

FROM COMPLEX
SCIENCE TO CLEAR
UNDERSTANDING

**YOUR FREE GUIDE TO BETTER
VISUAL LEARNING BRIEFS**

The Visual Learning Brief:

A practical resource for commercial, medical affairs and communications teams.

Complex science does not automatically become clear because it is presented visually. Effective visual learning begins with a shared understanding of the audience, the learning need and the change the experience should create.

Use this brief builder before briefing an agency or starting creative development. Begin with the readiness checklist to confirm whether visual learning may add value.

Then complete the briefing questions as a cross-functional team, using the discussion prompts only where you need to explore or resolve different perspectives. Capture what you agree, note any open questions and share the completed brief with your agency so they can recommend the right strategic and creative approach.

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01. Visual learning readiness checklist – tick the statements that apply to your project

- ☐ The science involves a process, mechanism, sequence, dataset or relationship that is difficult to explain in words alone.
- ☐ The audience needs to understand how or why something works, not simply recognise a message.
- ☐ Misunderstanding the concept could affect confidence, decisions or behaviour.
- ☐ The audience would benefit from seeing information organised, compared, explored, practised or applied.
- ☐ The content needs to work across more than one audience, market or channel.
- ☐ There is a clear learning outcome that can be assessed.
- ☐ Subject-matter experts are available to review scientific accuracy throughout development.
- ☐ The team has agreed what learners should understand, remember or do after the experience.

What this means: If most statements apply, visual learning may add value. You do not need to choose the format at this stage. Use the briefing questions below to define the need, audience, scientific story and intended outcome, then ask your agency to recommend the most appropriate approach.

02. Build your visual learning brief with key decision-makers; complete these questions together

Aim for a clear shared response rather than a finished creative solution. Where views differ, record the point for discussion with your agency.

Briefing Questions	Your Response
Business or organisational challenge Why is this work needed now?	
Primary audience Who needs to engage with the experience?	
Current barrier What is difficult, unclear or misunderstood?	
Learning outcome What should the audience understand, remember or do?	
Scientific story What is the single most important idea?	
Non-negotiable accuracy Which details, claims or relationships must remain precise?	
Desired response What should happen after people engage?	
Measures of success How will the team know the experience worked?	

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03. Shape the scientific story - OPTIONAL

Use these prompts if your team needs more discussion before completing the scientific story and accuracy questions in the brief.

01. What is the one idea the audience must remember?

02. What does the audience already know, and where are the likely gaps or misconceptions?

03. Which parts of the science are best clarified through diagrams, data, movement, interaction, practice or comparison?

04. Which details are essential for accuracy, and which can be simplified?

05. What sequence will help the audience build understanding step by step?

06. Could an analogy, change in scale, movement or comparison make the concept easier to see and understand?

07. What should the audience be able to explain to someone else after engaging with the experience?

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04. Align your cross-functional team

If different functions would answer the briefing questions differently, use these prompts for a focused 30-minute conversation. Agree the points you can, record any unresolved issues and nominate one person to consolidate the final brief.

01. What scientific idea is currently hardest for the audience to understand?

02. Why does improving that understanding matter to the audience and to the organisation?

03. What do commercial, medical affairs and communications colleagues each know that should shape the brief?

04. Where do our interpretations or priorities differ?

05. What should the audience understand, remember or do as a result?

06. What information or experience would help the audience understand and apply the science more effectively?

07. Who will own scientific approval, creative decisions and measurement?

08. What is the first practical step we can agree to take after this discussion?

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YOUR NEXT STEPS

Once your team has completed the brief, share it with your agency.

It will provide a clear view of the challenge, audience, scientific story, intended outcome and measures of success, giving the agency the foundation it needs to recommend the right strategic and creative approach.

START A CONVERSATION WITH US

Ready to make complex science clear & compelling?

Whether you are educating healthcare professionals, launching an innovation or building a biotech brand, we will help turn the science behind your product into communications that people can understand, trust and act on.

Email: enquiries@onyxhealth.com

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