

Visual Strategy Foundations

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Course Agenda:

1. **Unit 1: The Basics of Visual Strategy.** Know your case so you can teach it to others.
 - a. **Introduction & overview.**
 - Welcome and what to expect. Overview of the goals and structure of the program.
 - b. **What is visual strategy?**
 - Visual strategy is an approach to litigation that synthesizes case development with communication. This lesson unpacks visual strategy as a comprehensive approach to litigation, and explores what distinguishes visual strategy from regular demonstrative exhibits.
 - c. **The neuroscience of jury decision-making.**
 - What's going on in the brain of your jury when you present your case? A jury trial has unique qualities that differ from other teaching and persuasion environments. This lesson explores jury decision-making from a neuroscience and psychological perspective and how visual strategy is a key element.
 - d. **Understand your case from the ground up.**
 - First steps to see your cases through new eyes. How to prepare the basic facts of a case so that you can unearth the case theme and organize the case facts for visual strategy development.
 - e. **What is your case about?**
 - What is your case really about? How will you know? This lesson dives into the strategy of case development. How to discover the central theme of any case. This approach is useful for case intake, and for current cases to lay the groundwork for visual strategy.
 - f. **Fact, trust, and emotion.**
 - These are the three prongs of communicating your case successfully, corresponding to the classical rhetorical concepts of *logos*, *ethos*, and *pathos*. We'll examine how these three elements must be equally robust for a case to be successful, and how visual strategy plays into this.

- g. **Quiz**
 - The unit concludes with a quiz for participants to assess their understanding.

- 2. **Unit 2: Start Thinking Visually.** Have a visual strategy mindset from the beginning to make your case the strongest it can be.
 - a. **Emotions & heuristics**
 - While your case must rest firmly on law, logic, and fact, it is ultimately juror emotions that will decide your case. Learn about the basic human emotions at play in every case and how to engage them effectively while building juror trust.
 - b. **Visual strategy lab**
 - We'll look at several sequences of demonstrative exhibits that achieve common case goals, and examine why they work.
 - c. **10 principles of visual strategy**
 - We'll review ten guiding principles necessary for your visual strategy to be something that jurors can understand, learn, remember, and care about.
 - d. **Pitfalls of visual strategy**
 - Overview of common visual strategy mistakes that impact case outcome, and what to do instead.
 - e. **Quiz**
 - The unit concludes with a quiz for participants to assess their understanding.

- 3. **Unit 3: Visual strategy step by step.** Start putting visual strategy to work in your cases today.
 - a. **Anatomy of a visual strategy exhibit**
 - What visual elements make a good demonstrative exhibit work? We'll do a critical examination of the visual rules that ensure exhibits are clear, interesting, and not overwhelming to jurors.
 - b. **Visual strategy workshop**

- Multiple workshop-style demonstrations sessions, using fact patterns from a number of exemplar cases to create visual strategy formulas and corresponding exhibits.

c. **Conclusion**

- Summary of the key learning points of the program.