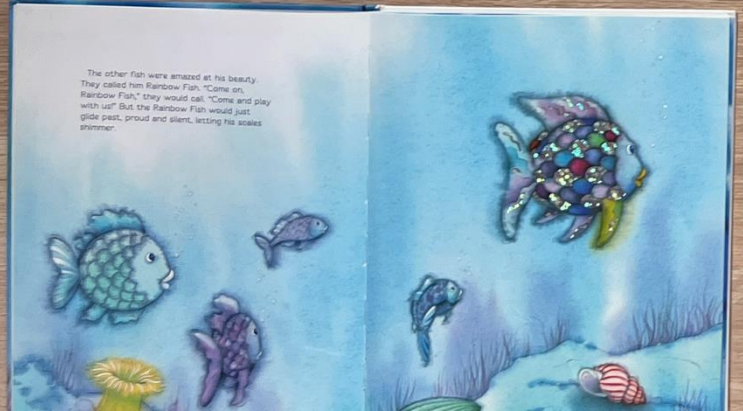
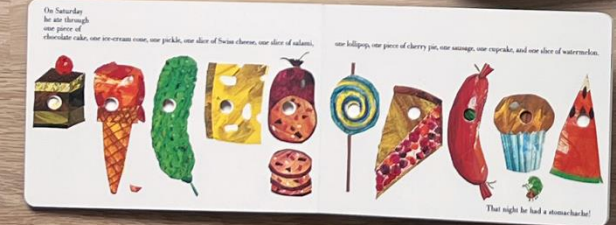
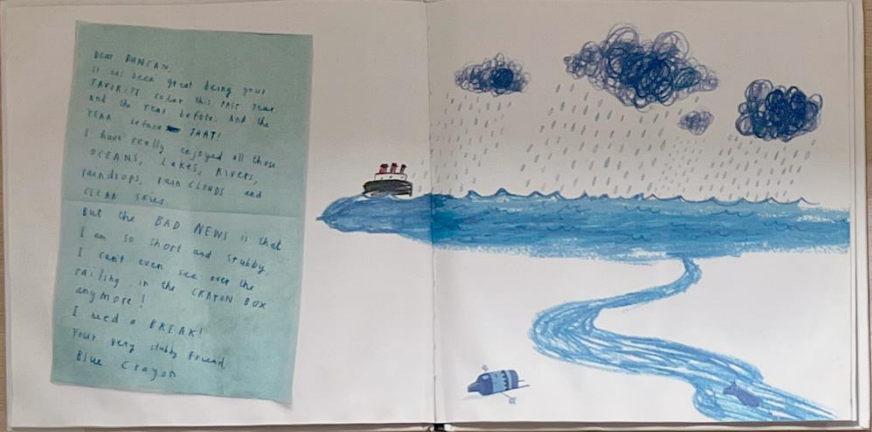
And the boy loved the tree . . .

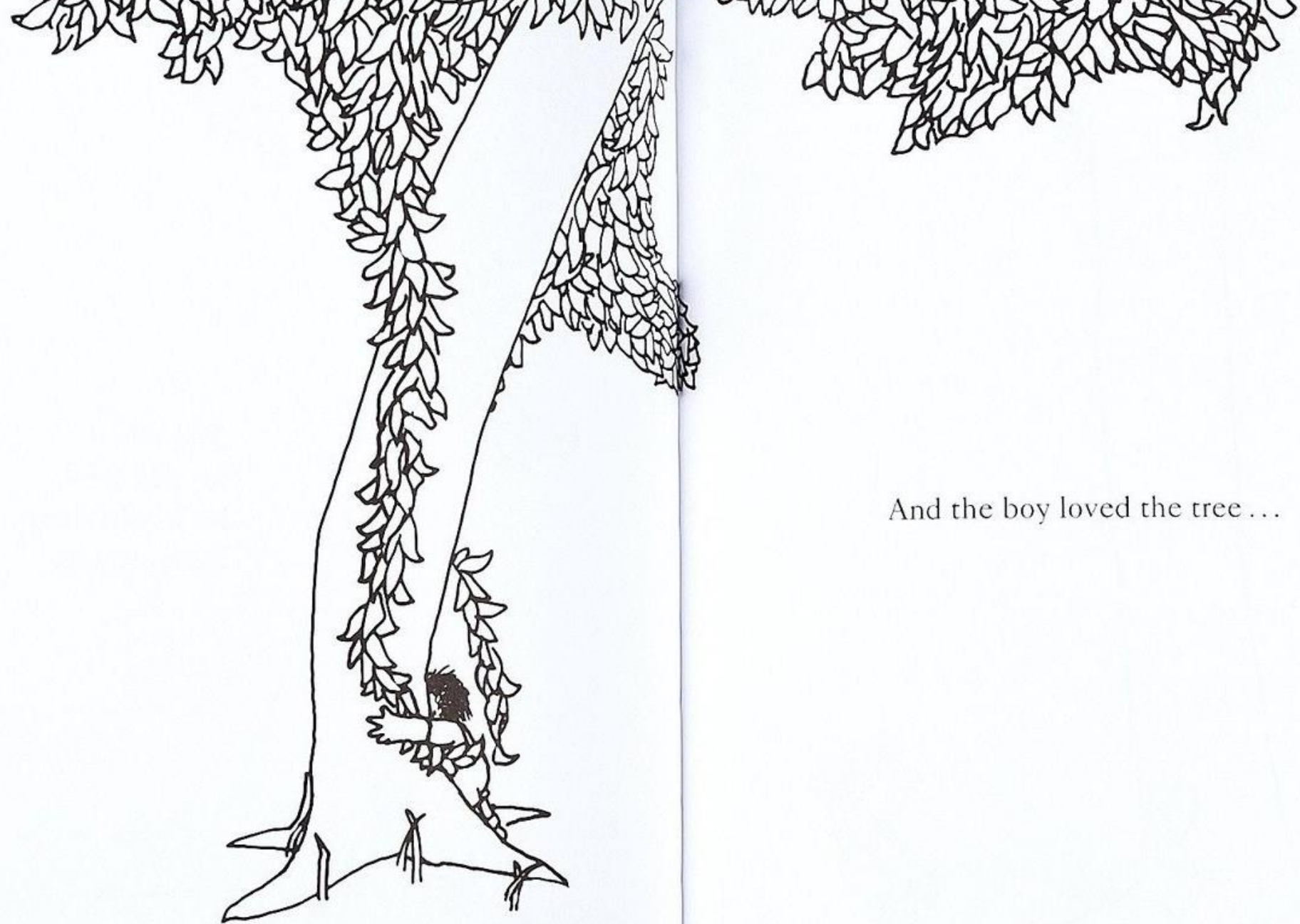
“

But Jessica,  
that book is for kids.

— SOME OF YOU, MAYBE.







And the boy loved the tree ...

We are in an  
attention economy.



Focus is scarce and  
clarity is currency.



**New Event**

Today < > November 11 - November 15, 2024

New York, NY  
Today: 67°F 71°F / 59°F ↕

November 2024						
S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

+ Add Calendar

jdejong@onenorth.com

My Calendars

- Calendar
- Birthdays
- Experience Design
- United States holidays

Other Calendars

People's Calendars

Groups

PDT	CDT	11 Monday	12 Tuesday	13 Wednesday	14 Thursday	15 Friday
7 AM	9 AM	10 AM				
8 AM	10 AM	11 AM				
9 AM	11 AM	12 PM				
10 AM	12 PM	1 PM				
11 AM	1 PM	2 PM				
12 PM	2 PM	3 PM				
1 PM	3 PM	4 PM				

**Monday Ramp Up & Admin Time**  
Turner, Carolyn

**Recap on HD meeting and discuss next steps**  
Microsoft Teams Meeting  
Diasabeygunawardena, Kithsiri

**TGS All Hands**  
Microsoft Teams  
Madan IV,

**AI Video Tools**  
Microsoft Teams Meeting

**Design Team Meeting**  
Microsoft Teams Meeting

**Assembly: Moving from Theme**  
Microsoft Teams Meeting;  
Frost, Jen

**NEW Resourcing: Lg Projects &**  
Microsoft  
Bernstein,

**Product Strategy & Design**  
Microsoft Teams Meeting  
Schloss, Zach

**Pre-Meeting For A Discussion**  
Microsoft Teams Meeting;  
Frost, Jen

**Touch Base w Jessica**  
Microsoft Teams Meeting  
Silver, Brian

**[INT] Figma Re-certification**  
Microsoft Teams Meeting  
Villapiano, Nick

**Int: catch up with Jessica**  
Microsoft Teams Meeting  
Briggs, Ashley

**Dropbox Intake Meeting**  
Microsoft Teams Meeting  
Adekola, Dami

**ONI Practice Review**  
Microsoft Teams Meeting  
Luck, Wendy

**One North All Hands Meeting**  
Microsoft Teams Meeting  
Turner, Carolyn

**INTERNAL - debrief/plan for**  
Microsoft Teams Meeting  
Galligan, Jennifer

**One North @ SKO Kick-off!**  
<https://figma.zoom>

**[INT] Figma Re-certification**  
Microsoft Teams Meeting  
Villapiano, Nick

**2026 Proposal**

**Panel Prep: Richmond**  
Microsoft Teams Meeting  
Tibbs, Dashon

**One North, A TEKsystems**

**JDxMO 1:1**  
Microsoft Teams Meeting  
Oh, Myohan

**[Int] Design - Pricing**  
Microsoft Teams Meeting  
Weintraub, Kara

**Senior Leadership Meeting: Group 1 Presents (agenda below)**  
Microsoft Teams Meeting;  
Schulz, Ryan

**INT:Connect**  
Microsoft Teams Meeting  
Kelsall, Katie

**In Person MD Meeting**  
Microsoft Teams Meeting;  
OneNorth-31469-ORION-MTR Schulz, Ryan

**Figma x One North**  
<https://figma.zoom>

**Int: One Labs AI Update**  
Microsoft Teams Meeting;  
OneNorth-31469-VEGA-MTR Kim Bangert

**Headless design system**  
Microsoft Teams Meeting  
Briggs, Ashley

**Paul/Jessica 1:1**  
Microsoft Teams Meeting

**Panel Prep: Richmond**  
Microsoft Teams Meeting  
Tibbs, Dashon

**Collin/Jessica 1:1**  
Microsoft Teams Meeting

**Nick/Jessica 1:1**  
Microsoft Teams Meeting

**Internal - meeting prep;**

**Int: One Labs AI Solutioning**  
Microsoft Teams Meeting  
Kim Bangert

**Agency Practice Heads**  
Microsoft Teams Meeting  
Peekna, Kalev

**One North-Design System-Discovery**  
Microsoft Teams Meeting:  
OneNorth-31469-ORION-MTR Haight, Travis

**HOLD- EXT: OneNorth: Design System Workshop**  
OneNorth Office/Teams for those who are virtual Gustin, Kellie

**Katherine/Jessica 1:1**  
Microsoft Teams Meeting

**Internal - meeting prep;**

**Jessica/Ryan 1:1 weekly**  
Microsoft Teams Meeting

**Michael/Jessica 1:1**  
Microsoft Teams Meeting  
Brown, Michael

**Discuss Config 2025**  
Microsoft Teams Meeting  
Lord, Tanya

**Jessica/Ryan 1:1 - weekly**  
Microsoft Teams Meeting

**Paul/Jessica - Annual Review**  
Microsoft Teams Meeting

**Meeting Prep**  
Microsoft Teams Meeting  
Vetter, Robert

**[INT] UX & Design**  
Microsoft Teams Meeting  
Weintraub, Kara

**Product Strategy & Design**  
Microsoft Teams Meeting  
Schloss, Zach

**Ashley/Jessica 1:1**  
Microsoft Teams Meeting

**The Assembly 2025: Speaker**  
Microsoft Teams Meeting  
Frost, Jen

**ONi Practice Review**  
Microsoft Teams Meeting  
Luck, Wendy

**Design Salon**  
Microsoft Teams Meeting

**2025 Trends**  
Frost, Jen

Calendar interface showing a weekly view for November 11 - November 15, 2024. The interface includes a sidebar with navigation options (New Event, Today, November 11 - November 15, 2024) and a main calendar grid. A red box highlights the event "2026 Proposal" on Tuesday, November 12, at 11 AM. A large white arrow points to this event with the text "Your presentation".

**Calendar Grid Data:**

Day	Time	Event
Monday, Nov 11	7 AM - 9 AM	Recap on HD meeting and discuss next steps Microsoft Teams Meeting Dasabeygunawardena, Kishan
Monday, Nov 11	9 AM - 11 AM	TGS All Hands Microsoft Teams Meeting Madan IV
Monday, Nov 11	9 AM - 11 AM	AI Video Tools Microsoft Teams Meeting
Monday, Nov 11	10 AM - 12 PM	Design Team Meeting Microsoft Teams Meeting
Monday, Nov 11	10 AM - 12 PM	Assembly: Moving from Theme Microsoft Teams Meeting Frost, Jen
Monday, Nov 11	11 AM - 1 PM	NEW Resourcing: Lg Projects & Microsoft Bernatowicz
Monday, Nov 11	12 PM - 2 PM	Product Strategy & Design Microsoft Teams Meeting Schiess, Zach
Monday, Nov 11	12 PM - 2 PM	Pre-Meeting For A Discussion Microsoft Teams Meeting Frost, Jen
Monday, Nov 11	1 PM - 3 PM	Touch Base w/ Jessica Microsoft Teams Meeting Silver, Brian
Monday, Nov 11	3 PM - 4 PM	[INT] Figma Re-certification Microsoft Teams Meeting Vignano, Nick
Monday, Nov 11	4 PM - 5 PM	Int: catch up with Jessica Microsoft Teams Meeting Briggs, Ashley
Tuesday, Nov 12	9 AM - 11 AM	Dropbox Intake Meeting Microsoft Teams Meeting Adeola, Dami
Tuesday, Nov 12	9 AM - 11 AM	ONI Practice Review Microsoft Teams Meeting Luck, Wendy
Tuesday, Nov 12	9 AM - 11 AM	One North All Hands Meeting Microsoft Teams Meeting Turner, Carolyn
Tuesday, Nov 12	10 AM - 12 PM	INTERNAL - debrief/plan for Microsoft Teams Meeting Galigan, Jennifer
Tuesday, Nov 12	10 AM - 12 PM	One North @ SXD Kick-off! https://figma.com
Tuesday, Nov 12	11 AM - 1 PM	[INT] Figma Re-certification Microsoft Teams Meeting Vignano, Nick
Tuesday, Nov 12	11 AM - 1 PM	Panel Prep: Richmond Microsoft Teams Meeting Tibbo, Dasha
Tuesday, Nov 12	12 PM - 2 PM	One North: A TEKsystems
Tuesday, Nov 12	2 PM - 3 PM	JdxMO 1:1 Microsoft Teams Meeting Oh, Myroslav
Tuesday, Nov 12	3 PM - 4 PM	[Int] Design - Pricing Microsoft Teams Meeting Weintraub, Kara
Tuesday, Nov 12	4 PM - 5 PM	Senior Leadership Meeting: Group 1 Presents (agenda below) Microsoft Teams Meeting Schultz, Ryan
Wednesday, Nov 13	9 AM - 11 AM	INT:Connect Microsoft Teams Meeting Kibsat, Katie
Wednesday, Nov 13	9 AM - 11 AM	In Person MO Meeting Microsoft Teams Meeting: OneNorth-31469-ONON-MTR Schultz, Ryan
Wednesday, Nov 13	10 AM - 12 PM	Figma x One North https://figma.com
Wednesday, Nov 13	10 AM - 12 PM	Int: One Labs AI Update Microsoft Teams Meeting: OneNorth-31469-VEGA-MTR Kim Bangert
Wednesday, Nov 13	11 AM - 1 PM	Headless design system Microsoft Teams Meeting Briggs, Ashley
Wednesday, Nov 13	11 AM - 1 PM	Paul/Jessica 1:1 Microsoft Teams Meeting
Thursday, Nov 14	9 AM - 11 AM	Panel Prep: Richmond Microsoft Teams Meeting Tibbo, Dasha
Thursday, Nov 14	9 AM - 11 AM	Collin/Jessica 1:1 Microsoft Teams Meeting
Thursday, Nov 14	9 AM - 11 AM	Nick/Jessica 1:1 Microsoft Teams Meeting
Thursday, Nov 14	9 AM - 11 AM	Internal - meeting prep
Thursday, Nov 14	10 AM - 12 PM	Int: One Labs AI Solutioning Microsoft Teams Meeting Kim Bangert
Thursday, Nov 14	10 AM - 12 PM	Highly Interactive Round Microsoft Teams Meeting Tibbo, Dasha
Thursday, Nov 14	10 AM - 12 PM	One North-Design System-Discovery Microsoft Teams Meeting: OneNorth-31469-ONON-MTR Rustin, Kellie
Thursday, Nov 14	10 AM - 12 PM	HOLD- EXT: OneNorth-Design System Workshop Microsoft Teams Meeting: OneNorth-31469-ONON-MTR Rustin, Kellie
Thursday, Nov 14	11 AM - 1 PM	Product Strategy & Design Microsoft Teams Meeting Schiess, Zach
Thursday, Nov 14	11 AM - 1 PM	Ashley/Jessica 1:1 Microsoft Teams Meeting
Thursday, Nov 14	11 AM - 1 PM	The Assembly 2025: Speaker Microsoft Teams Meeting Frost, Jen
Thursday, Nov 14	12 PM - 2 PM	Internal - meeting prep
Thursday, Nov 14	12 PM - 2 PM	Jessica/Ryan 1:1 - weekly Microsoft Teams Meeting
Thursday, Nov 14	12 PM - 2 PM	Michael/Jessica 1:1 Microsoft Teams Meeting Brown, Michael
Friday, Nov 15	9 AM - 11 AM	Discuss Config 2026 Microsoft Teams Meeting Lord, Tanya
Friday, Nov 15	9 AM - 11 AM	Jessica/Ryan 1:1 - weekly Microsoft Teams Meeting
Friday, Nov 15	9 AM - 11 AM	Paul/Jessica - Annual Review Microsoft Teams Meeting
Friday, Nov 15	10 AM - 12 PM	Meeting Prep Microsoft Teams Meeting Vetter, Robert
Friday, Nov 15	10 AM - 12 PM	[INT] UX & Design Microsoft Teams Meeting Weintraub, Kara
Friday, Nov 15	11 AM - 1 PM	2026 Trends Microsoft Teams Meeting Frost, Jen

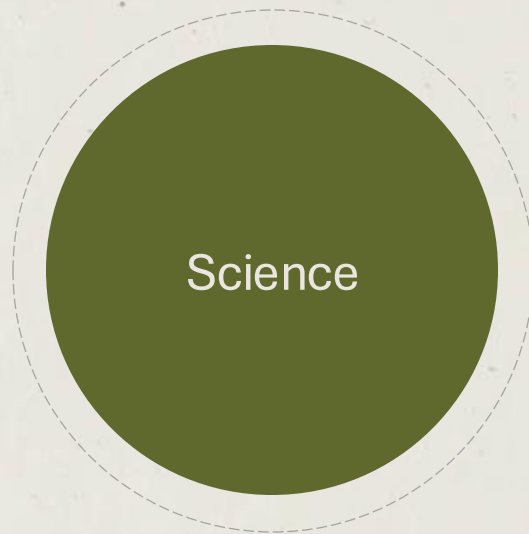
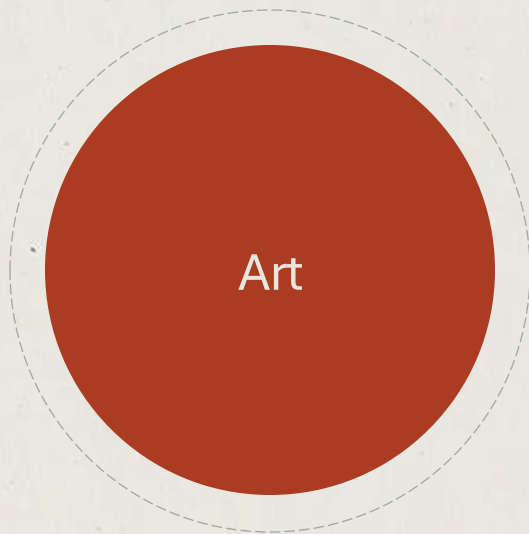
Standing out requires  
vision, skill, and discipline.

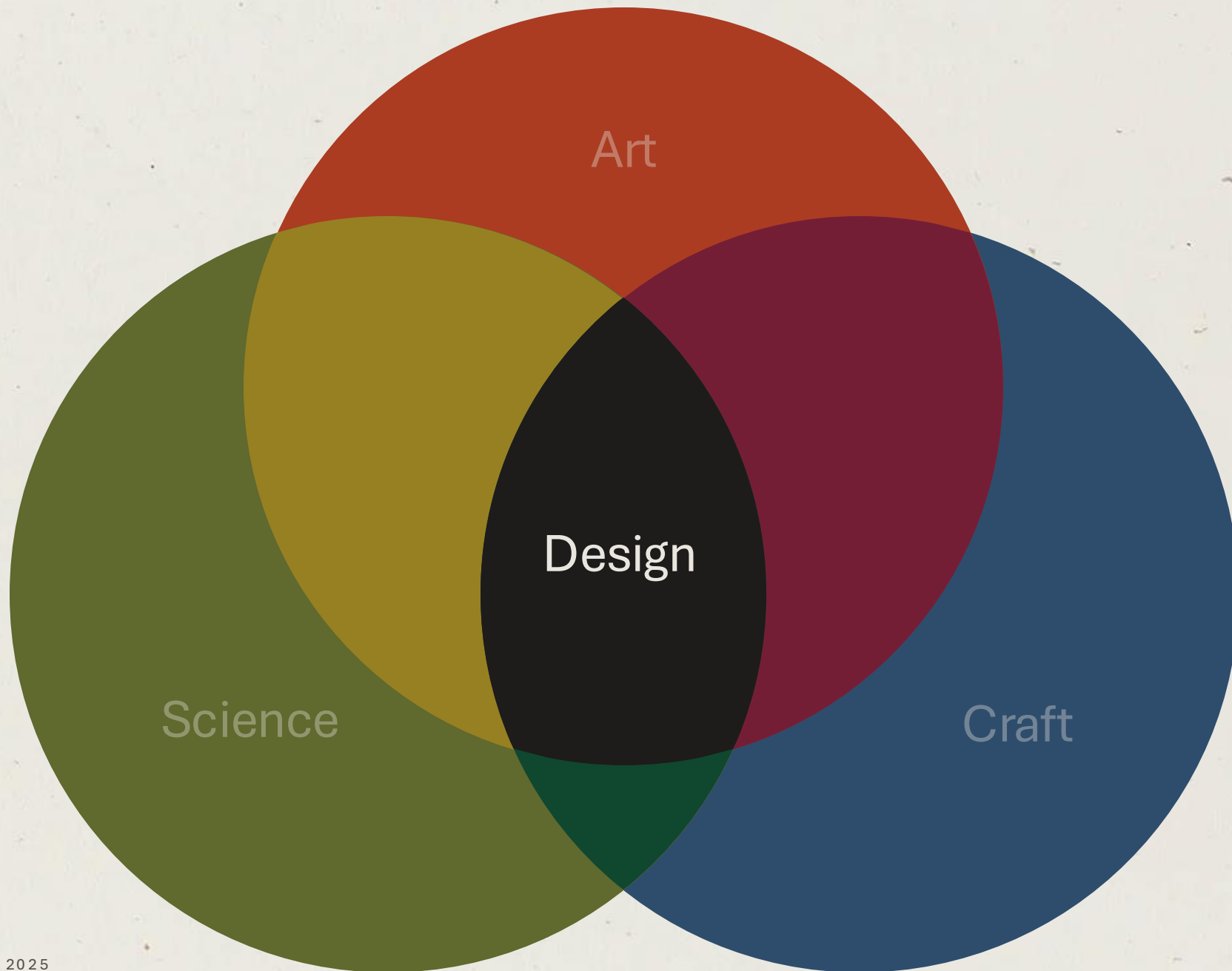


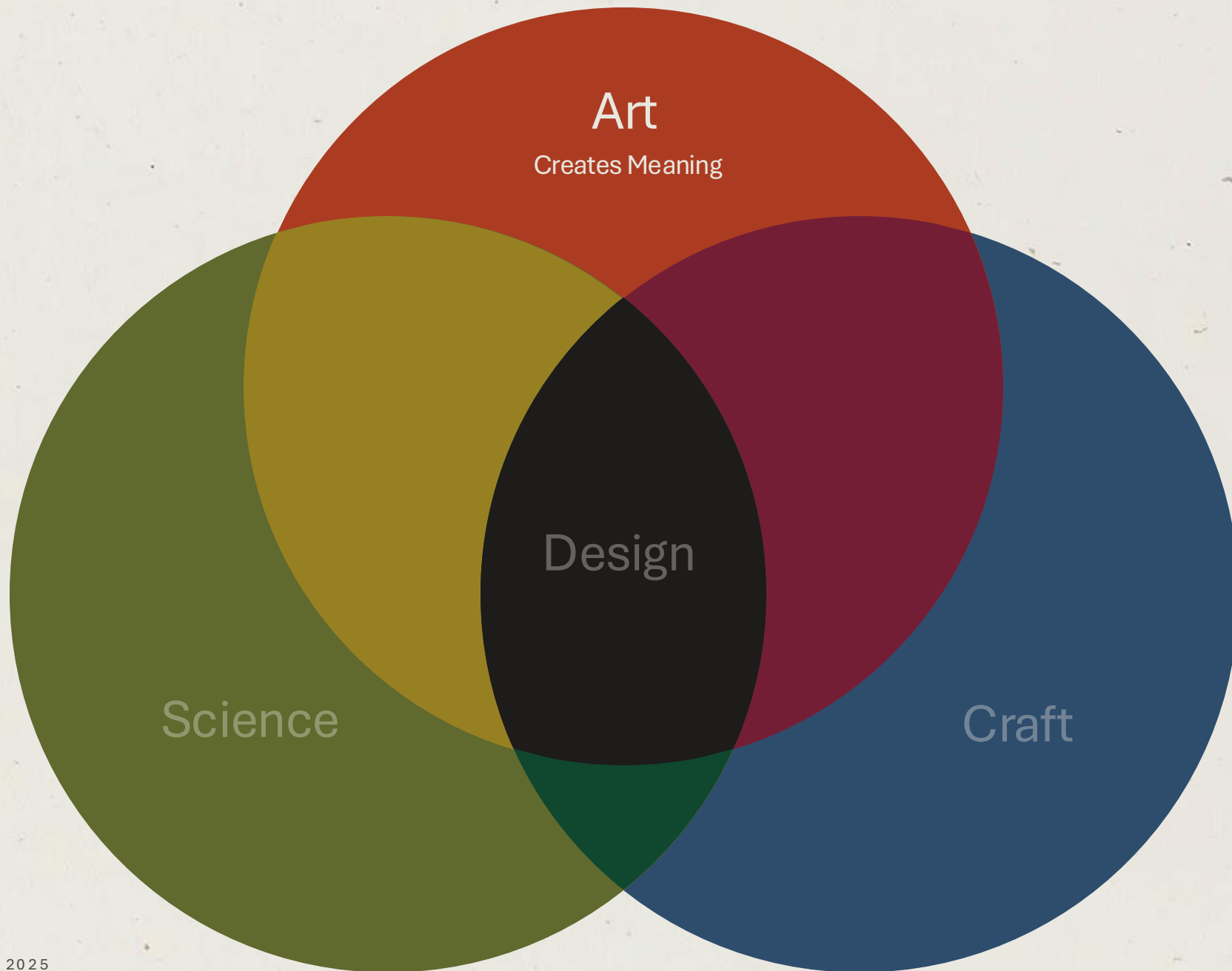
# Design

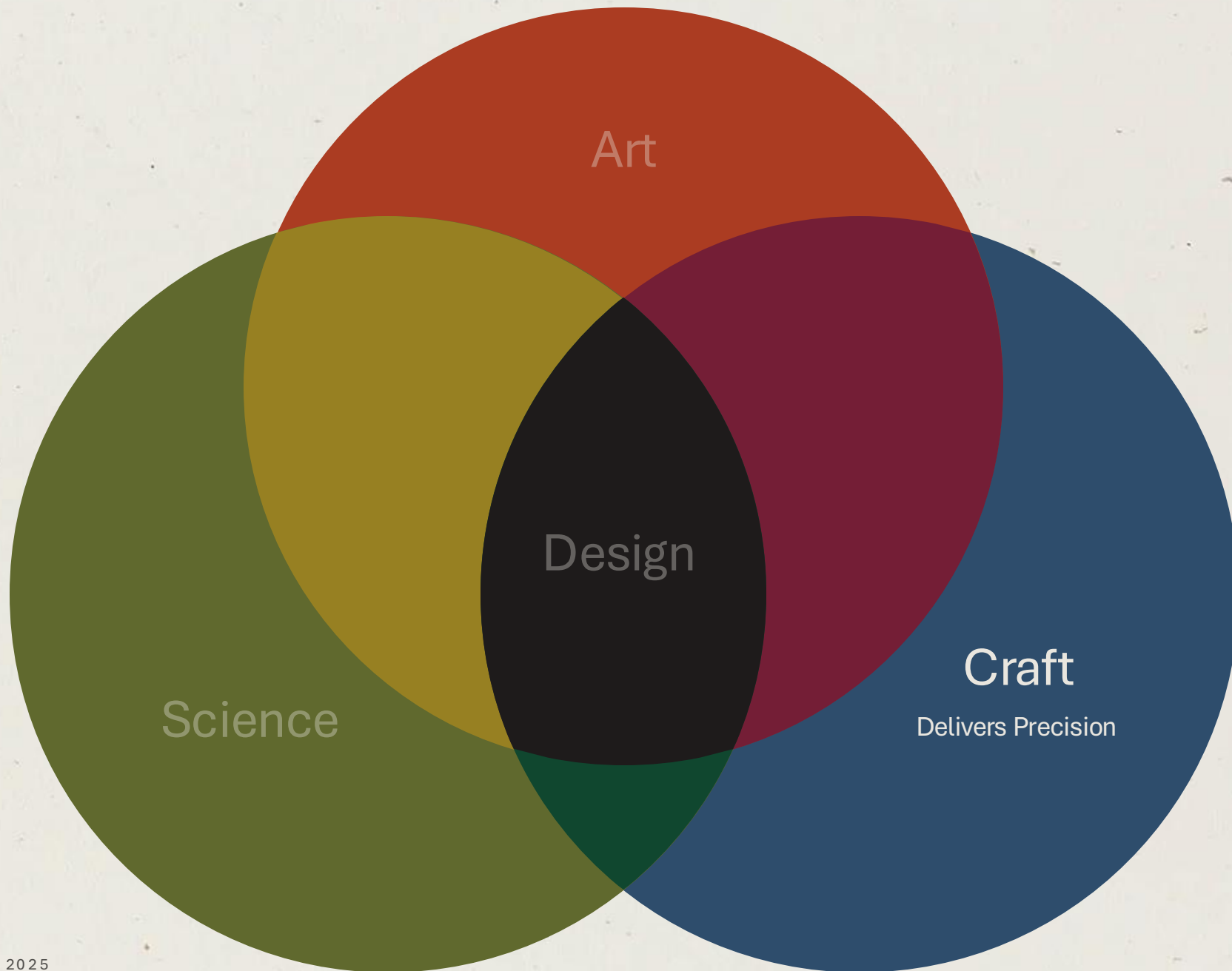
MORE THAN DECORATION

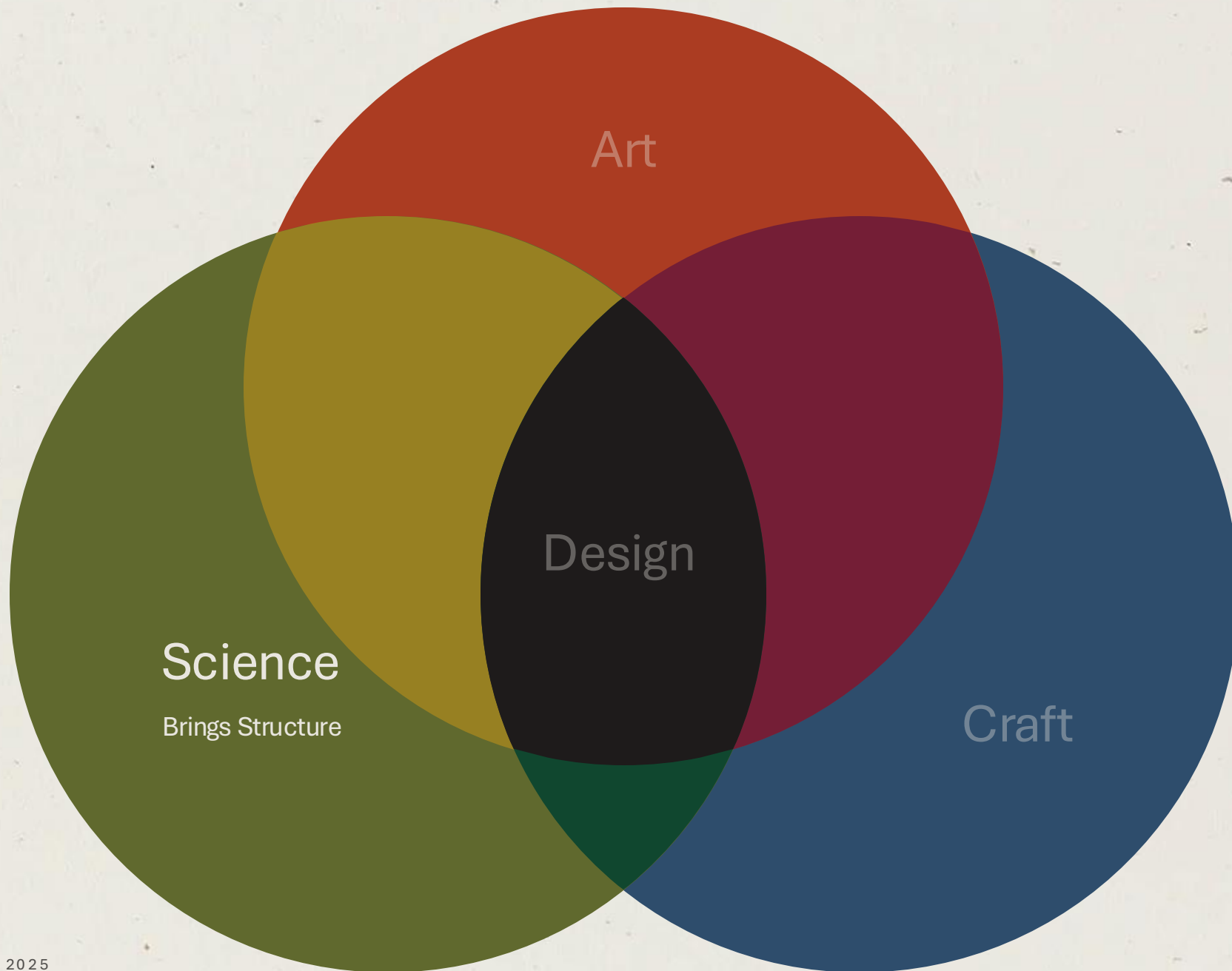


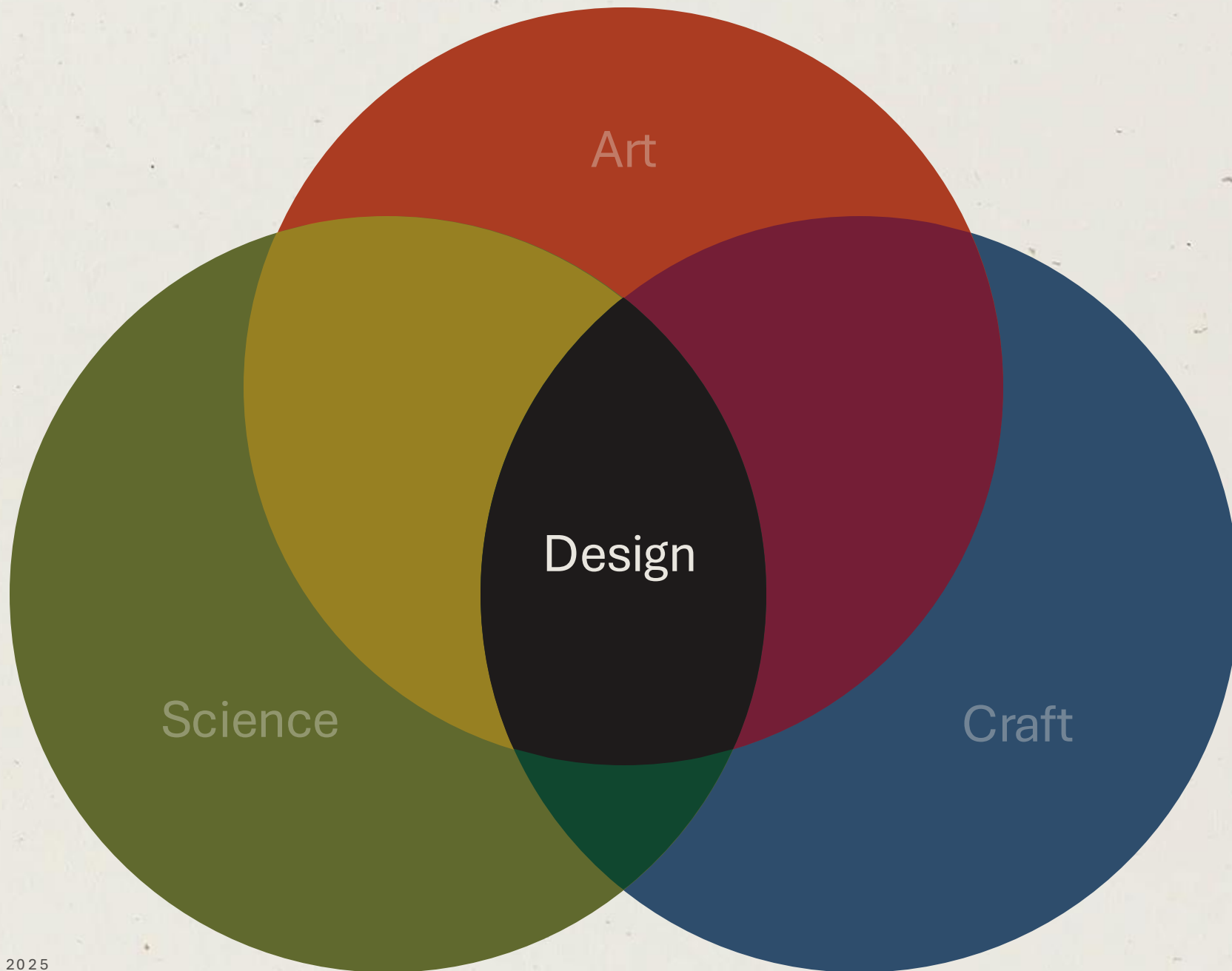


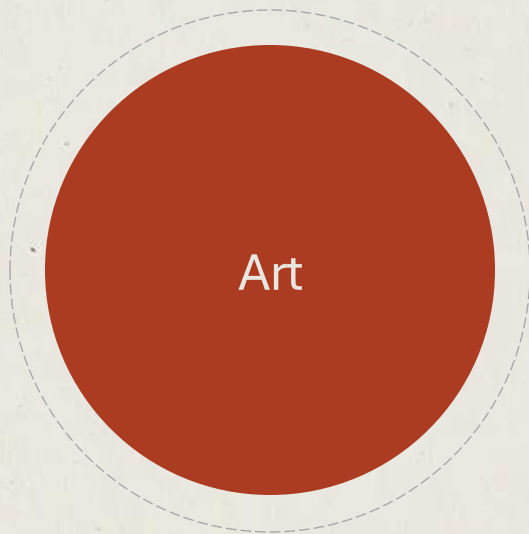


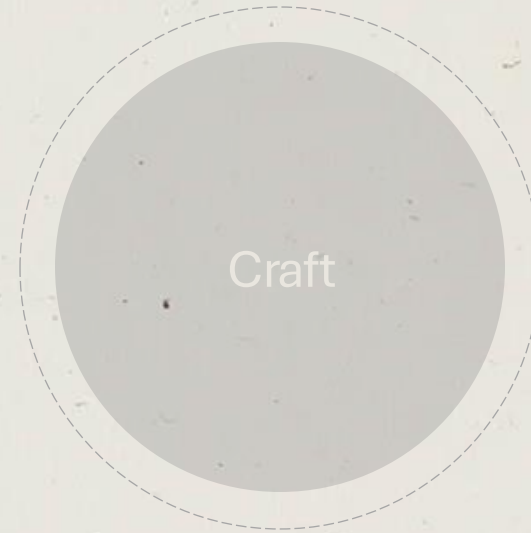
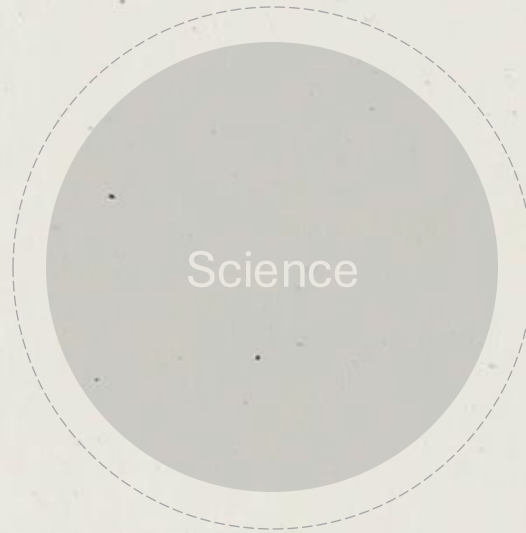
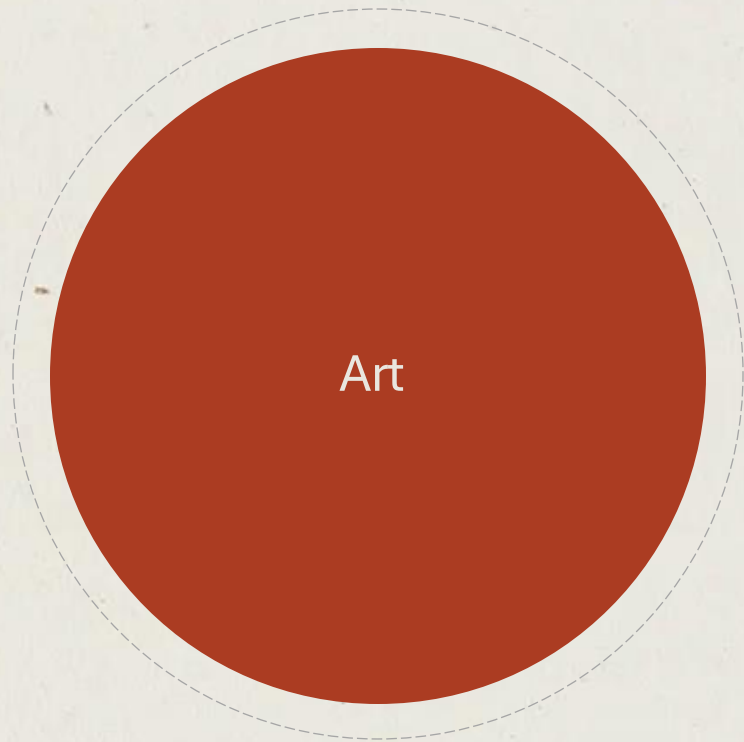












# Art

---

# Design



Art *explores*.

---

Design *solves*.



Art *creates meaning.*

---

Design *creates clarity.*



Art *makes you feel.*

---

Design *makes you act.*





Chauvet Cave  
32,000 years old

Cave Drawings  
(c. 3,200 BCE – 400 CE)



Egyptian Hieroglyphs  
(c. 3,200 BCE – 400 CE)



The Trajan Column  
(AD 113)



The Bayeux Tapestry  
(1070s)



The Sistine Chapel  
(1508-1512)



The Trajan Column  
(AD 113)



The Bayeux Tapestry  
(1070s)



The Sistine Chapel  
(1508-1512)



Hokusai's Great Wave  
(1831)



Gertie the Dinosaur  
(1914)



The Sistine Chapel  
(1508-1512)



Hokusai's Great Wave  
(1831)



Gertie the Dinosaur  
(1914)



Snow White  
(1937)



Saul Bass Title Sequences  
(1950-60s)



Hokusai's Great Wave  
(1831)



Gertie the Dinosaur  
(1914)



Snow White  
(1937)



Saul Bass Title Sequences  
(1950-60s)



Apple Product Launches  
(2007)



Gertie the Dinosaur  
(1914)



Snow White  
(1937)



Saul Bass Title Sequences  
(1950-60s)



Apple Product Launches  
(2007)



GenAI  
(2025)





01

There is a universal desire  
to tell stories visually.

02

Tools evolve, but the  
fundamentals remain.

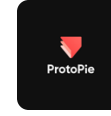


02

Tools evolve, but the fundamentals remain.



Gemini



Webflow

DALL-E



# Tools evolve, but the fundamentals remain.

Canva

Midjourney

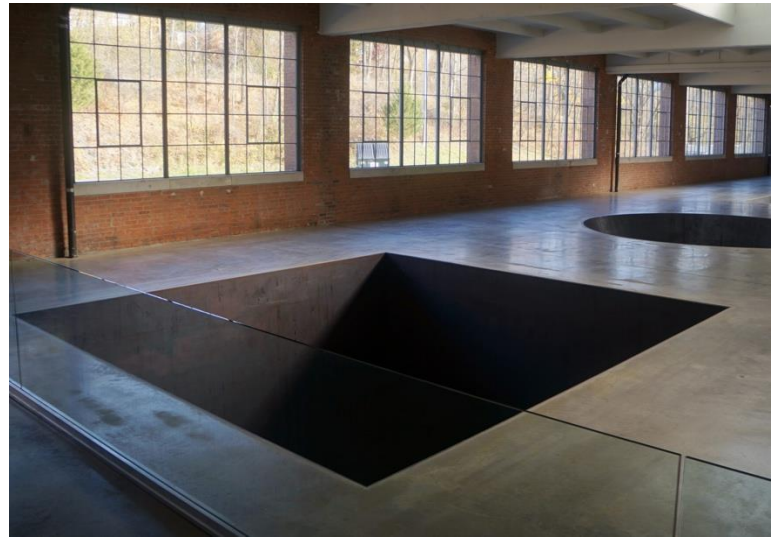
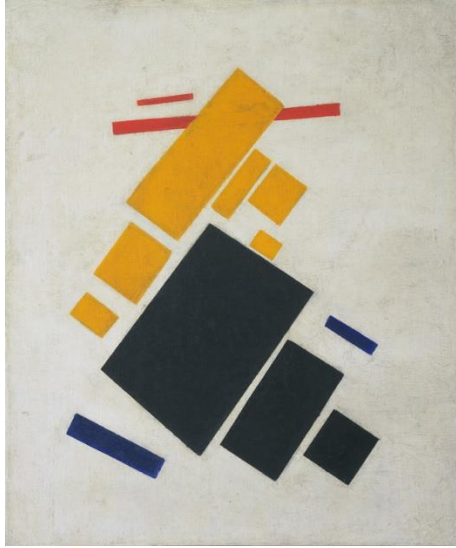


Framer



knapsack



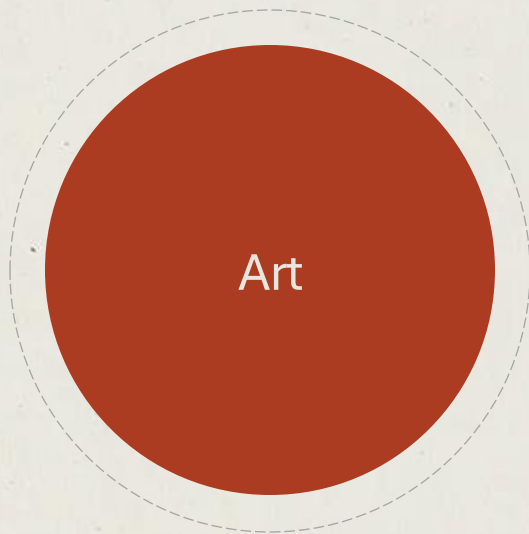


Facts tell.

---


*Stories sell.*







# Dual-channel processing

1. Otherwise known as “Mayer’s Cognitive Theory of Multimedia Learning”
2. Our brains process **verbal** and **visual information** through *separate channels*. 
3. When both channels are overloaded (e.g. when slides are text-heavy while someone is speaking) retention drops dramatically.



## Picture-Superiority Effect

Images are remembered better than words alone – when tied to one idea, a picture improves recall. (Paivio’s Dual-Coding Theory, 1971).

- People remember 65% of visual+ spoken information after 3 days vs. 10% for spoken only



*When something stands out, because of contrast, negative space, color, shape, etc.) and therefore is much more likely to be remembered.*



# How We Process Information, Visually



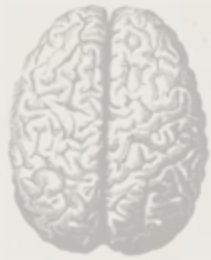
01

We learn better with both  
words & visuals.

Dual-channel processing,  
Mayer's Multimedia Theory



# How We Process Information, Visually



01

We learn better with both words & visuals.

Dual-channel processing,  
Mayer's Multimedia Theory



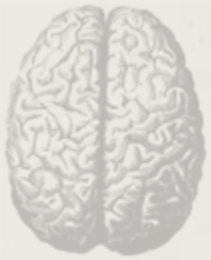
02

We remember pictures more than words alone.

Picture-superiority effect



# How We Process Information, Visually



01

We learn better with both words & visuals

Dual-channel processing,  
Mayer's Multimedia Theory



02

We remember pictures more than words alone.

Picture-superiority effect



03

**We notice the distinct.**

Von Restorff effect





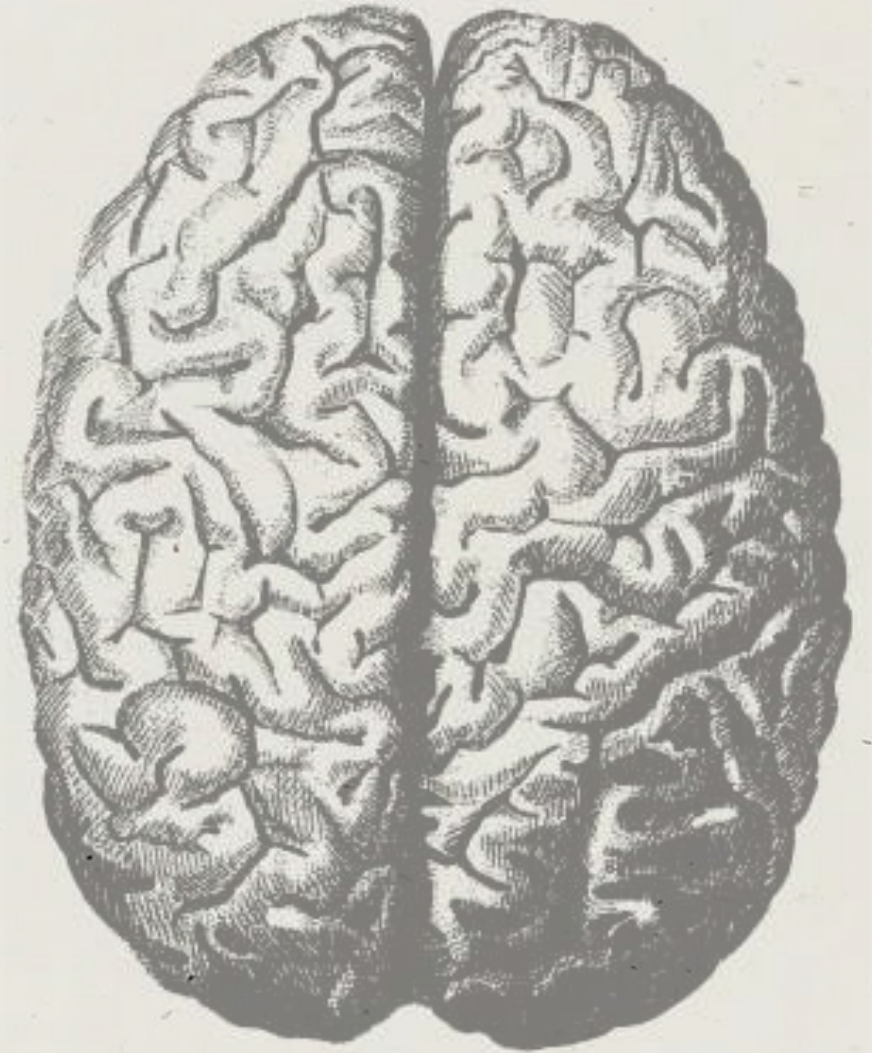
# We Learn Better With Both Words and Visuals

## Dual-Channel Processing

Our brains process verbal and visual information through separate channels.

Each channel has a limited capacity for processing information.

*Otherwise known as “Mayer’s Cognitive Theory of Multimedia Learning”*





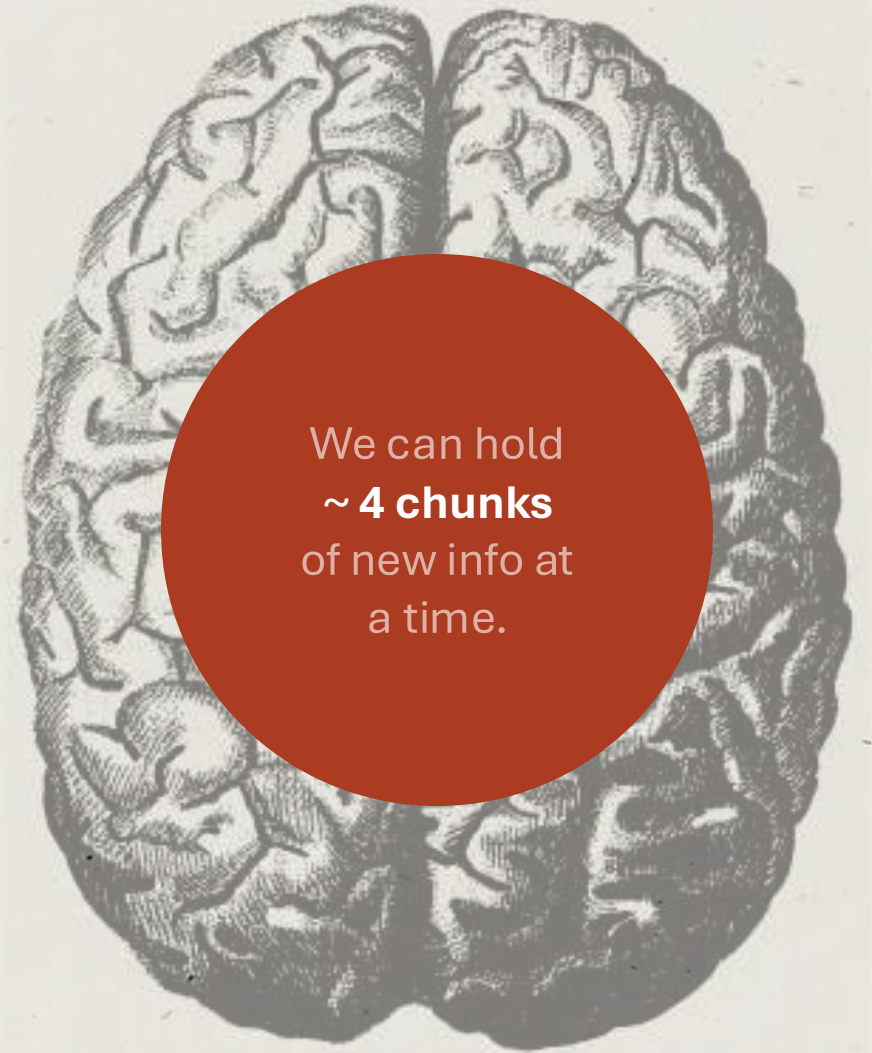
# We Learn Better With Both Words and Visuals

## Dual-Channel Processing

Our brains process verbal and visual information through separate channels.

Each channel has a limited capacity for processing information.

*Otherwise known as “Mayer’s Cognitive Theory of Multimedia Learning”*



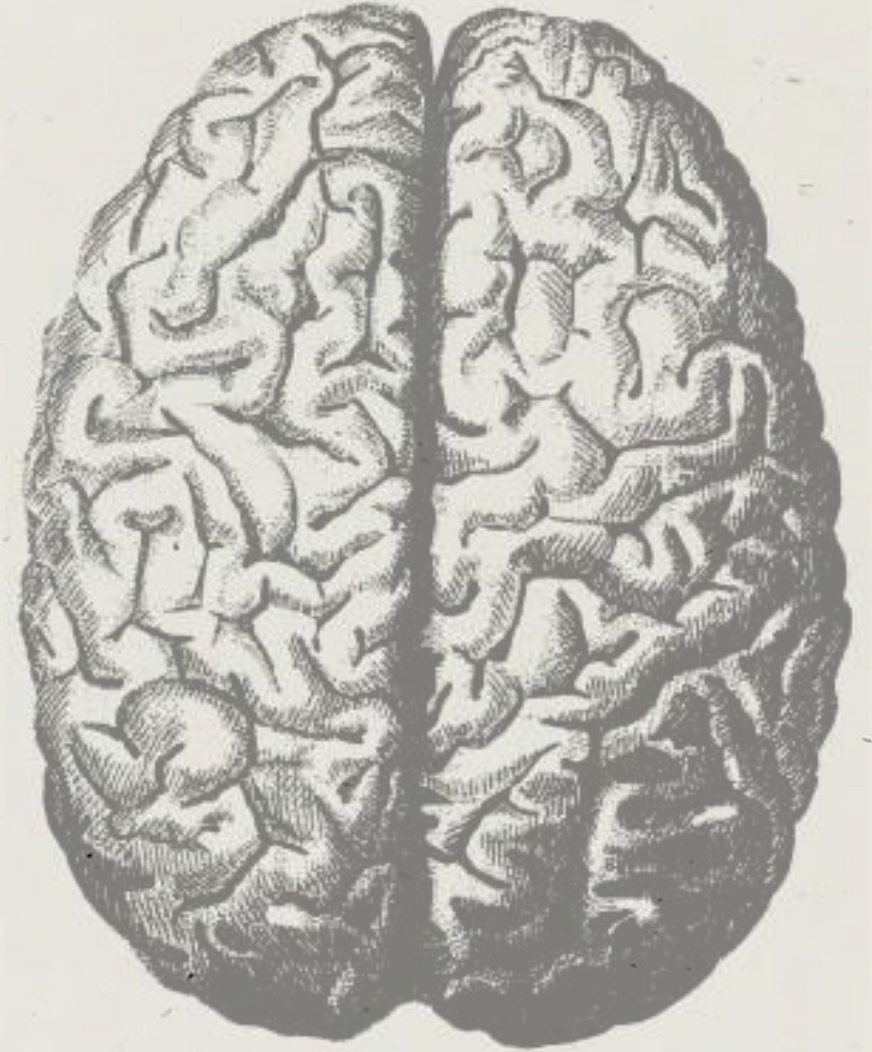


# We Learn Better With Both Words and Visuals

## Dual-Channel Processing

When both channels are overloaded (e.g. when slides are text-heavy while someone is speaking) retention drops dramatically.

*Otherwise known as “Mayer’s Cognitive Theory of Multimedia Learning”*





# We Remember Pictures More than Words Alone

## Picture-Superiority Effect

65% of the population are visual learners, and most people remember info better when it is presented visually.

*Paivio's Dual-Coding Theory, 1971*



THE ASSEMBLY 2025

## The Picture-Superiority Effect: Harness the Power of Visuals



Sara Paul  
April 26, 2024



**Summary:** People often remember visuals better than words. Designers can leverage the picture-superiority effect to make their products memorable and learnable.

You may have heard the popular saying: *a picture is worth a thousand words*. Pictures can communicate concepts better than words alone, partly because people tend to remember information better when presented visually. This is known as the picture-superiority effect.

### In This Article:

[What Is the Picture-Superiority Effect?](#)

[Why Images Matter](#)

[Factors Affecting the Picture-Superiority Effect](#)

[3 Ways to Leverage the Picture-Superiority Effect](#)

[Should You Use Images Instead of Words?](#)

[Conclusion](#)

[References](#)

### What Is the Picture-Superiority Effect?

**Definition:** The **picture-superiority effect** refers to the fact that people tend to remember pictures better than words.

This phenomenon is well documented in cognitive psychology. One of the most popular theories for why pictures are more memorable than words belongs to the psychologist Allan Paivio. Paivio believed that the picture-superiority effect occurs because visual information is processed more deeply than verbal information.

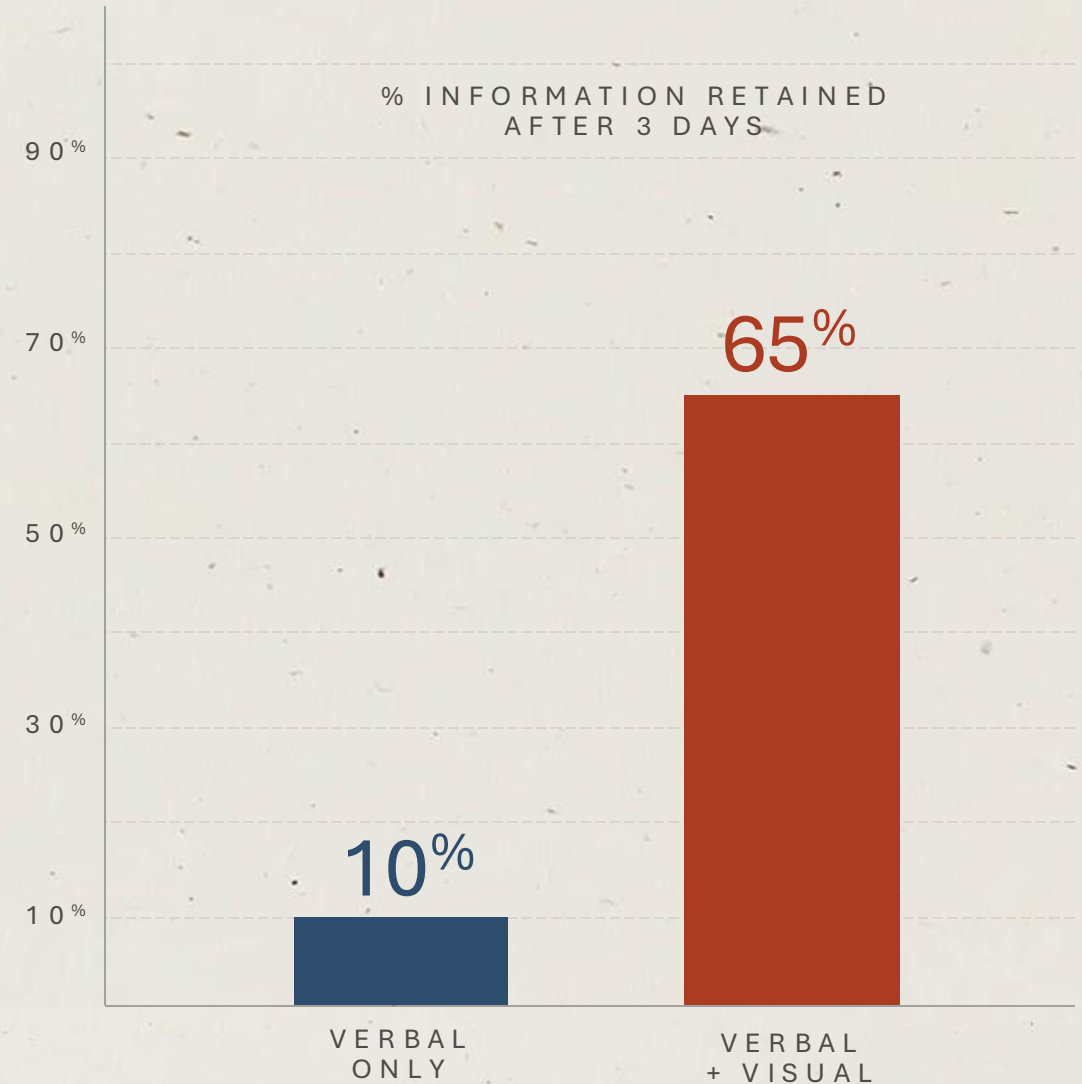


# We Remember Pictures More than Words Alone

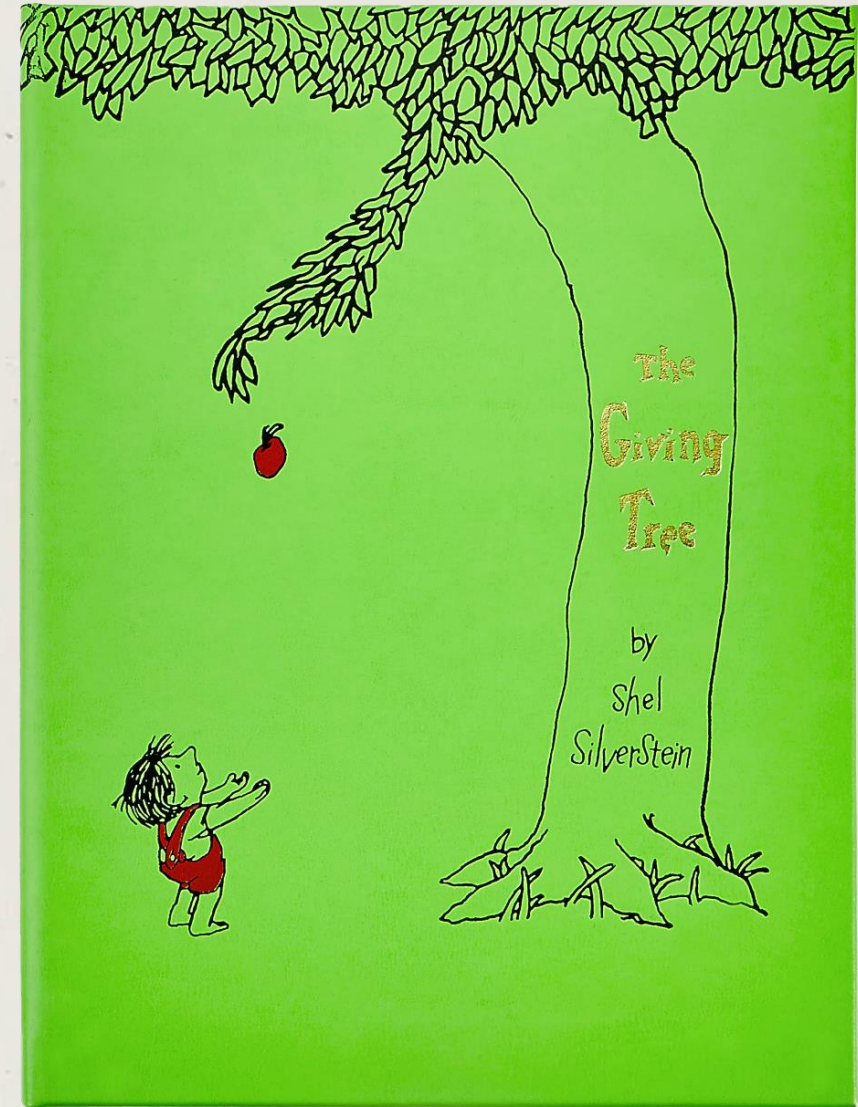
## Picture-Superiority Effect

Most of the population are visual learners and people remember info better when it is presented visually.

*Paivio's Dual-Coding Theory, 1971*



Once there was a tree ... and she loved a little boy. And every day the boy would come and he would gather her leaves and make them into crowns and play king of the forest. He would climb up her trunk and swing from her branches and eat apples. And they would play hide-and-go-seek. And when he was tired, he would sleep in her shade. And the boy loved the tree ... very much. And the tree was happy. But time went by. And the boy grew older. And the tree was often left alone. Then one day the boy came to the tree and the tree said, "Come, Boy, come and climb up my trunk and swing from my branches and eat apples and play in my shade and be happy." "I am too big to climb and play," said the boy. "I want to buy things and have fun. I want some money. Can you give me some money?" "I'm sorry," said the tree, "but I have no money. I have only leaves and apples. Take my apples, Boy, and sell them in the city. Then you will have money and you will be happy." And so the boy climbed up the tree and gathered her apples and carried them away. And the tree was happy. But the boy stayed away for a long time ... and the tree was sad. And then one day the boy came back and the tree shook with joy and she said, "Come, Boy, climb up my trunk and swing from my branches and be happy." "I am too busy to climb trees," said the boy. "I want a house to keep me warm," he said. "I want a wife and I want children, and so I need a house. Can you give me a house?" "I have no house," said the tree. "The forest is my house, but you may cut off my branches and build a house. Then you will be happy." And so the boy cut off her branches and carried them away to build his house. And the tree was happy. But the boy stayed away for a long time. And when he came back, the tree was so happy she could hardly speak. "Come, Boy" she whispered, "come and play." "I am too old and sad to play," said the boy. "I want a boat that will take me far away from here. Can you give me a boat?" "Cut down my trunk and make a boat," said the tree. "Then you can sail away and be happy." And so the boy cut down her trunk and made a boat and sailed away. And the tree was happy ... but not really. And after a long time the boy came back again. "I am sorry, Boy," said the tree, "but I have nothing left to give you- My apples are gone." "My teeth are too weak for apples," said the boy. "My branches are gone," said the tree. "You cannot swing on them -" "I am too old to swing on branches," said the boy. "My trunk is gone," said the tree. "You cannot climb-" "I am too tired to climb" said the boy. "I am sorry," sighed the tree. "I wish I could give you something ... but I have nothing left. I am just an old stump. I am sorry ..." "I don't need very much now," said the boy, "just a quiet place to sit and rest. I am very tired." "Well," said the





# We Notice the Distinct

## Von Restorff Effect

When something stands out, it is much more likely to be remembered. Otherwise known as “law of distinctiveness.”



Negative Space



Shape



Color



Contrast



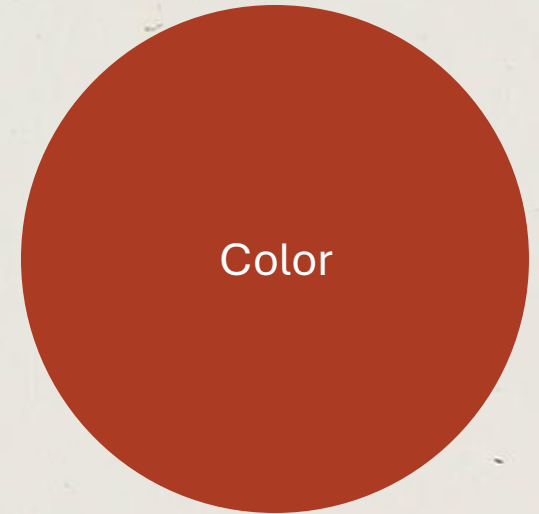
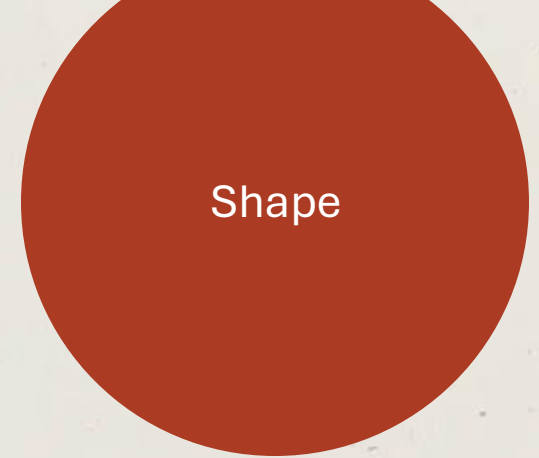


# We Notice the Distinct

When everything is **bold**,  
nothing is distinct.

When everything is in **color**,  
nothing is distinct.

When there's no **negative space**,  
nothing is distinct.













# Slides are free.

DEJONG PRINCIPLE™





# One idea, one slide.

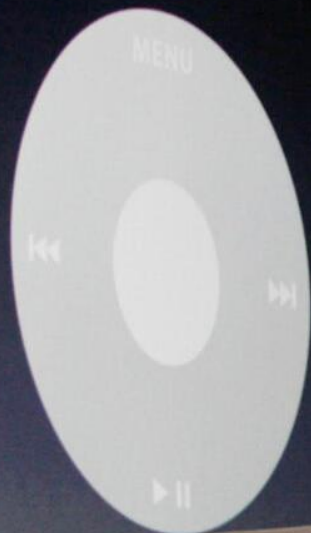
APPLE DECK DESIGN PRINCIPLE



# Revolutionary User Interfaces



Mac



iPhone





\$199

8 GB






# iPod.

1,000 Songs in your pocket.



# Dual-channel processing

1. Otherwise known as "Mayer's Cognitive Theory of Multimedia Learning"
2. Our brains process verbal and visual information through separate channels. 
3. When both channels are overloaded (e.g. when slides are text-heavy while someone is speaking) retention drops dramatically.

## Picture-Superiority Effect

Images are remembered better than words alone – when tied to one idea, a picture improves recall. (Paivio's Dual-Coding Theory, 1971).

- People remember 65% of visual+ spoken information after 3 days vs. 10% for spoken




When something stands out, because of contrast, negative space, color, shape, etc.) and therefore is much more likely to be remembered.





## Dual-channel processing

1. Otherwise known as "**Mayer's Cognitive Theory of Multimedia Learning**"
2. Our brains process **verbal** and **visual information** through separate channels. 
3. When both channels are overloaded (e.g. when slides are text-heavy while someone is speaking) retention drops dramatically.



## Picture-Superiority Effect

Images are remembered better than words alone – when tied to one idea, a picture improves recall. (Paivio's Dual-Coding Theory, 1971).

- People remember 65% of visual+ spoken information after 3 days vs. 10% for spoken only



When something stands out, because of **contrast, negative space, color, shape, etc.** and therefore is **much more likely to be remembered.**



## We Learn Better With Both Words and Visuals

### Dual-Channel Processing

Our brains process verbal and visual information through separate channels.

Each channel has a limited capacity for processing information.

Otherwise known as "Mayer's Cognitive Theory of Multimedia Learning"



THE ASSEMBLY 2025



We can hold  
**~4 chunks**  
of new info at  
a time.

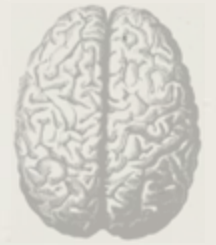
A ONE NORTH EVENT

---

# 1

We learn better with words & visuals.

Dual-channel processing, Mayer's Multimedia Theory



---

# 2

We remember pictures more than words alone.

Picture-superiority effect



---

# 3

We notice the distinct.

Von Restorff effect



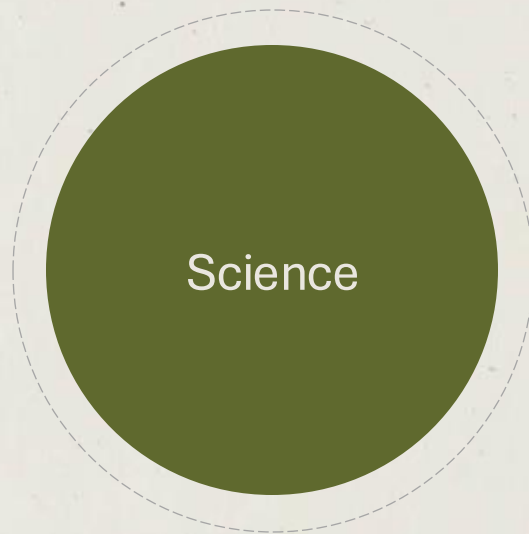
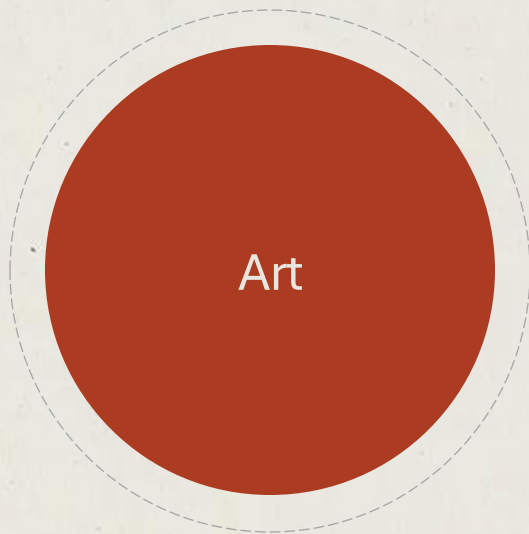
---

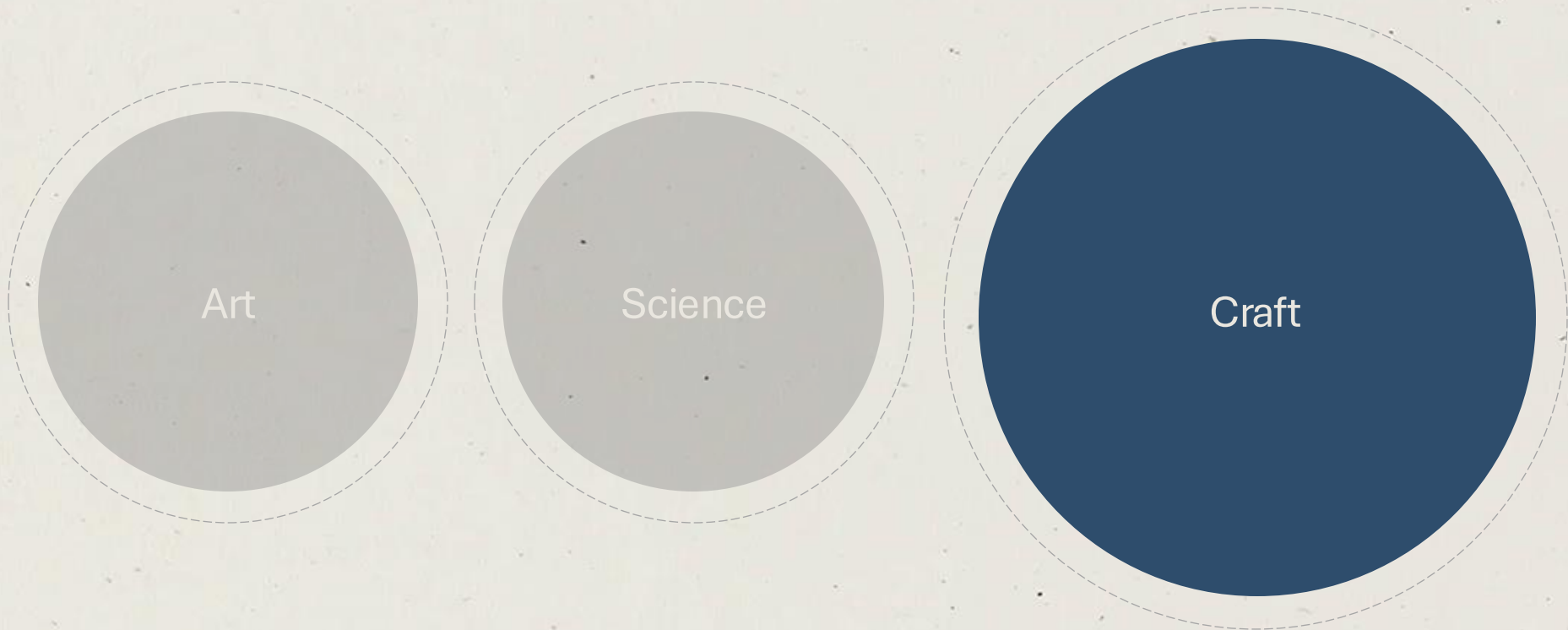
# 4

Slides are free.

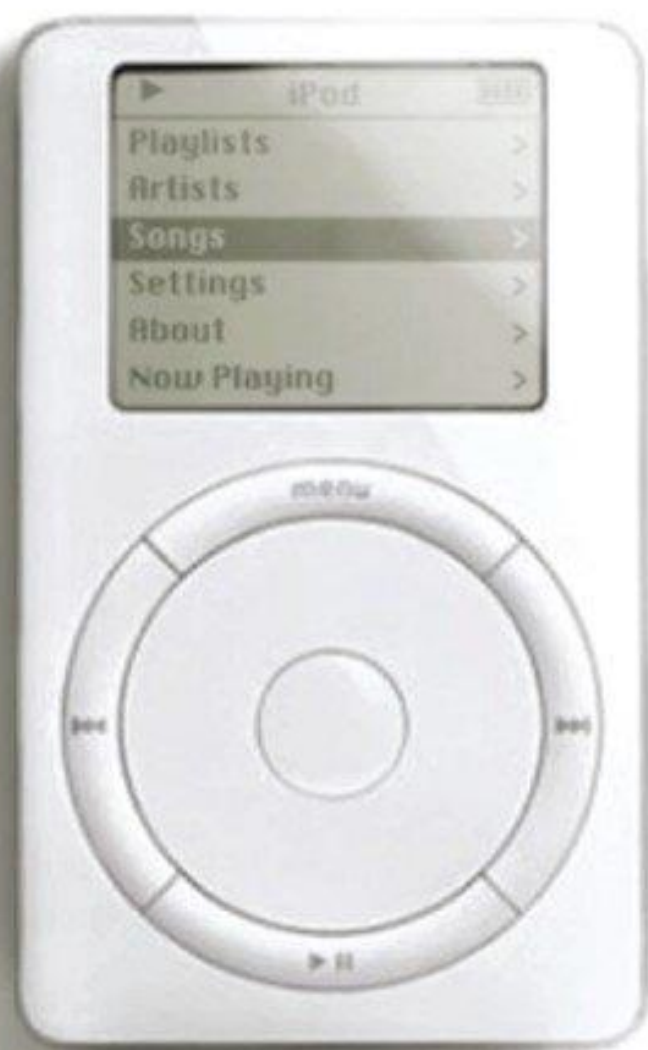
DeJong Principle™

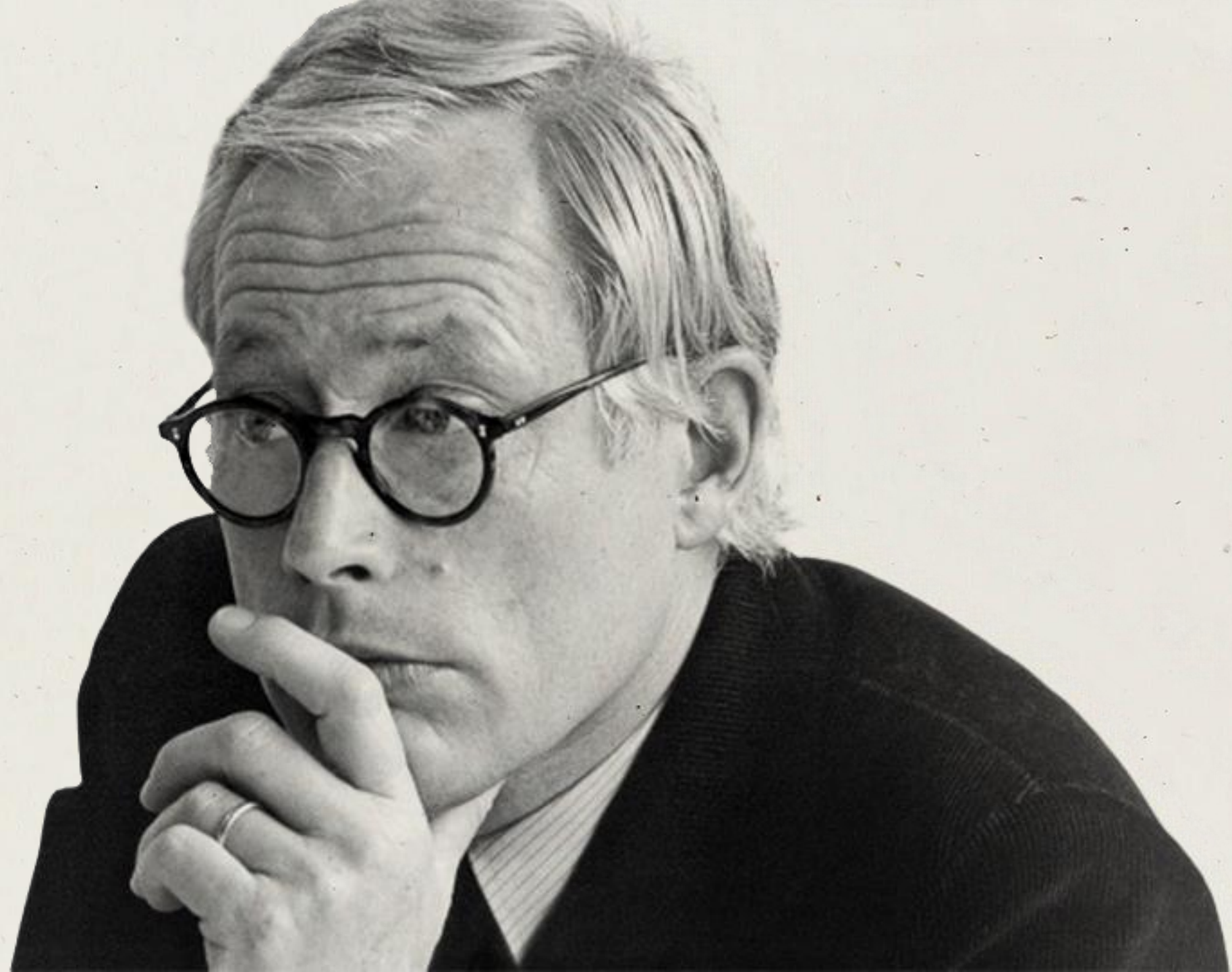












# Principles of Good Design

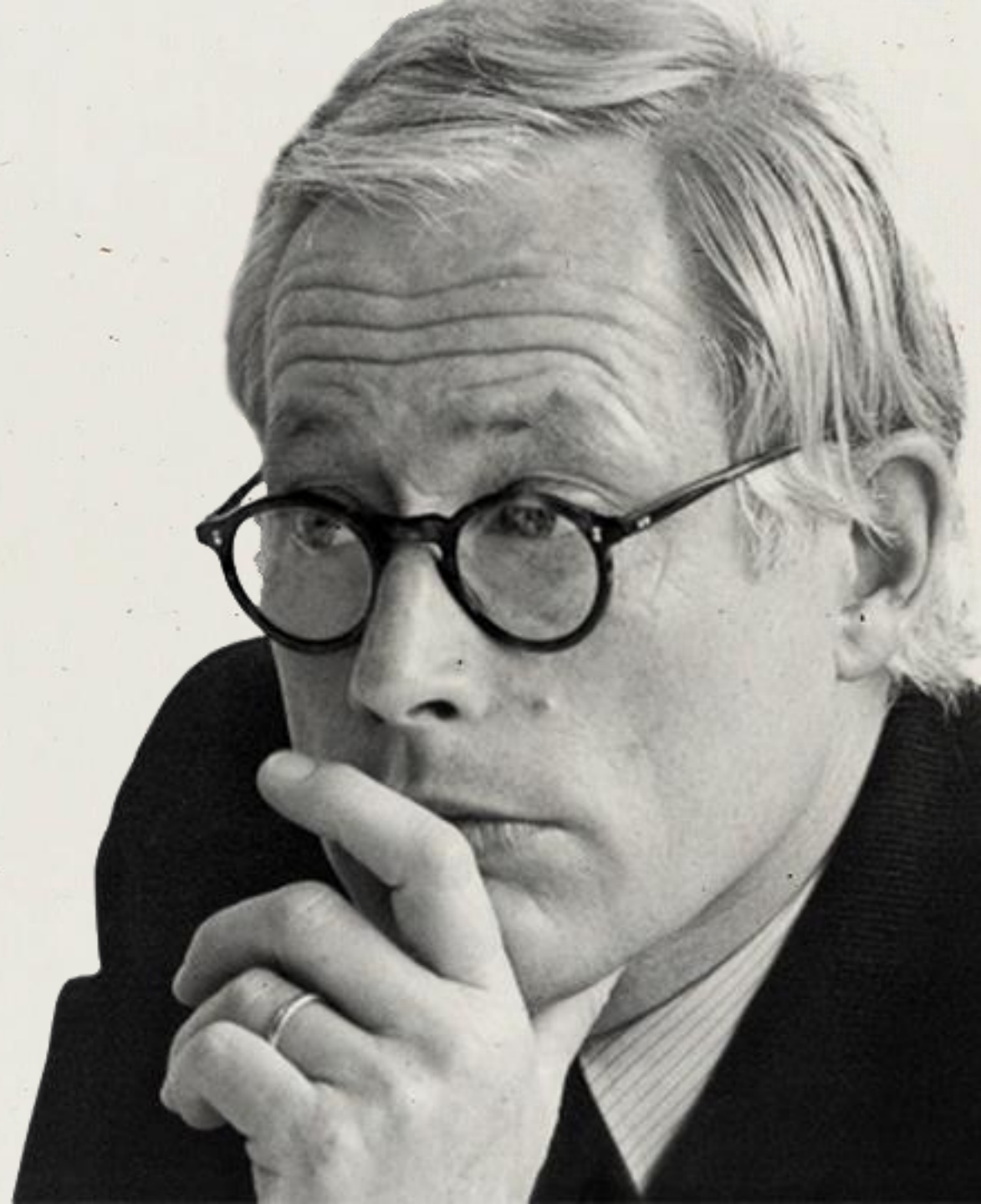
1. Good design is innovative.
2. Good design makes a product useful.
3. Good design is aesthetic.
4. Good design makes a product understandable.
5. Good design is unobtrusive.
6. Good design is honest.
7. Good design is long lasting.
8. Good design is thorough down to the last detail.
9. Good design is environmentally friendly.
10. Good design is as little design as possible.

DIETER RAMS



Less,  
but better.

DIETER RAMS



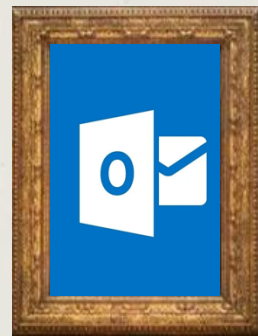
Save big on brands you love

shoes  
shop [ymaxx.com](http://ymaxx.com)









From: DeJong, Jessica (jdejong@onenorth.com) ✓

To:  Frost, Jen

Subject: The Giving Tree

Cc Bcc 

Importance ▾

*“I am sorry I wrote a long letter,  
I did not have time to write  
a short one.”*

## Blaise Pascal, French Mathematician & Philosopher

d come and he would gather her leaves and make them into crowns and play king of the forest. He would climb up e-and-go-seek. And when he was tired, he would sleep in her shade. And the boy loved the tree ... very much. And often left alone. Then one day the boy came to the tree and the tree said, "Come, Boy, come and climb up my trunk ." "I am too big to climb and play," said the boy. "I want to buy things and have fun. I want some money. Can you

Take my apples, Boy, and sell them in the city. Then you will have money and you will be happy.” And so the boy was happy. But the boy stayed away for a long time ... and the tree was sad. And then one day the boy came back bringing from my branches and be happy.” “I am too busy to climb trees,” said the boy. “I want a house to keep me  
you give me a house?” “I have no house,” said the tree. The boy took all the apples and carried them away to build his house.  
” she whispered, “come and play.” “I am too busy to play,” said the boy. “I must go to sea to earn money.”  
at,” said the tree. “Then you can sail away and I will be alone.” The boy sailed away and never came back again. “I am sorry, Boy,” said the tree.

i ain't readin

y. "My trunk is gone," said the tree. "You can't sit on me now. I am just an old stump. I am sorry ..." "I don't mind," said the boy. "I could sit on anything. I could, "well, an old stump is good for sitting a

Once there was a tree ... and she loved a little boy. And every day the boy would come and he would gather her leaves and her trunk and swing from her branches and eat apples. And they would play hide-and-go-seek. And when he was tired, he would lie down and the tree was happy. But time went by. And the boy grew older. And the tree was often left alone. Then one day the boy came and swinging from my branches and eat apples and play in my shade and be happy." "I am too big to climb and play," said the tree. "Give me some money?"

"I'm sorry," said the tree, "but I have no money. I have only leaves and apples. Take my apples, Boy, and sell them in the city. Then you will have money." The boy climbed up the tree and gathered her apples and carried them away. And the tree was happy. But the boy stayed away for a long time. When he came back, the tree shook with joy and she said, "Come, Boy, climb up my trunk and swing from my branches and be happy." "I am too old now," said the boy. "I want a wife and I want children, and so I need a house. Can you give me a house?" "I have no house," said the tree, "but I can help you build one. Cut down my branches and build a house. Then you will be happy." And so the boy cut off her branches and carried them away to build his house. When he came back, the tree was so happy she could hardly speak. "Come, Boy" she whispered, "come and play." "I am too old now," said the boy. "I want a boat to sail away from here. Can you give me a boat?" "Cut down my trunk and make a boat," said the tree. "Then you can sail away and be happy." And so the boy cut down the trunk of the tree and made a boat. When he sailed away, the tree was happy ... but not really. And after a long time the boy came back again. "I am sorry, Boy," said the tree. "My teeth are too weak for apples," said the boy. "My branches are gone," said the tree.

"You cannot swing on them—" "I am too old to swing on branches," said the boy. "My trunk is gone," said the tree. "You cannot climb—" "I am too tired to climb" said the boy. "I am sorry," sighed the tree. "I wish I could give you something ... but I have nothing left. I am just an old stump. I am sorry ..." "I don't need very much now," said the boy, "just a quiet place to sit and rest. I am very tired." "Well," said the tree, straightening herself up as much as she could, "well, an old stump is good for sitting and resting. Come, Boy, sit down. Sit down and rest." And the boy did. And the tree was happy.

i ain't reading all that

i'm happy for u tho

or sorry that happened

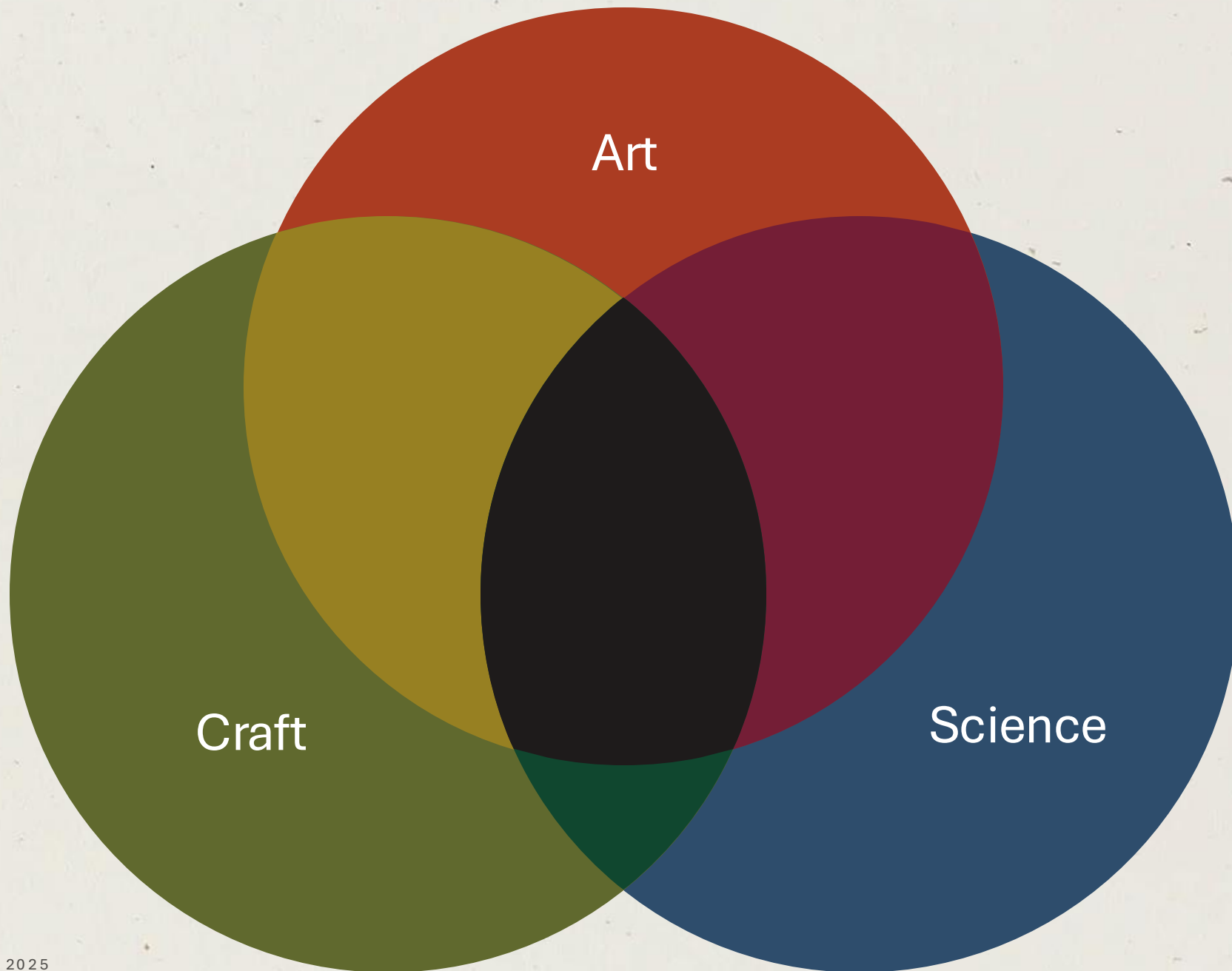


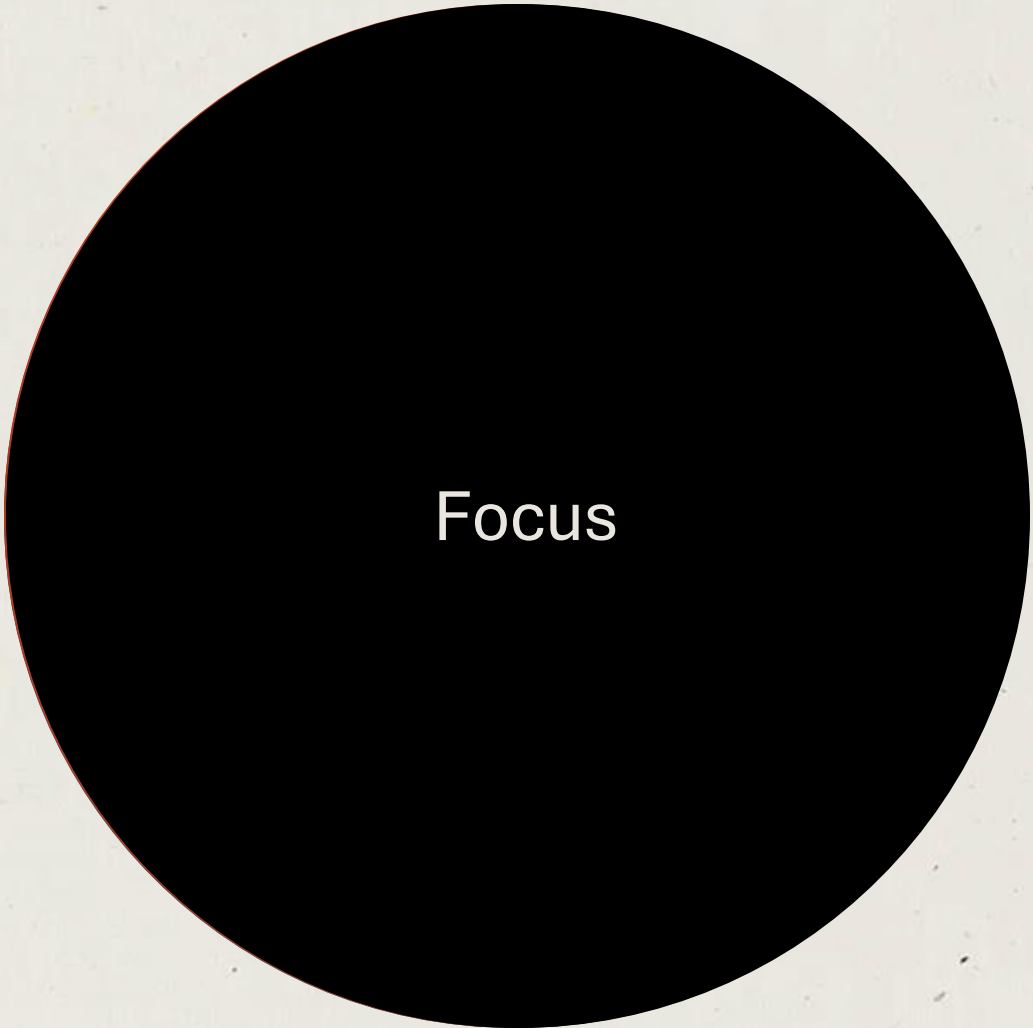
“

One of the most significant design principles is to omit the unimportant in order to emphasize the important.

DIETER RAMS





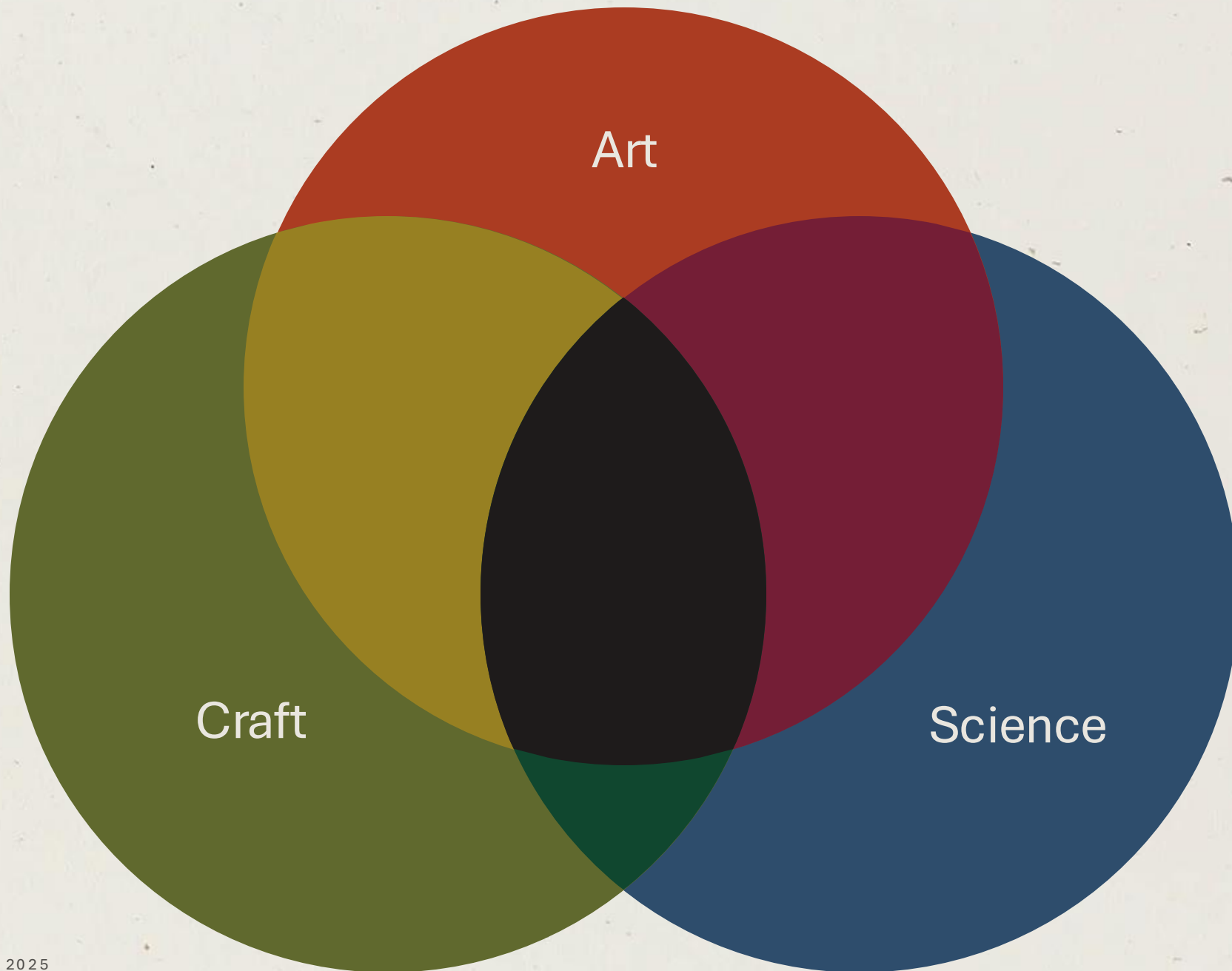


Focus



# Business Value of Great Design

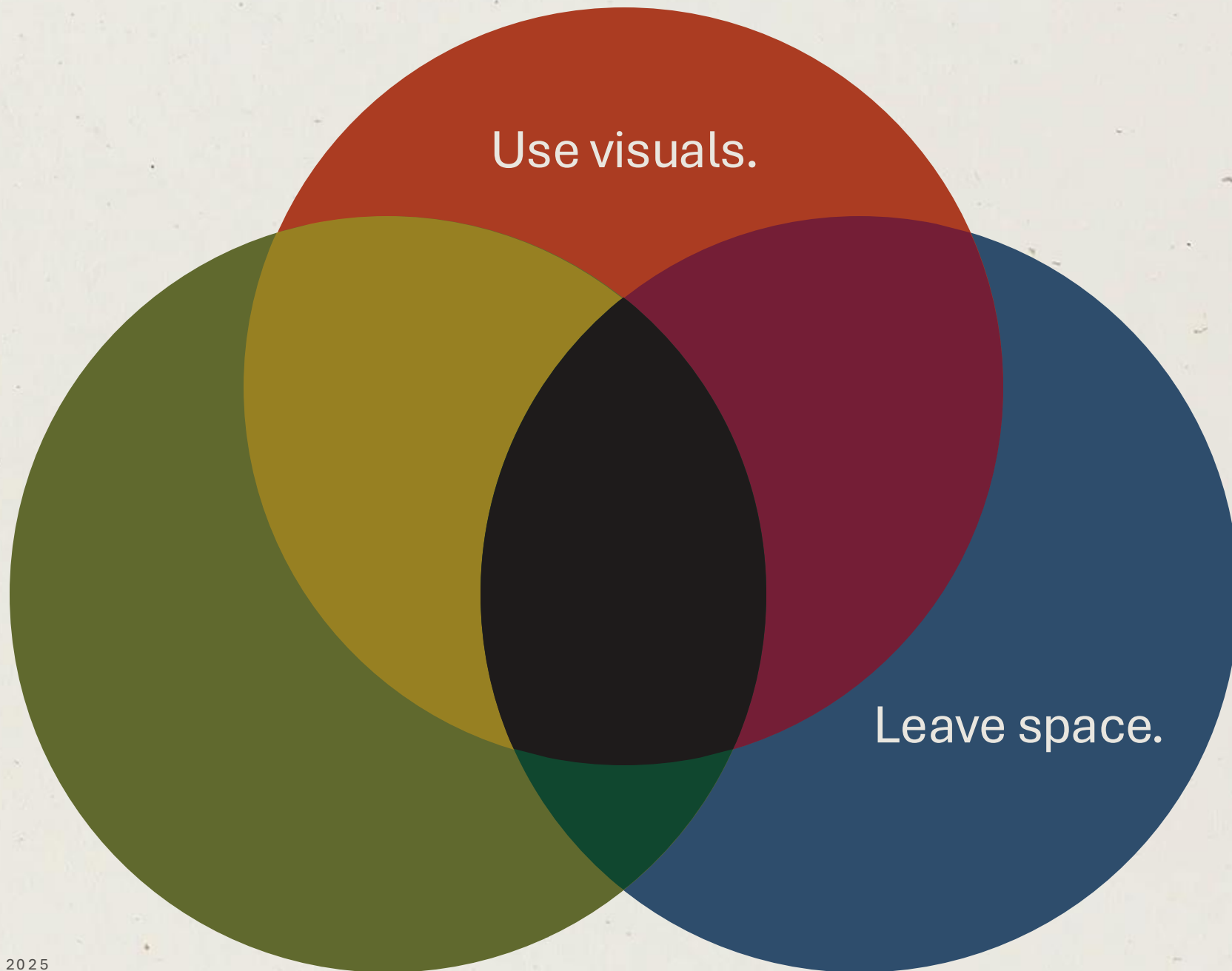


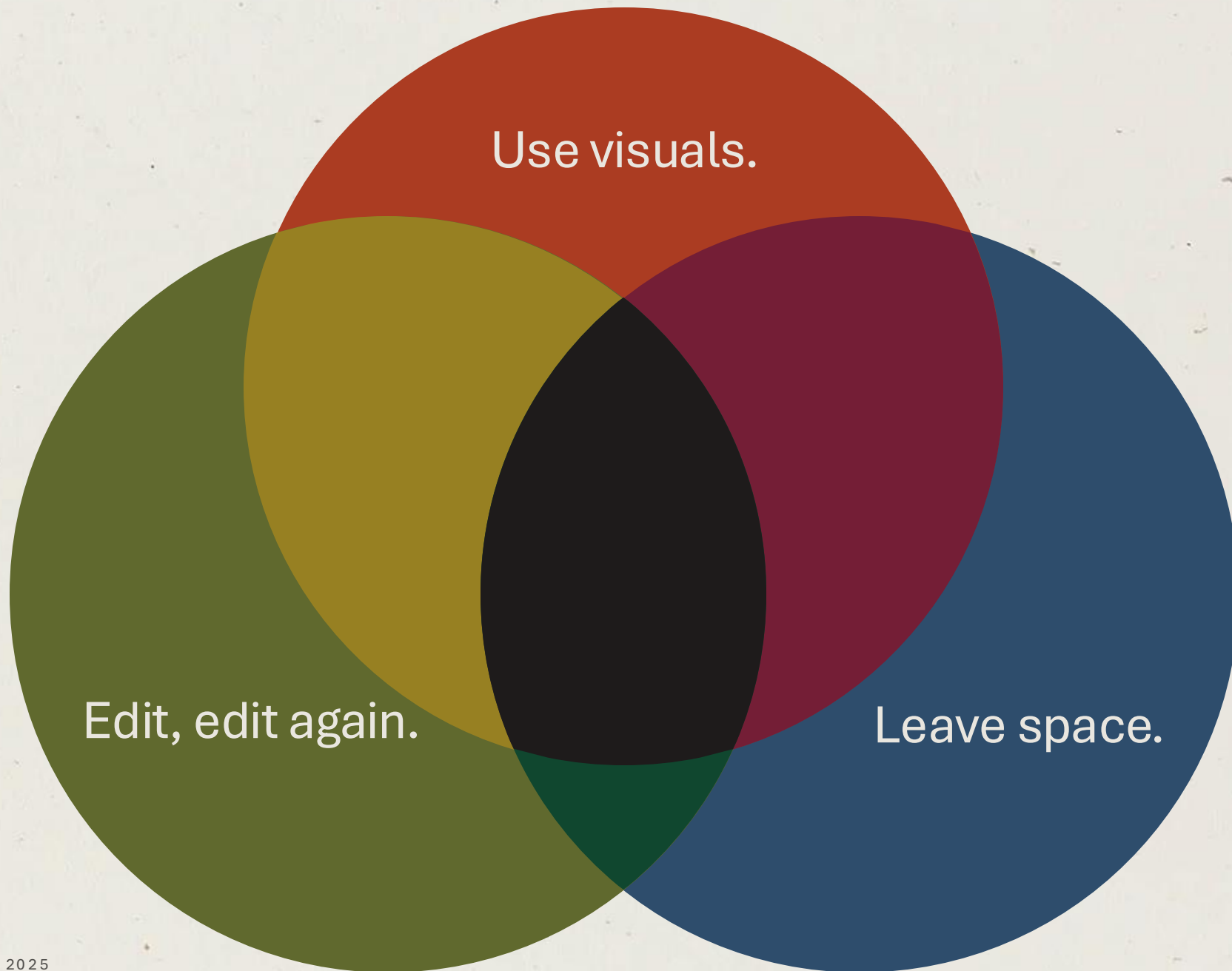




Use visuals.

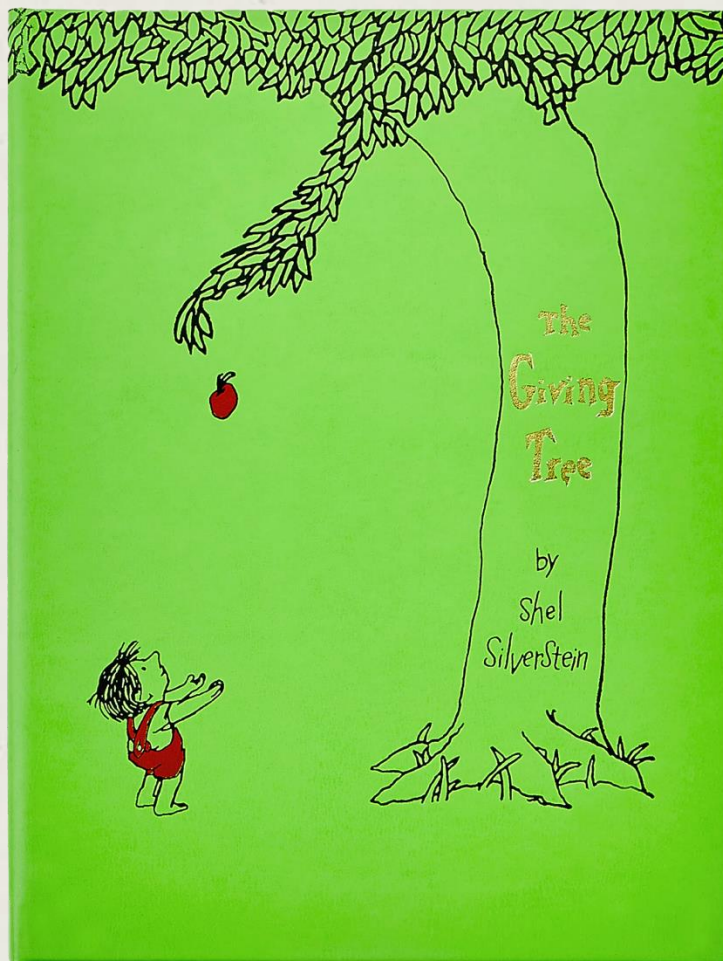


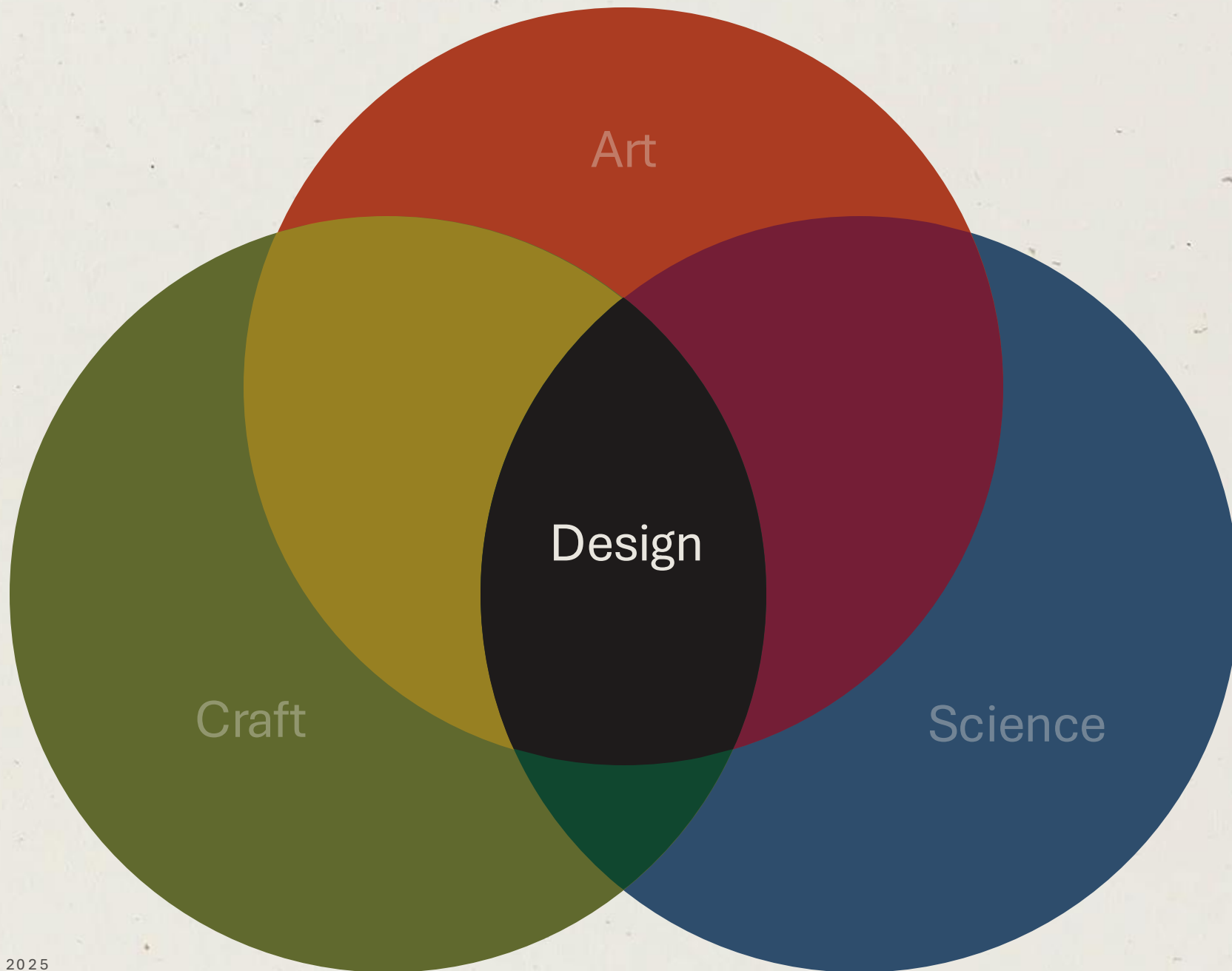


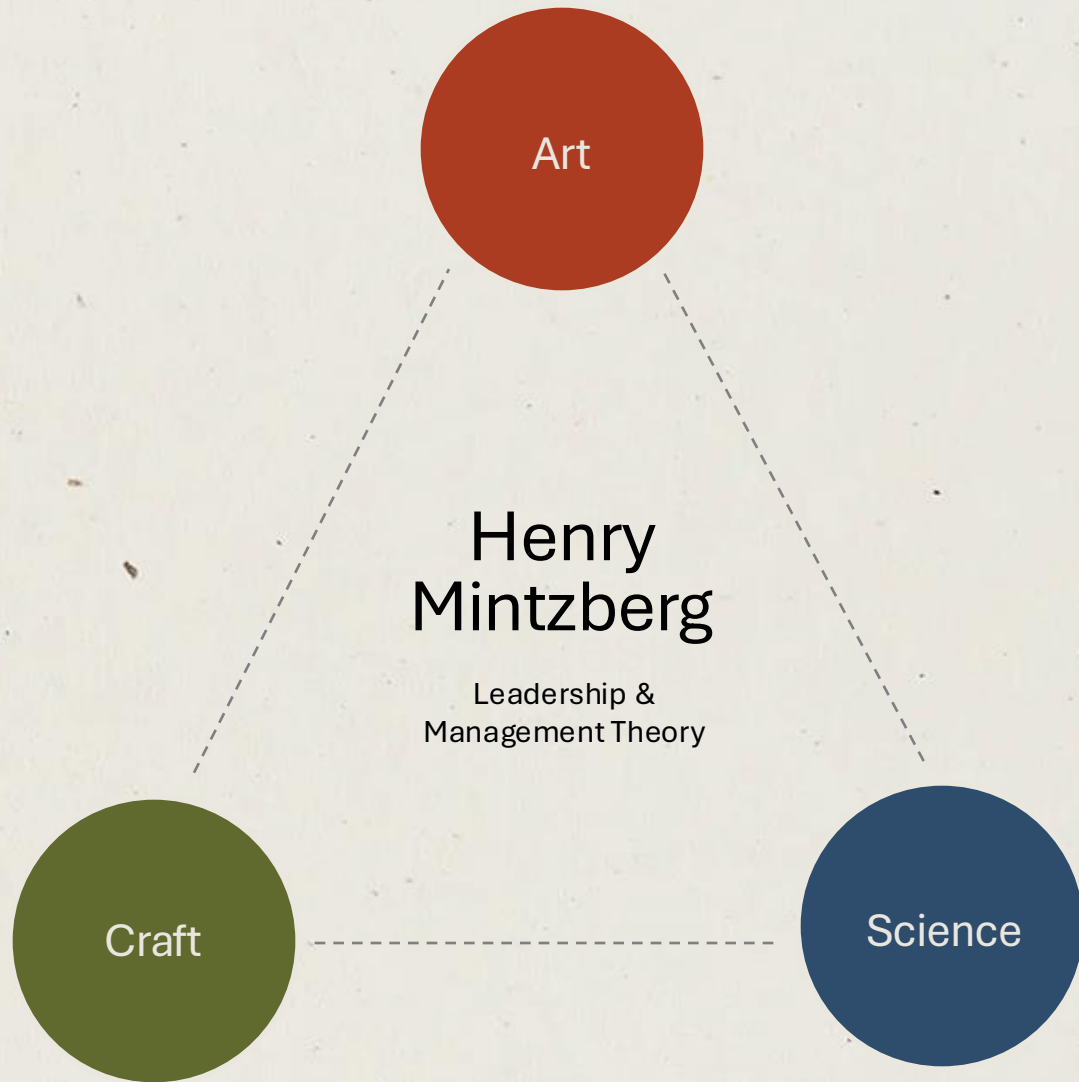


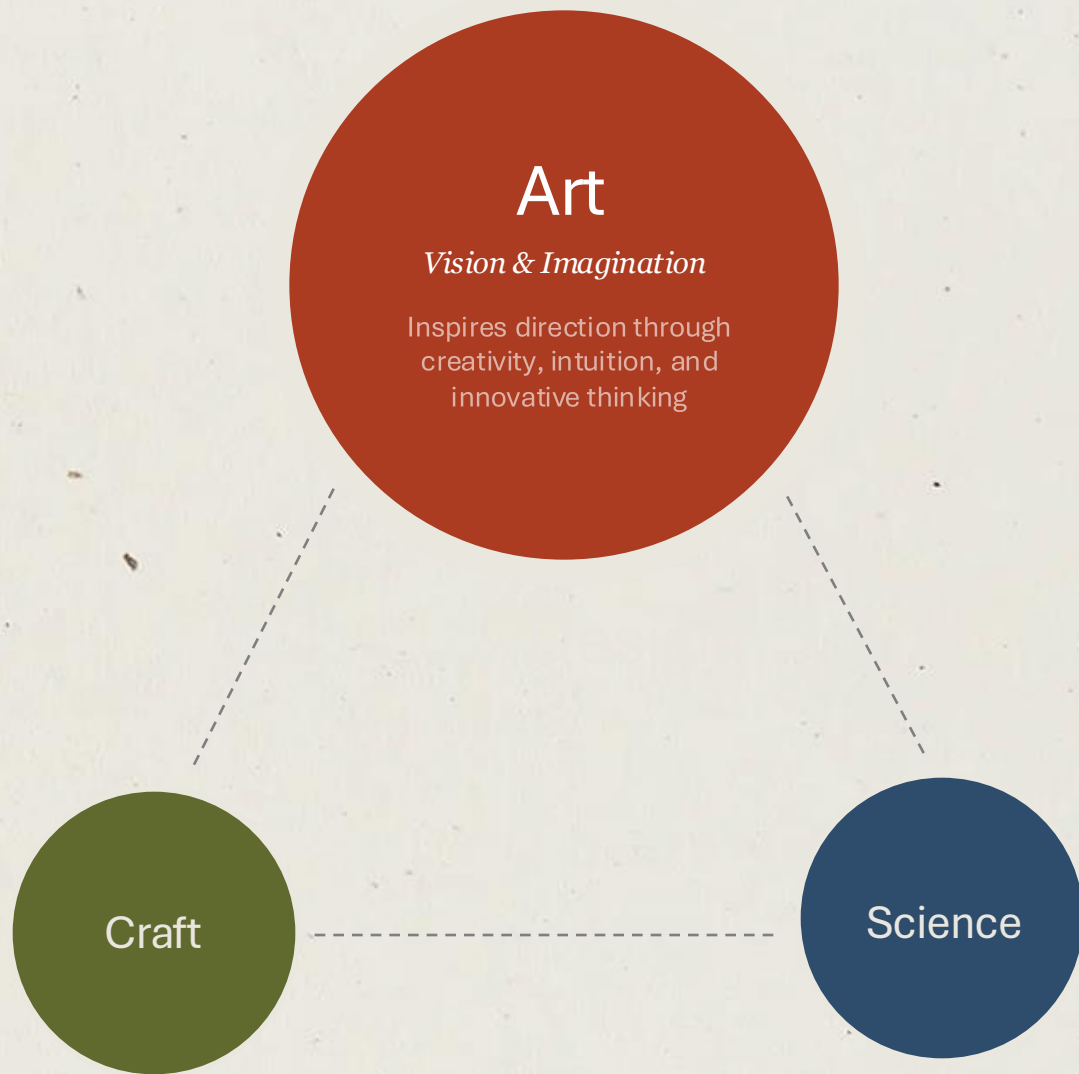
The power of focus and clarity  
goes beyond Design.

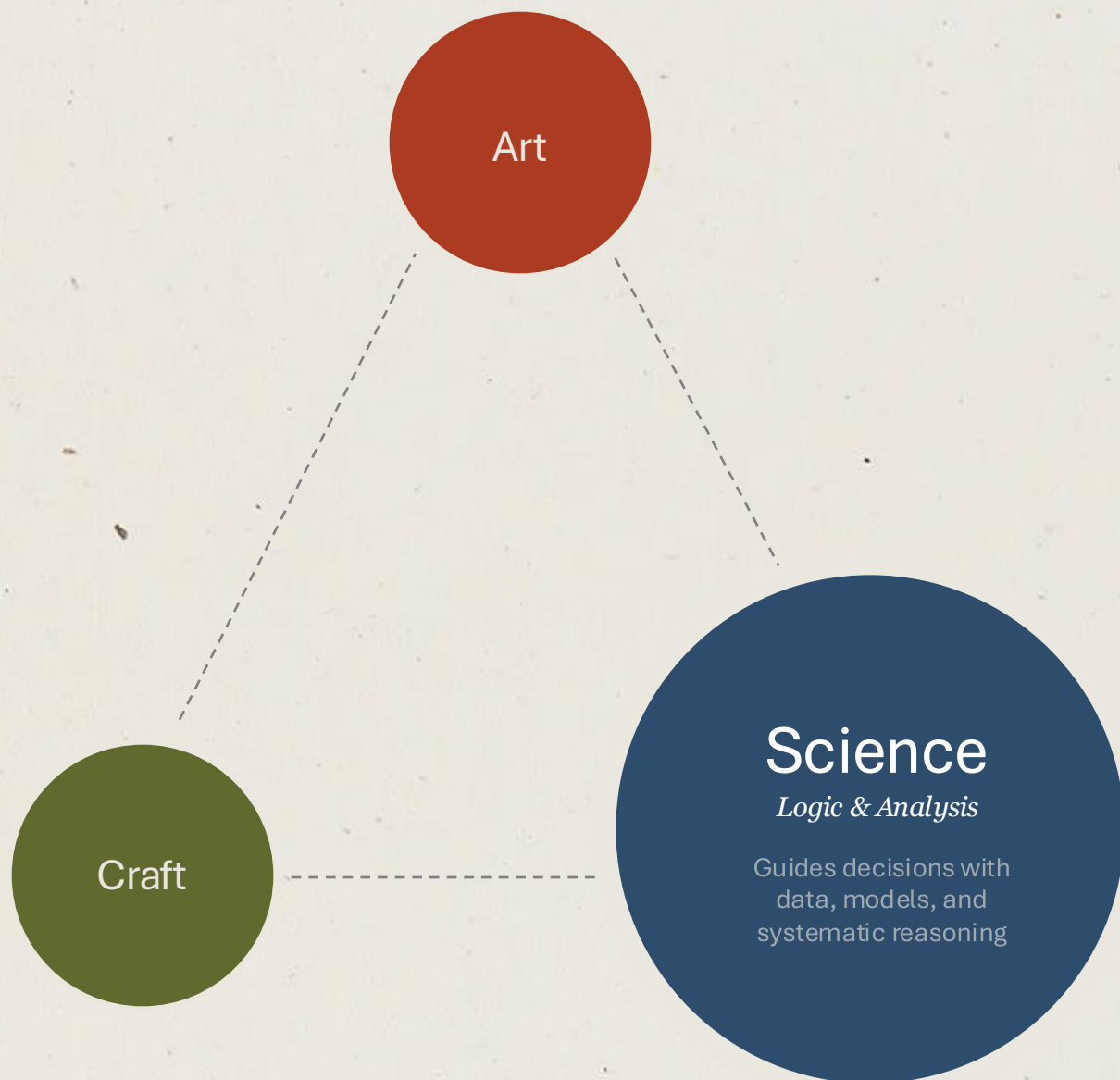


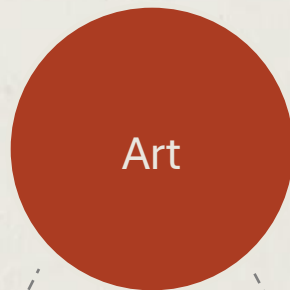












Art



Craft

*Skill & Experience*

Applies practical know-how gained from hands-on, real-world learning.

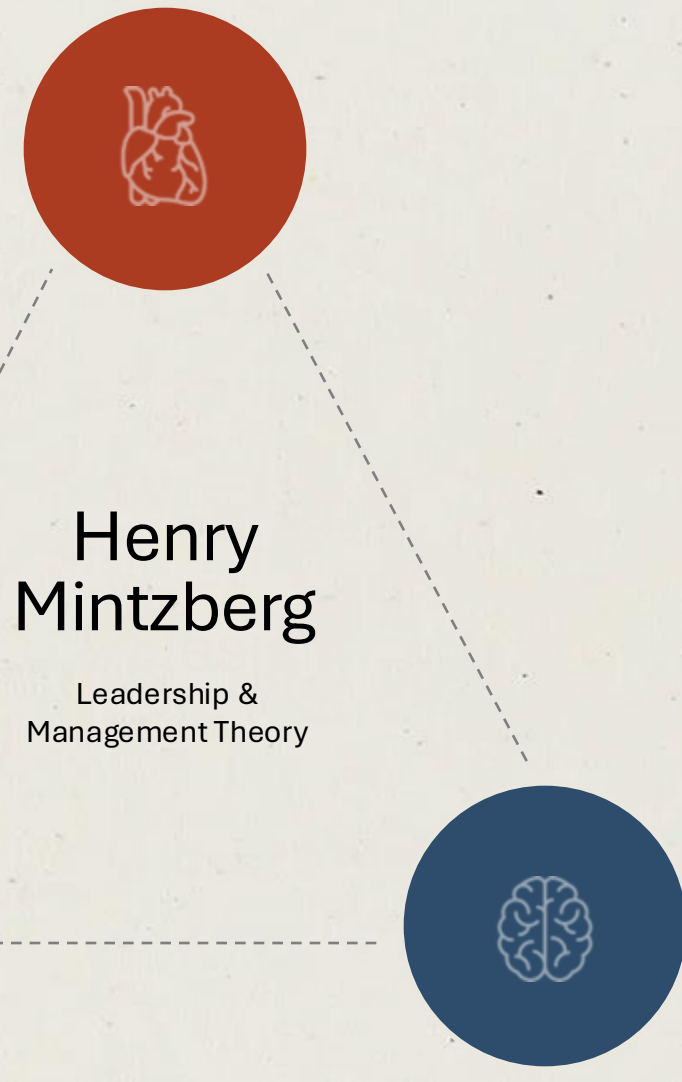


Science



THE ASSEMBLY 2025









\$800M

debt in 2003



\$1M

losing per day



Jørgen Vig  
Knudstorp





# 30%

---

REDUCTION IN PRODUCT LINES



14,000

---

unique pieces



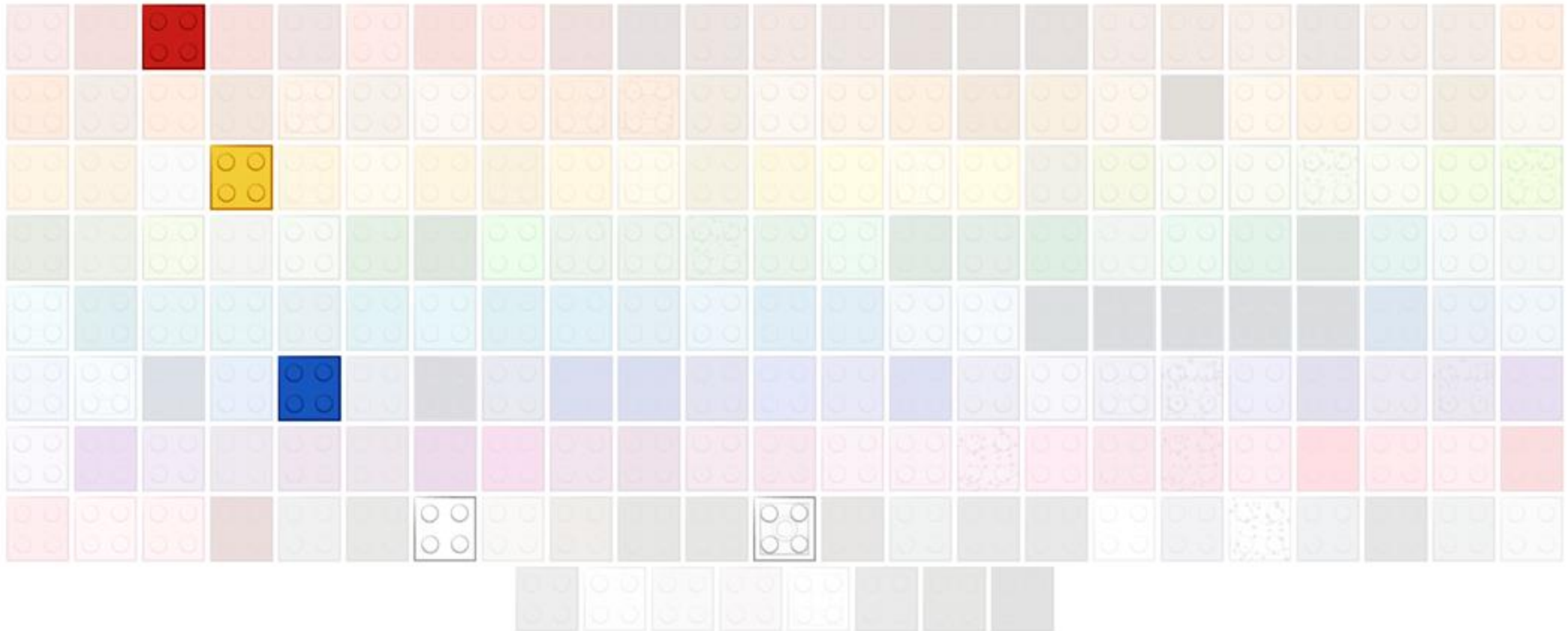
3,500

---

pieces by 2007



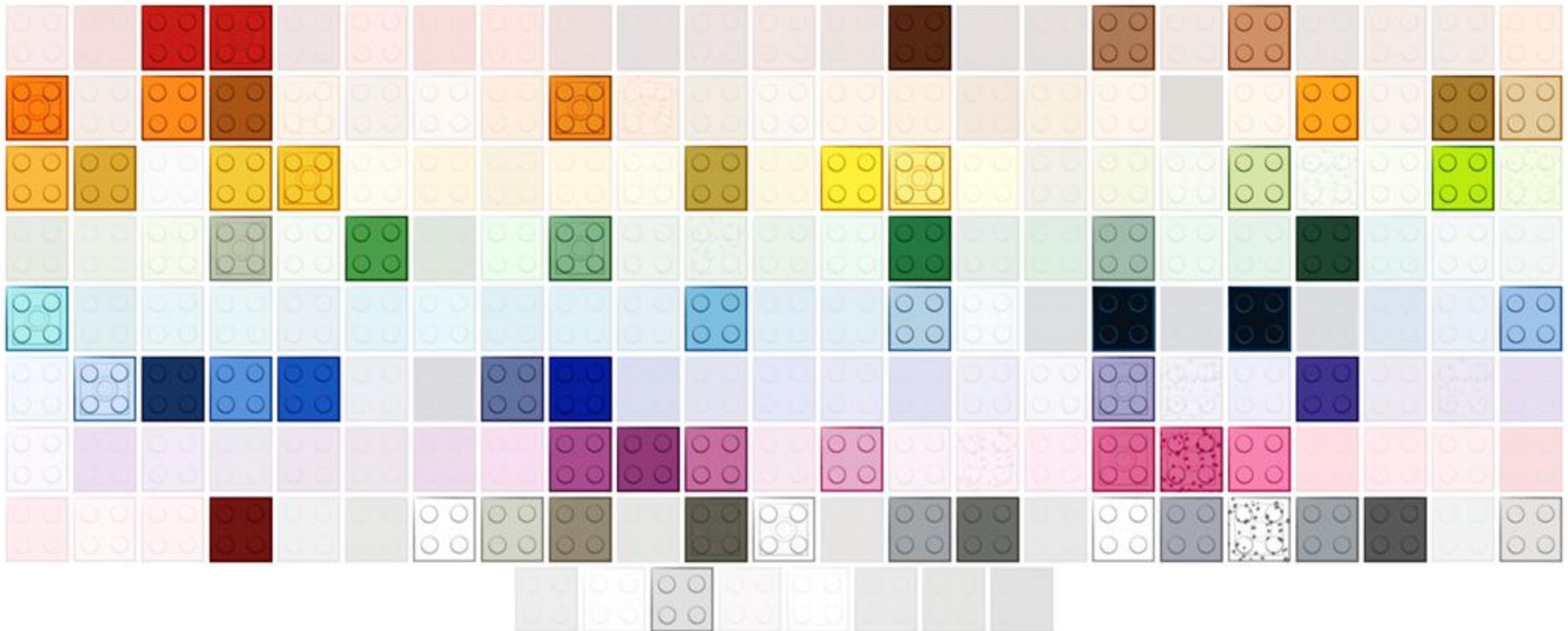
## Original Lego brick colors



Over time, Lego grew to 158 colors



In 2007, Lego reduced to 60



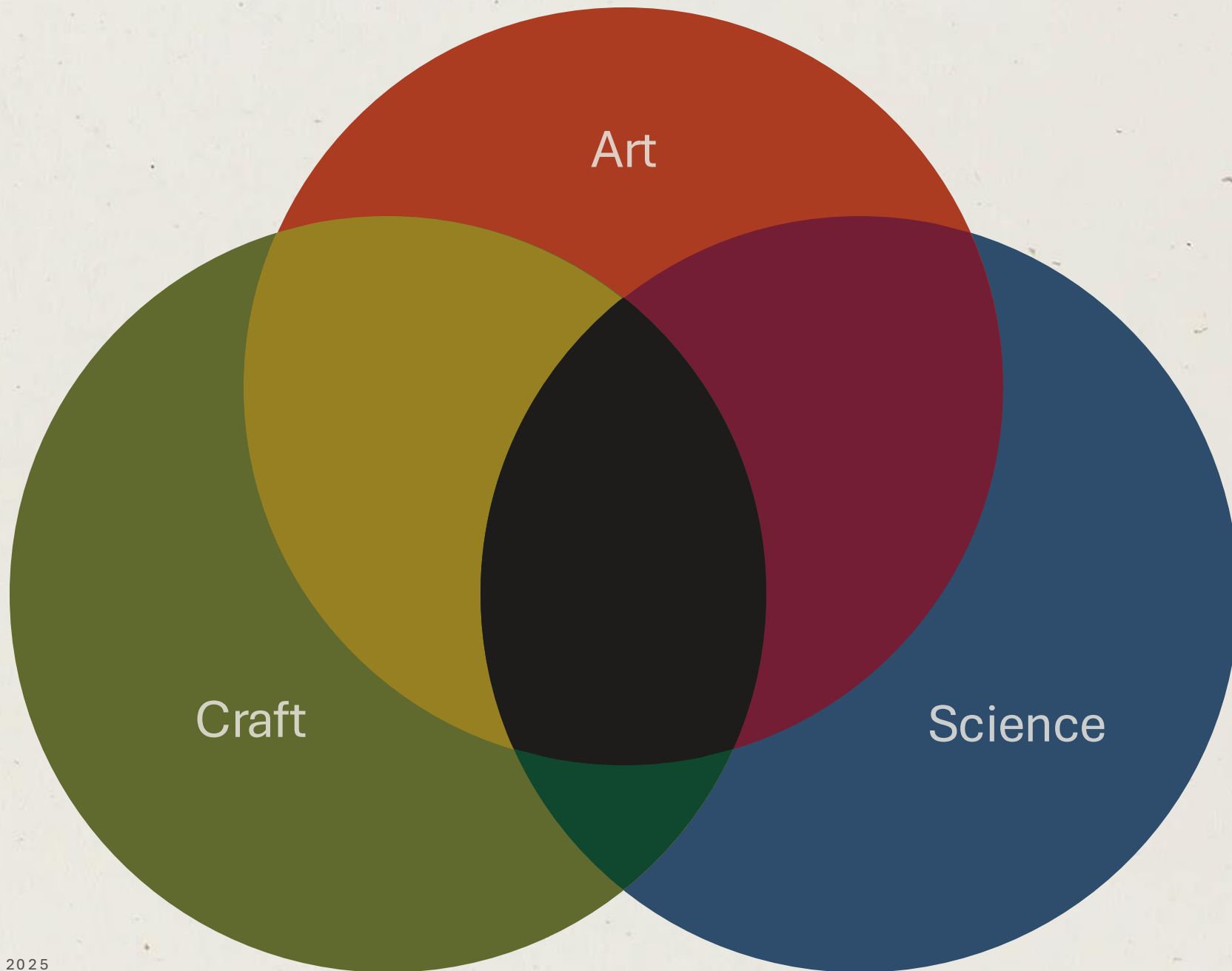


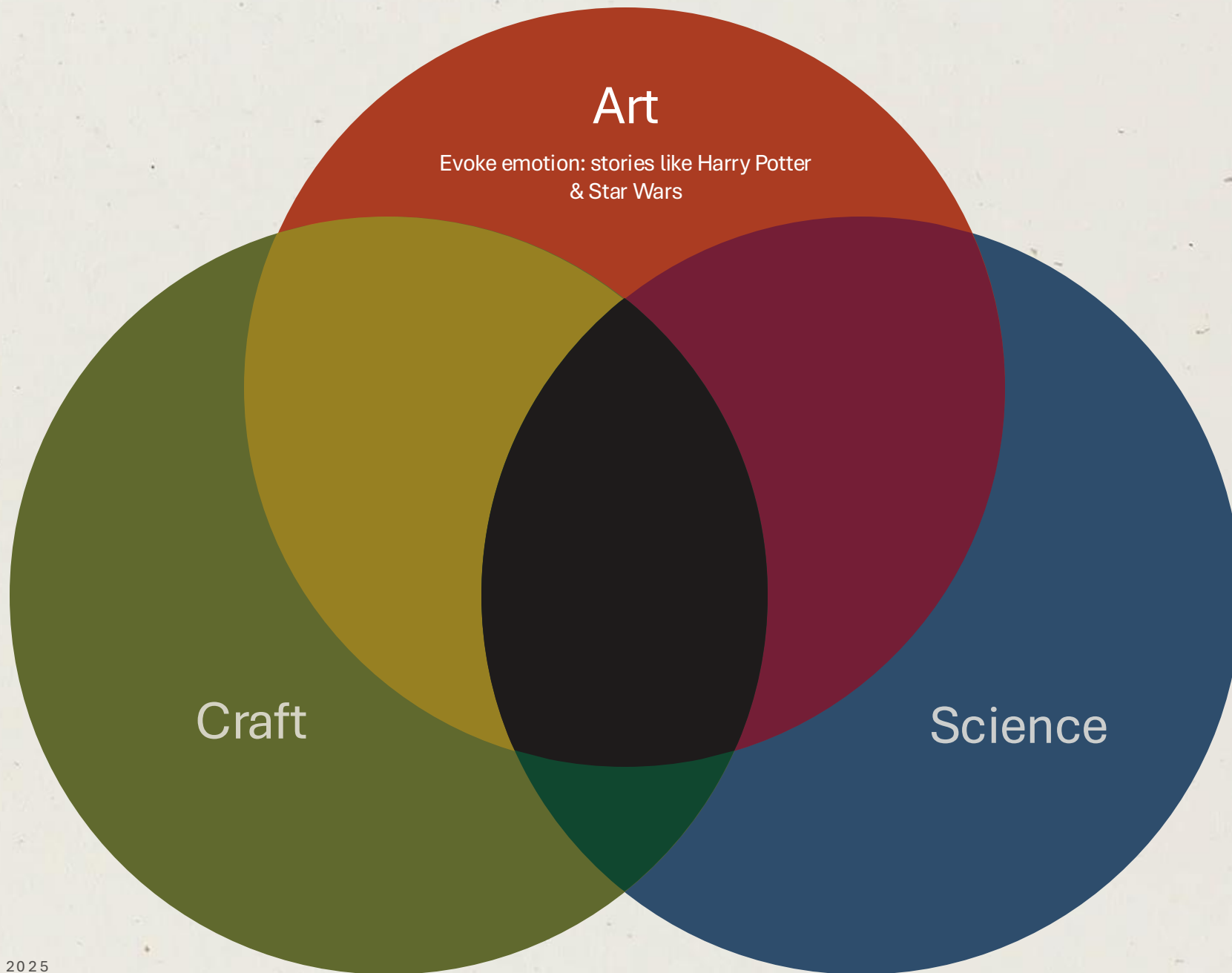
+35%

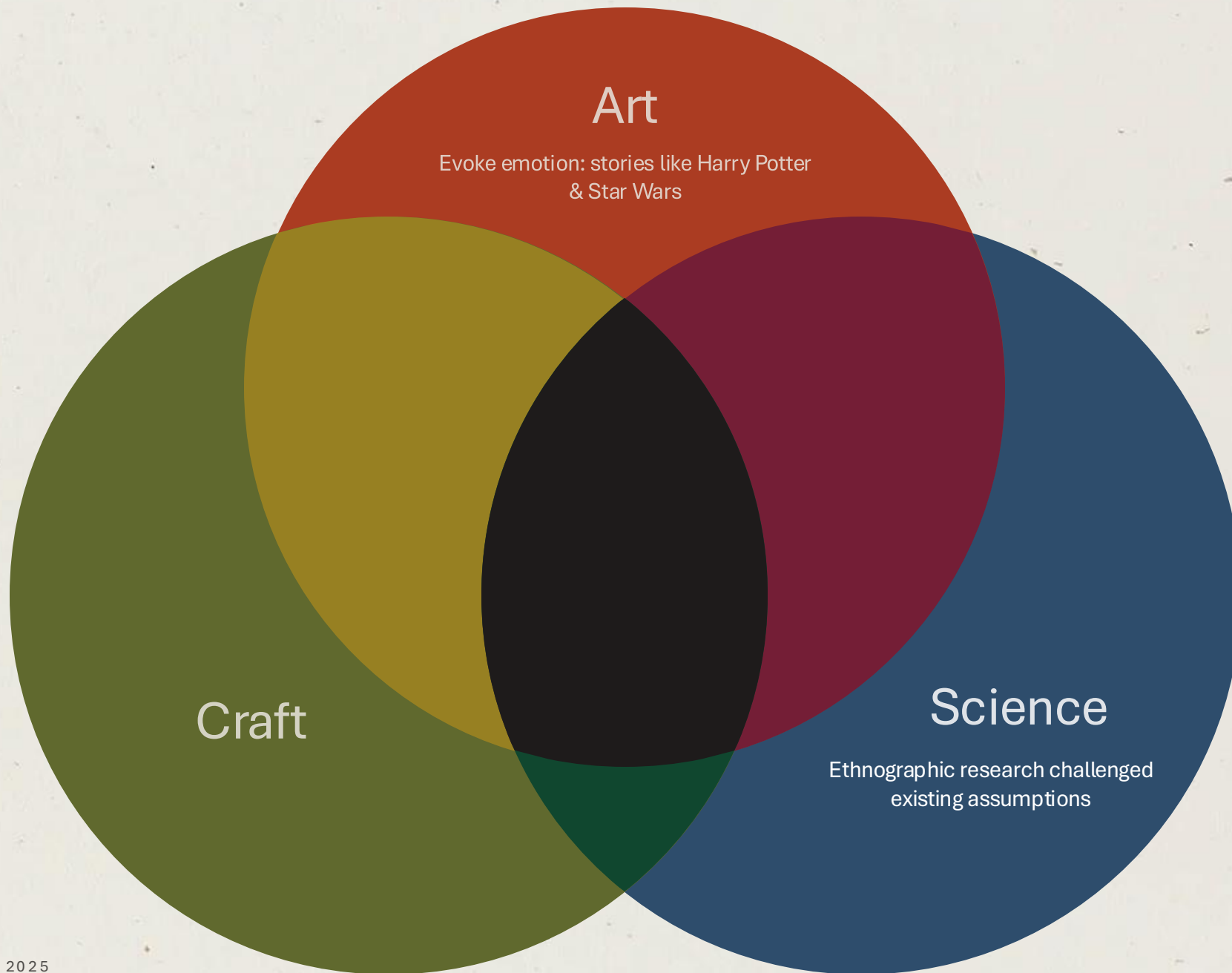
---

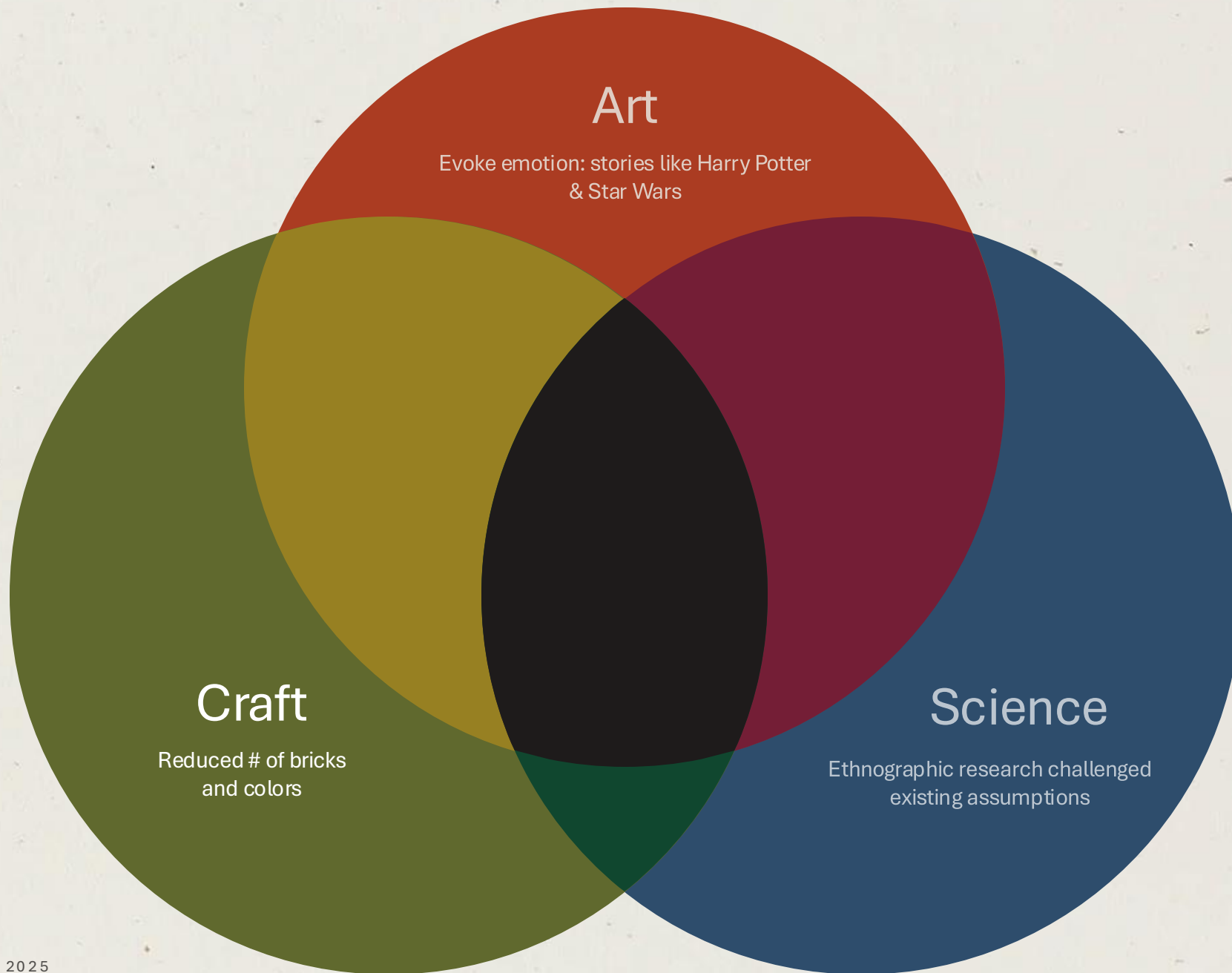
revenue growth

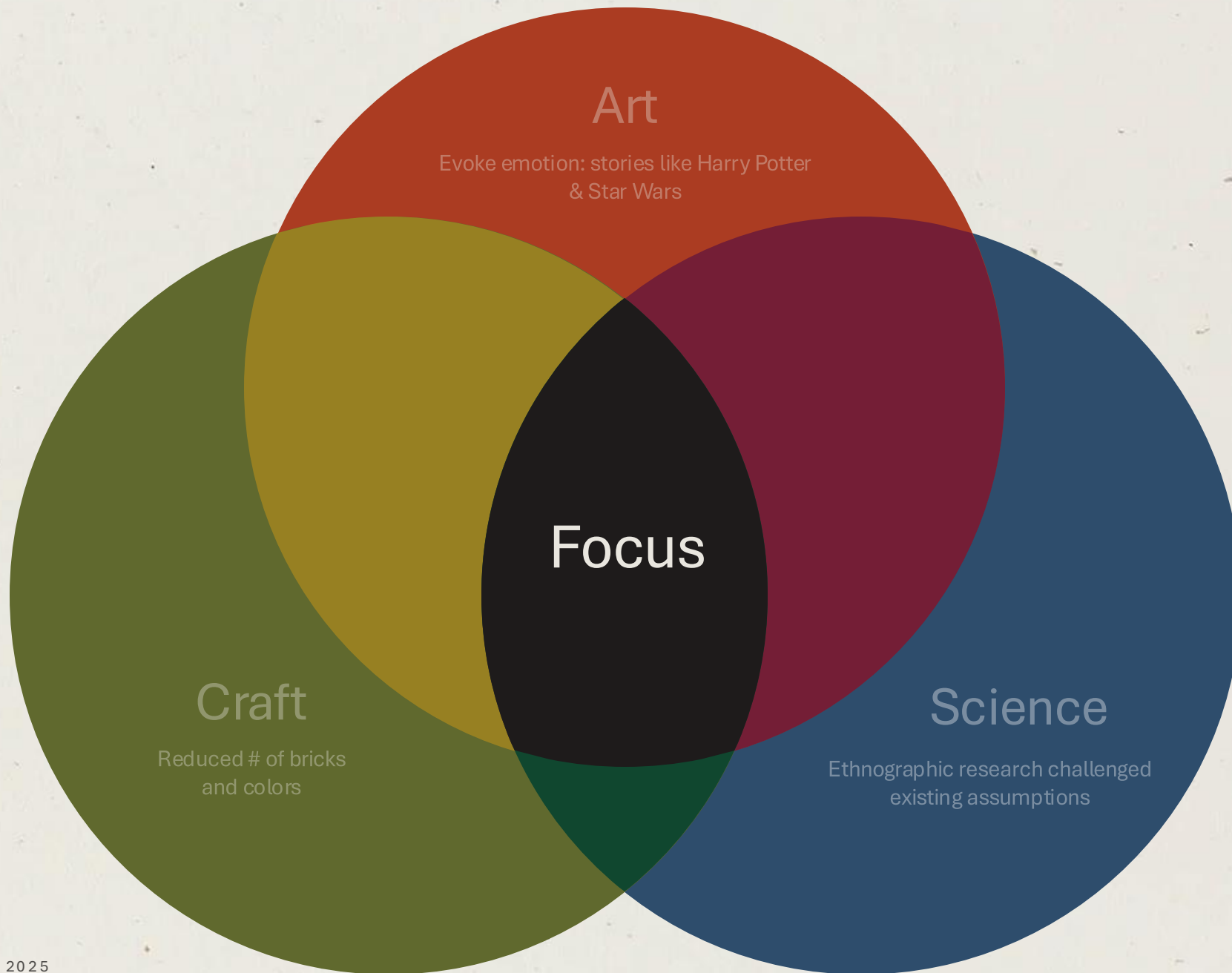


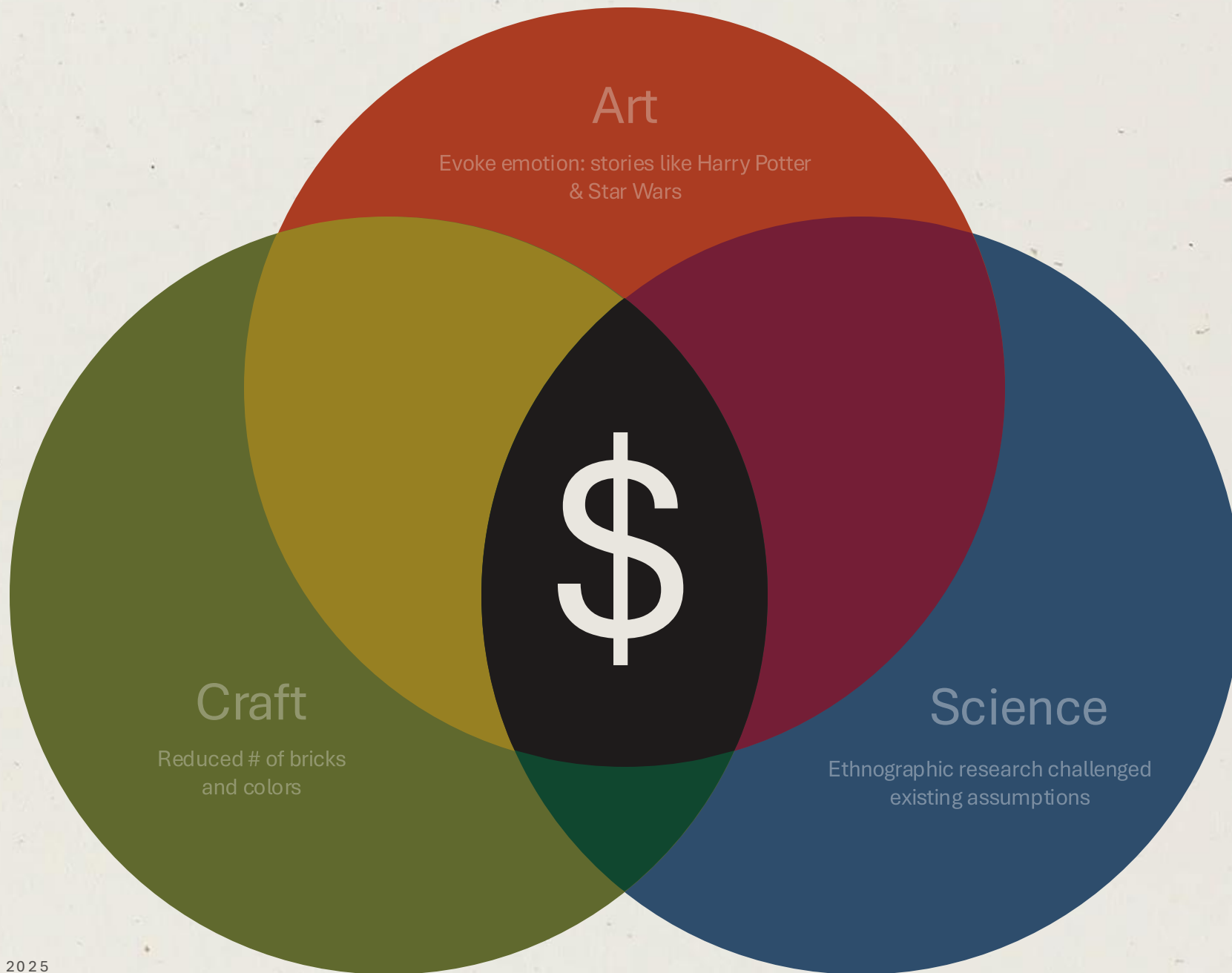


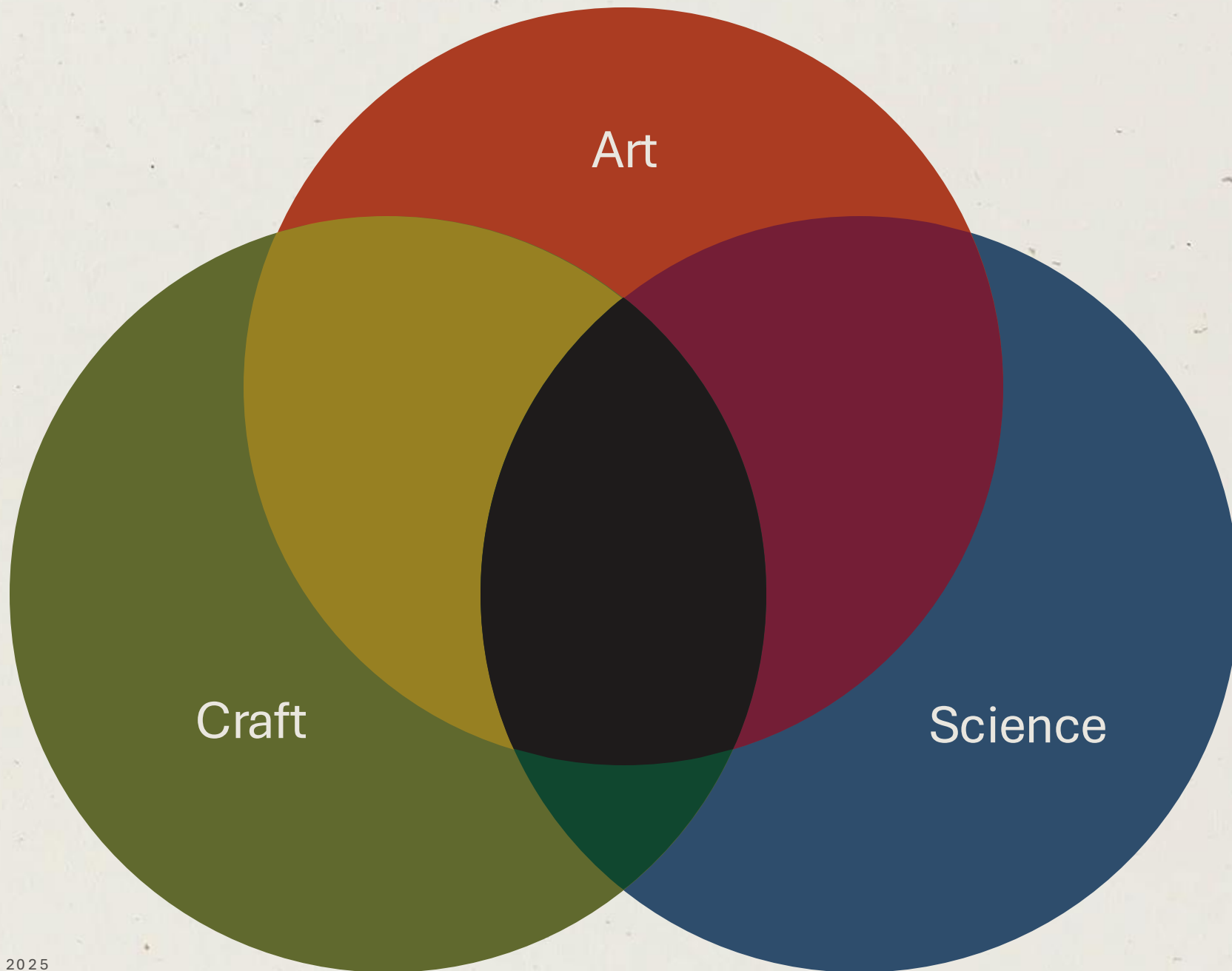












# Focus





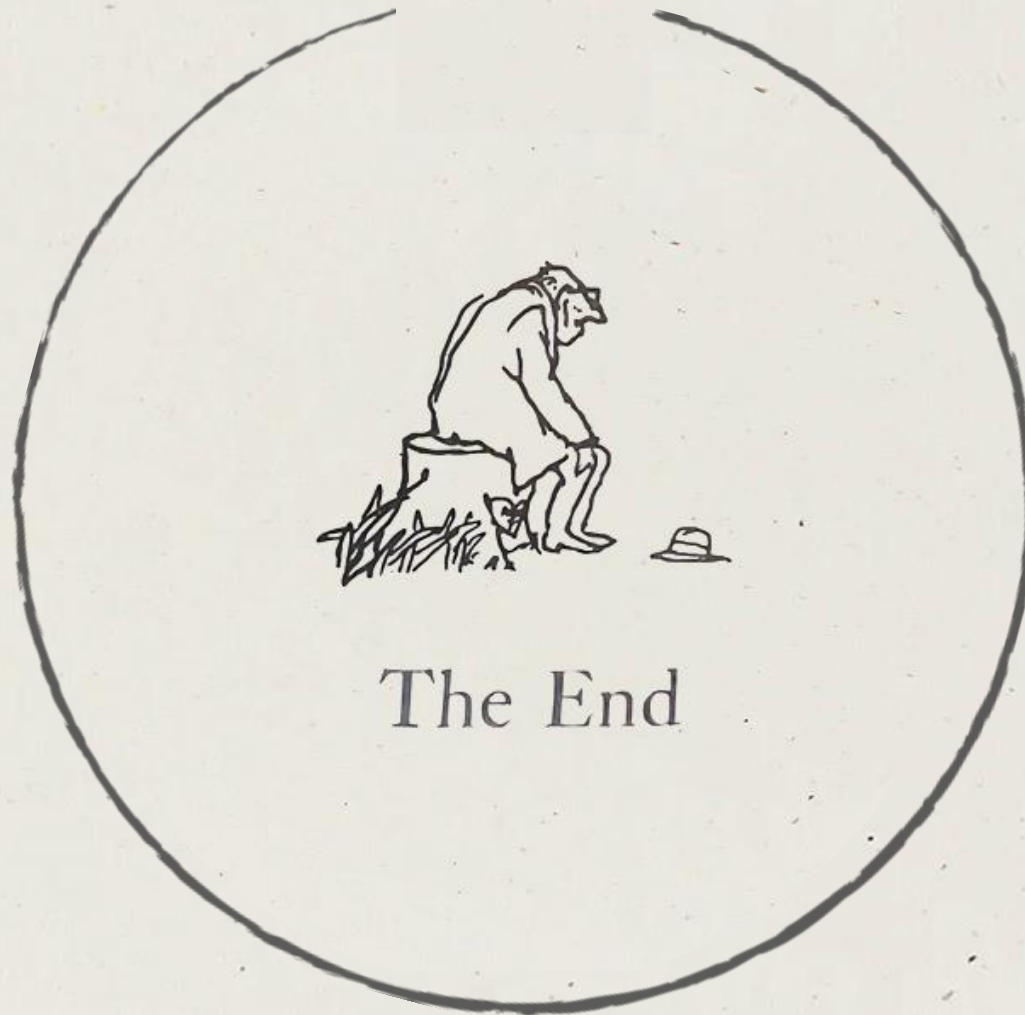
# Clarity





# Impact





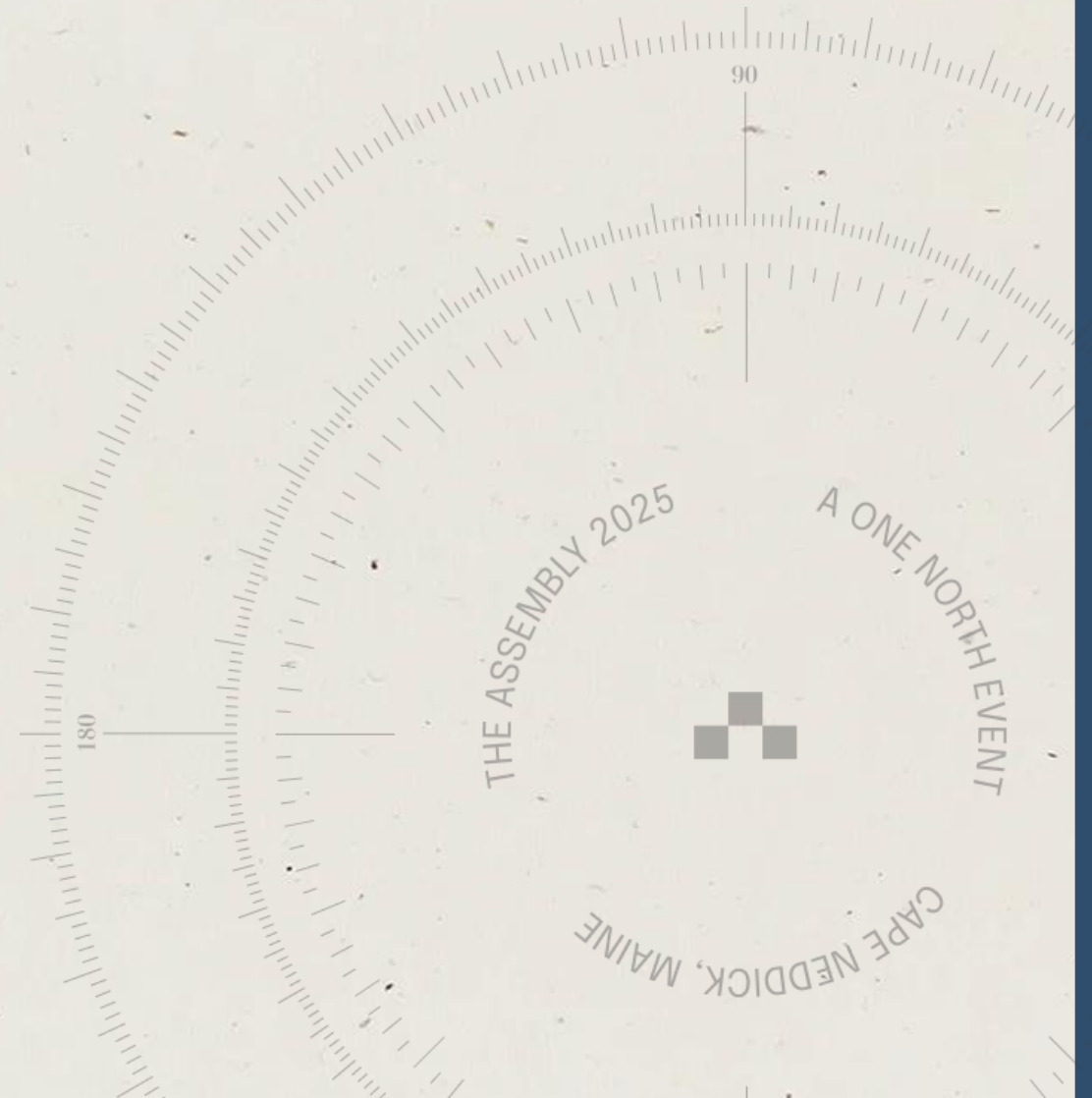
The End



one north A TEKsystems Company

# Thank You!

As we set sail on this journey, our crew is ready to explore uncharted territories, weather any storm, and steer toward new horizons. With a clear course plotted, we'll navigate through opportunities, tackle challenges head-on, and dock at our destination with confidence and success.



# On Deck

SET SAIL WITH: Ben Magnuson

---

COURSE: Designing Data Experiences  
to Better Steer the Ship

