



Communication Architecture

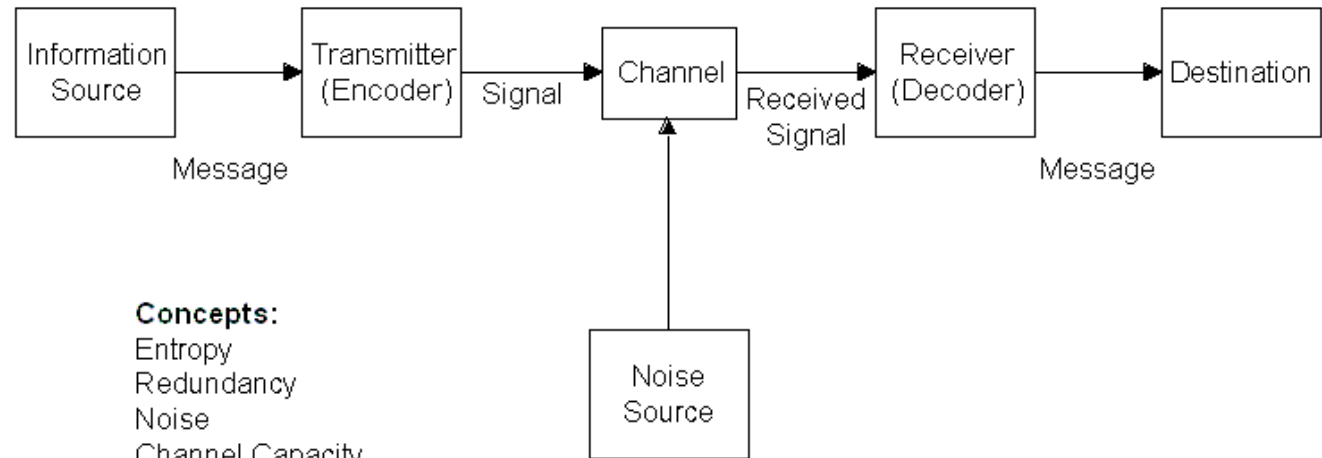
a crowdsourced framework

gesture billboard Visual colors
clothing body-language design email
video emoticons
drawing graphic
postcard TV
eye-contact facebook facial-expression symbols Oral hairstyles infographics
architecture mail architecture written facial-expression posture illustration typography
twitter flyer signs Nonverbal computers
text blog

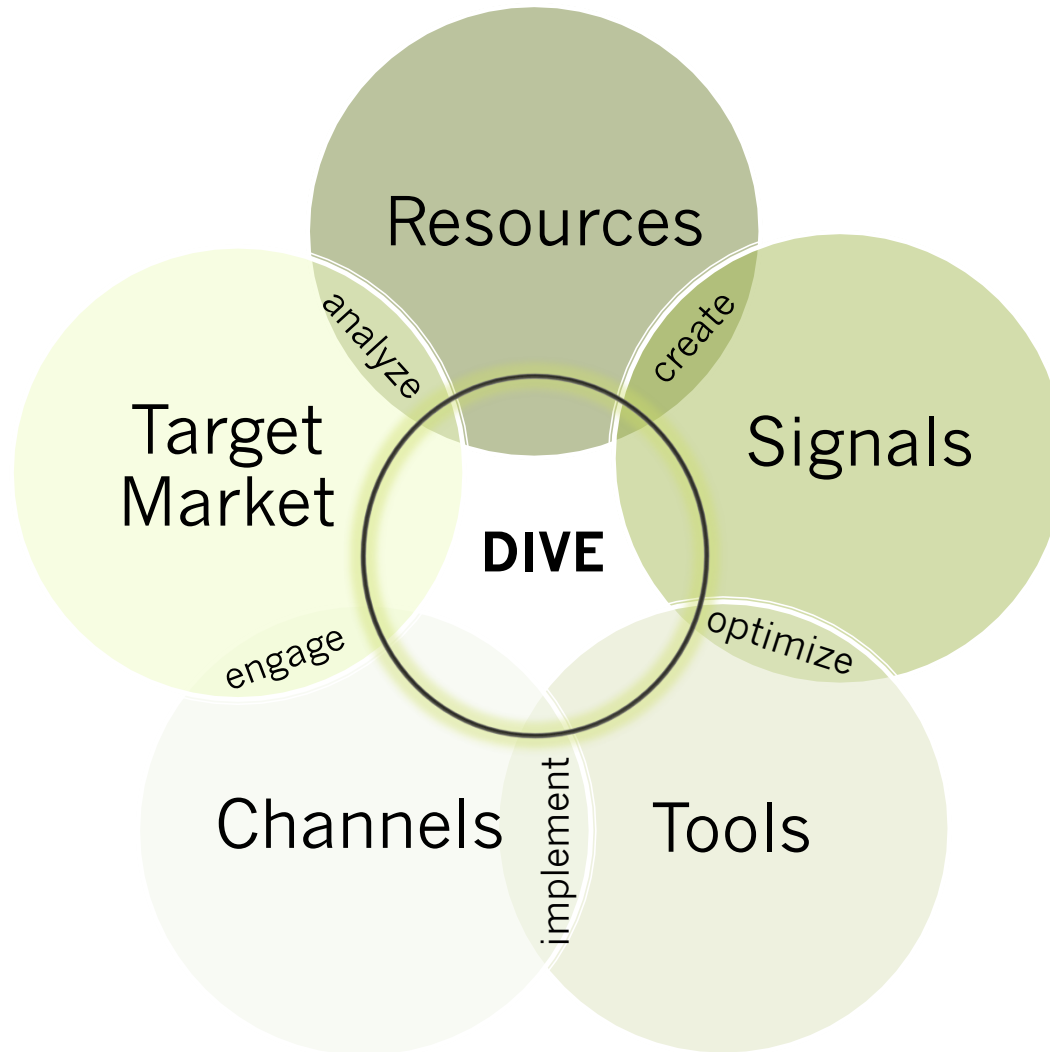
Early Models

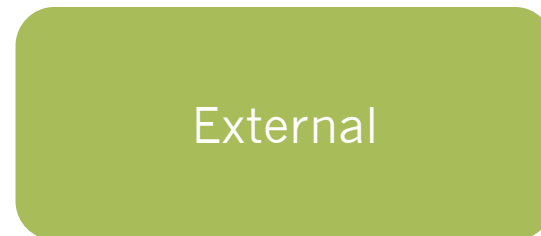
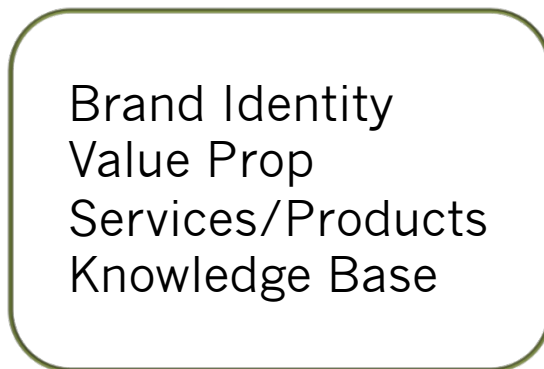
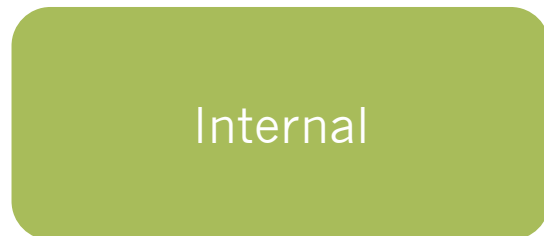


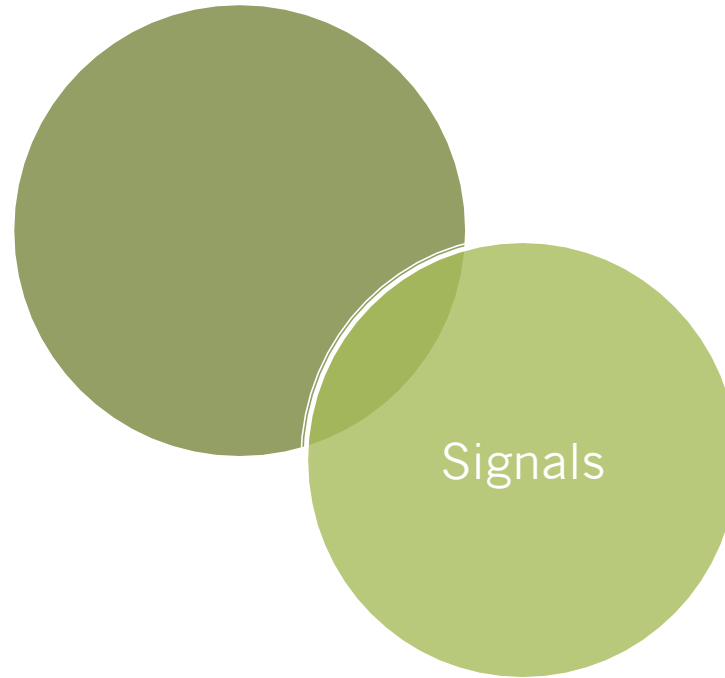
The Shannon-Weaver Mathematical Model, 1949



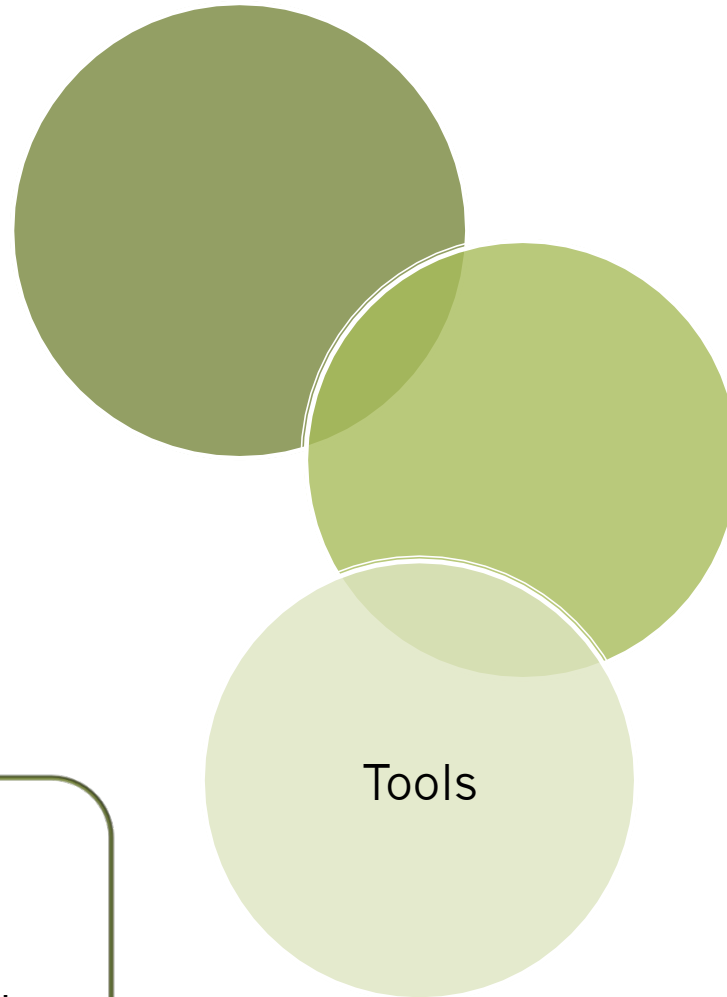
Modern Model







Packaging of Resources.
Examples:
photos, videos, slides,
surveys, audio, links,
notes, articles.



Tools

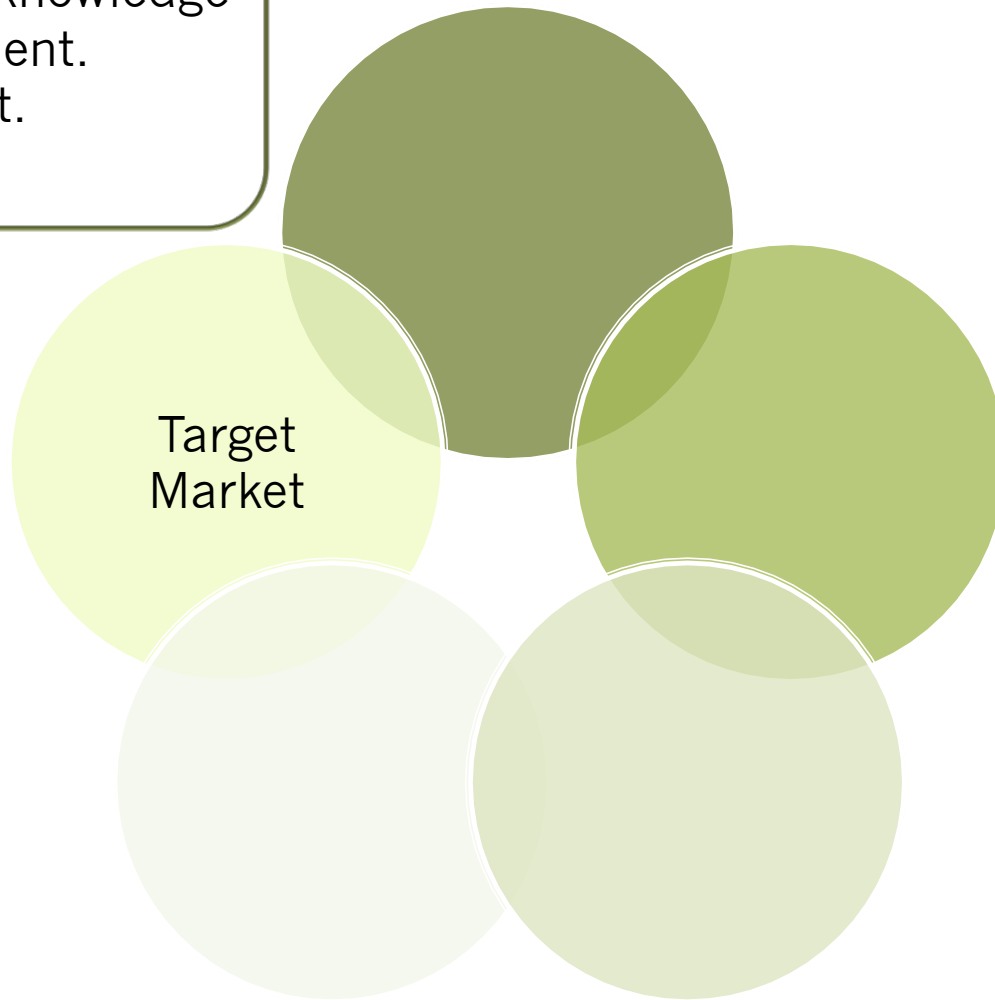
Typically owned.
Modern tools include:
WordPress, Mailchimp,
PollDaddy, RSS, Photoshop,
iMovie, PowerPoint



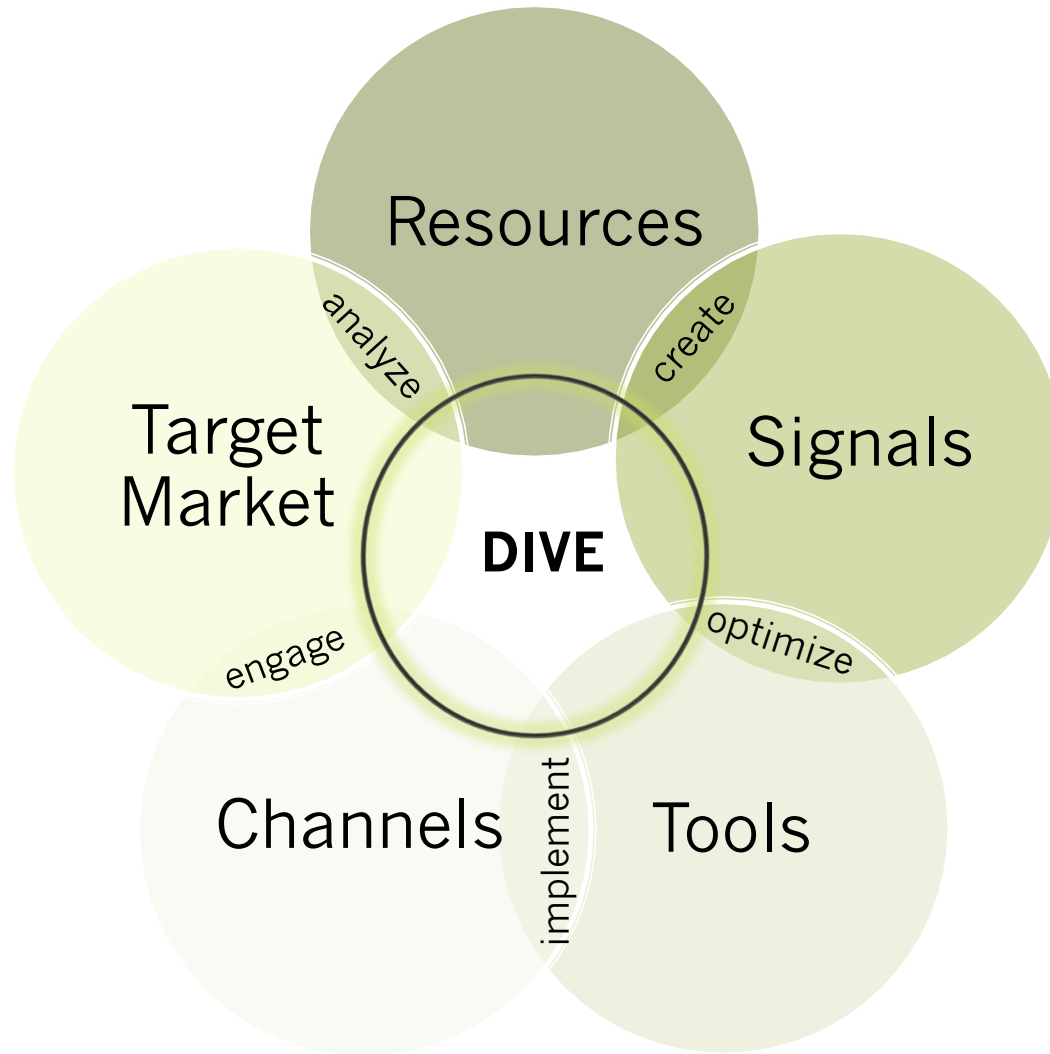
Medium to publish/share.
websites, email, facebook,
twitter, yelp, youtube, ads,
landing pages, custom
communities, forums

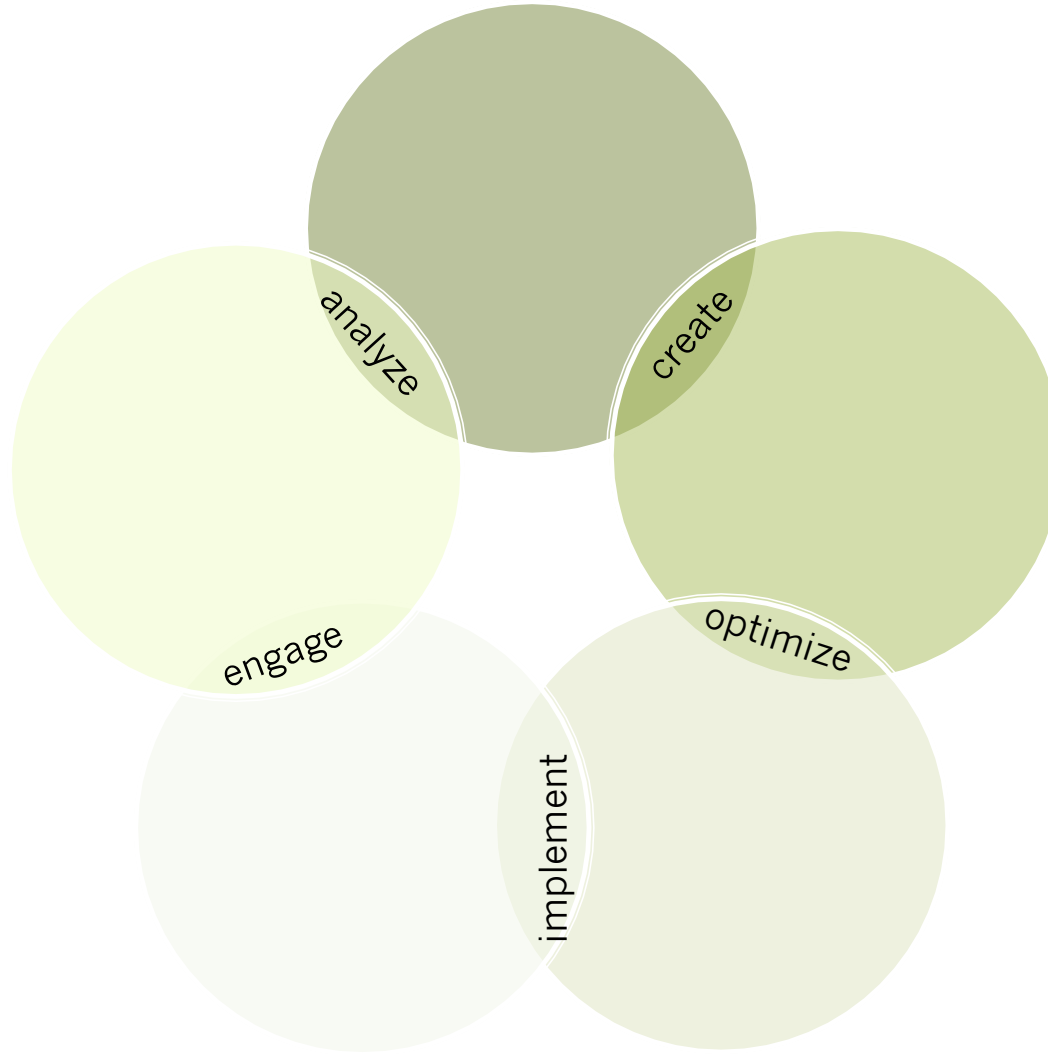
Channels

Detailed profile of intended recipient. More knowledge = More engagement. Decode/Interpret.

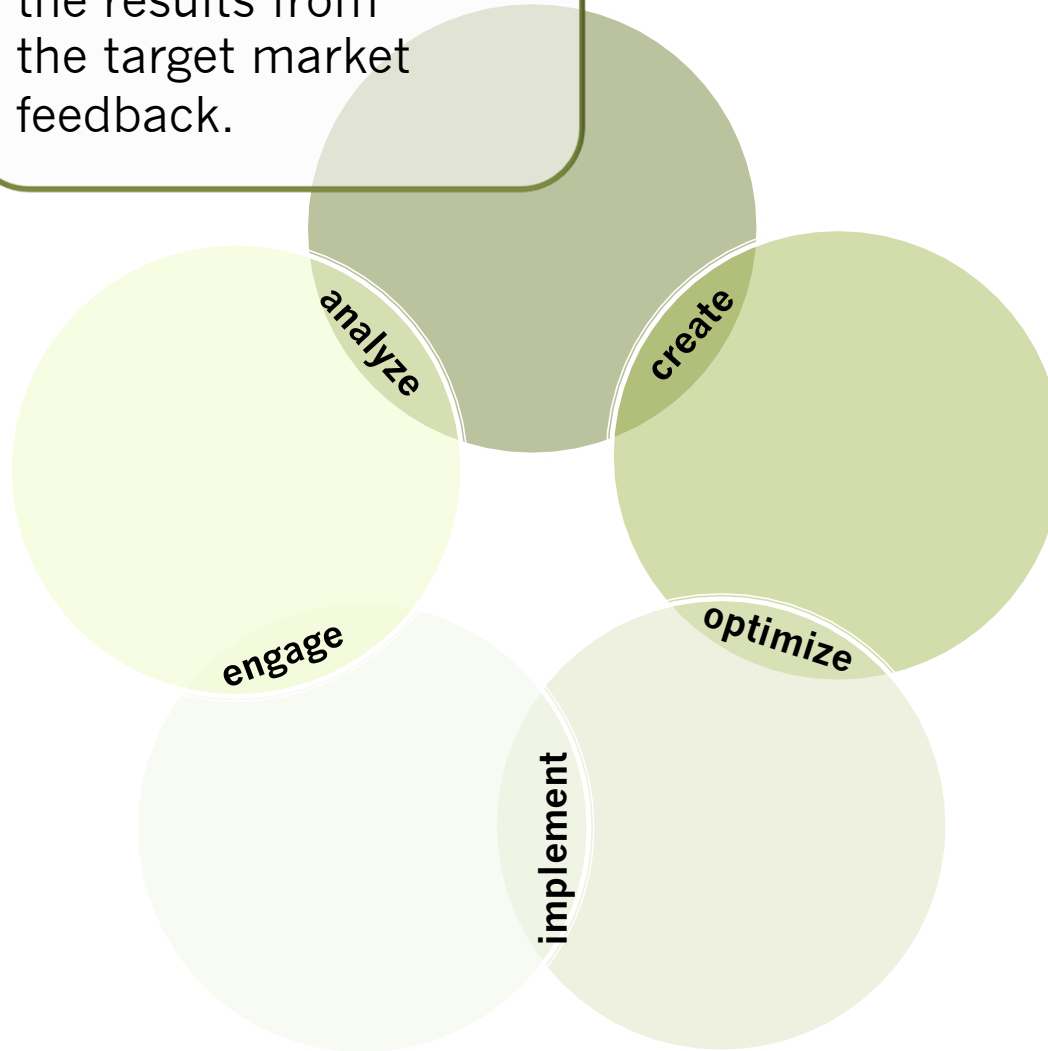


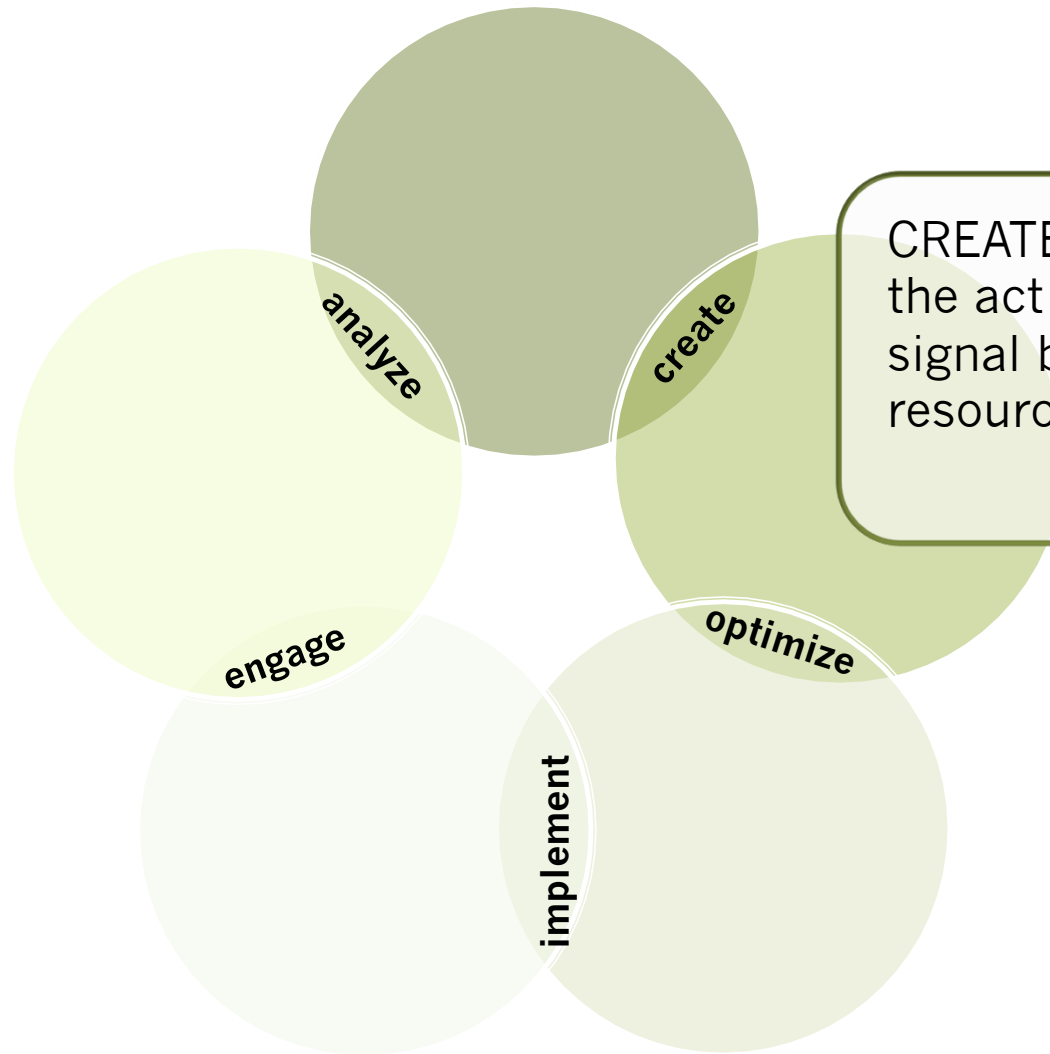
Target
Market



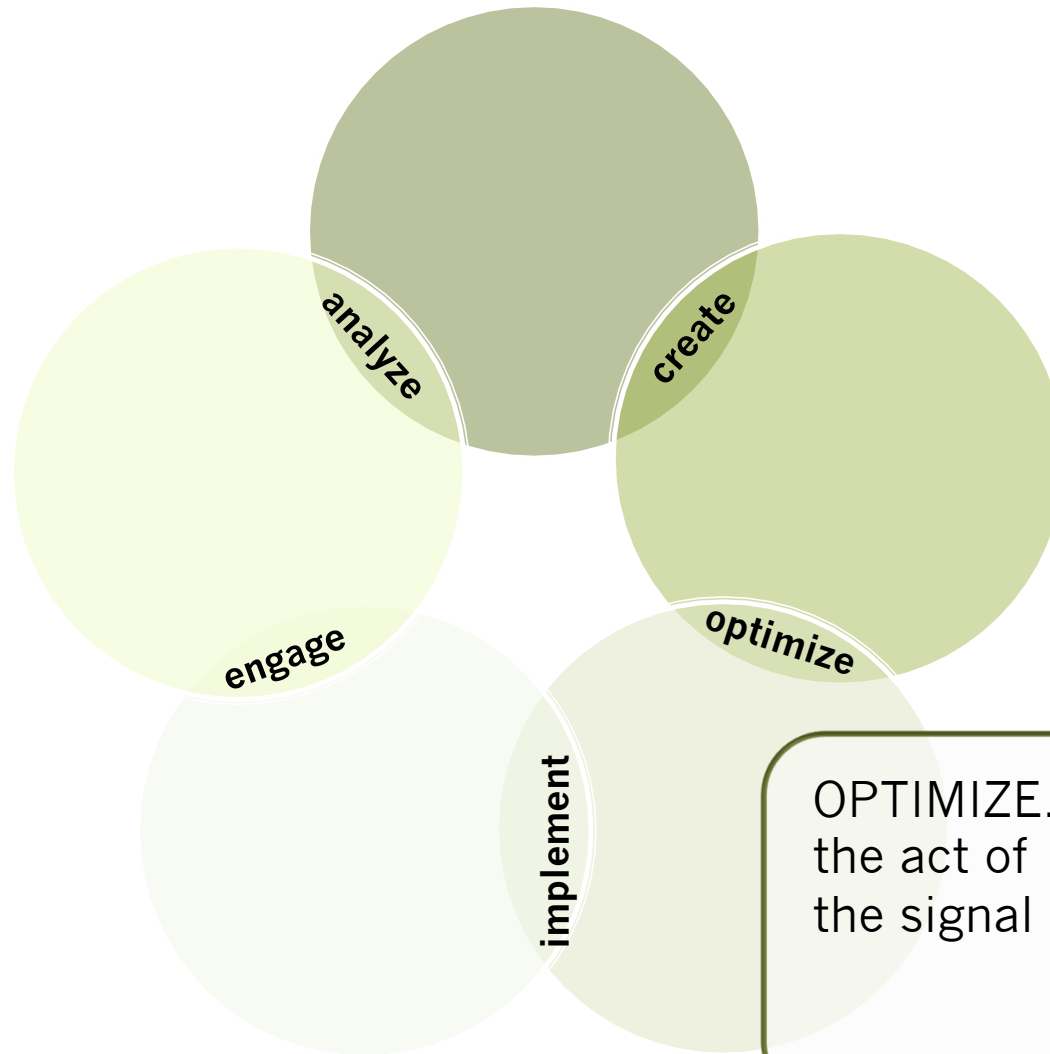


ANALYZE.
the act of interpreting
the results from
the target market
feedback.

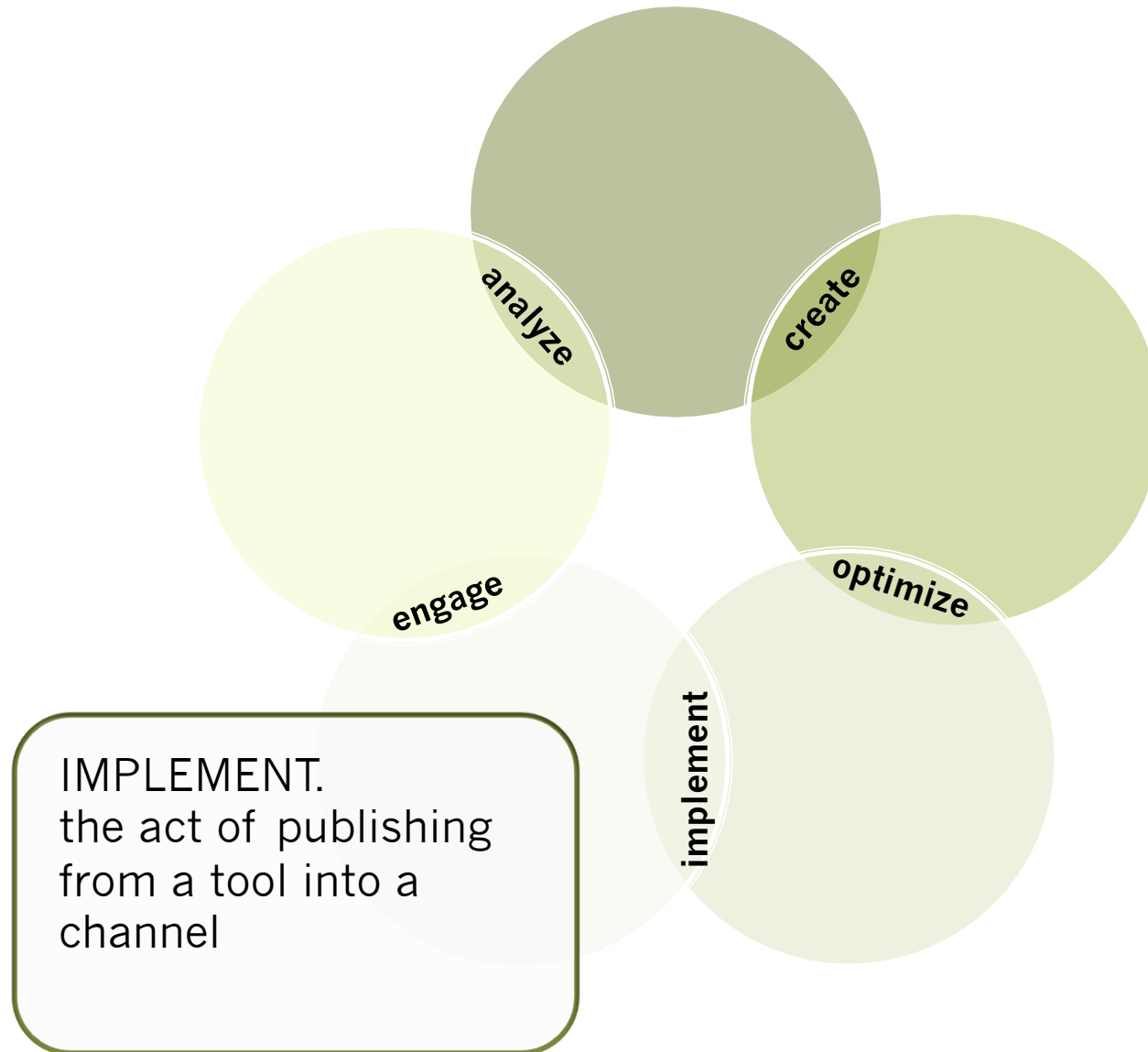




CREATE.
the act of making a
signal based around a
resource worth sharing

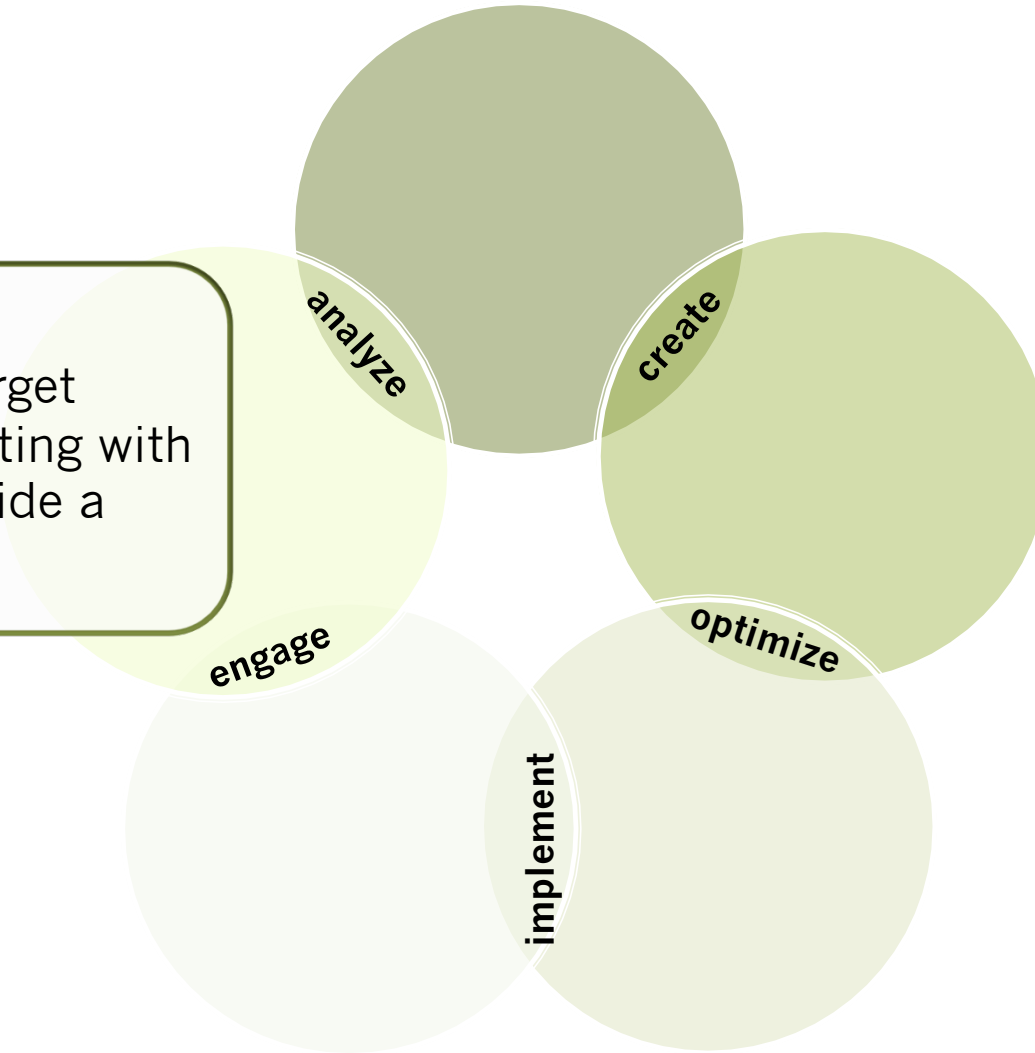


OPTIMIZE.
the act of enhancing
the signal using a tool





ENGAGE.
the act of a target
market interacting with
your signal inside a
channel





ANALYZE.
Data Analyst/Researcher
data driven, product
development expertise,
scientific

CREATE.
Author/Photographer
creativity, originality, wit

ENGAGE.
Community Manager
target market expertise,
channel confidence,
conversational

OPTIMIZE.
Editor
tool expertise, critical
review of details,
skeptical

IMPLEMENT.
Publisher
expert channel
knowledge, market
timing, strategic

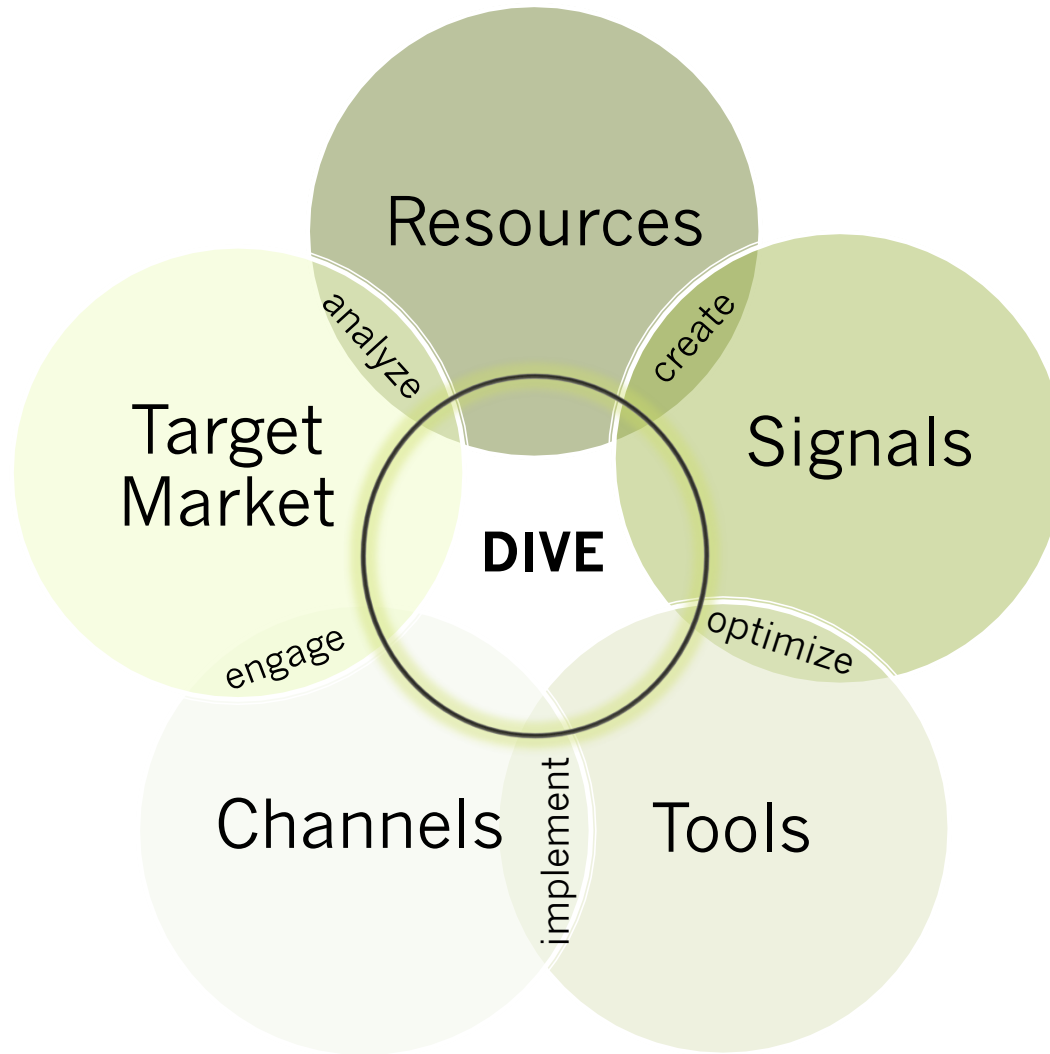
analyze

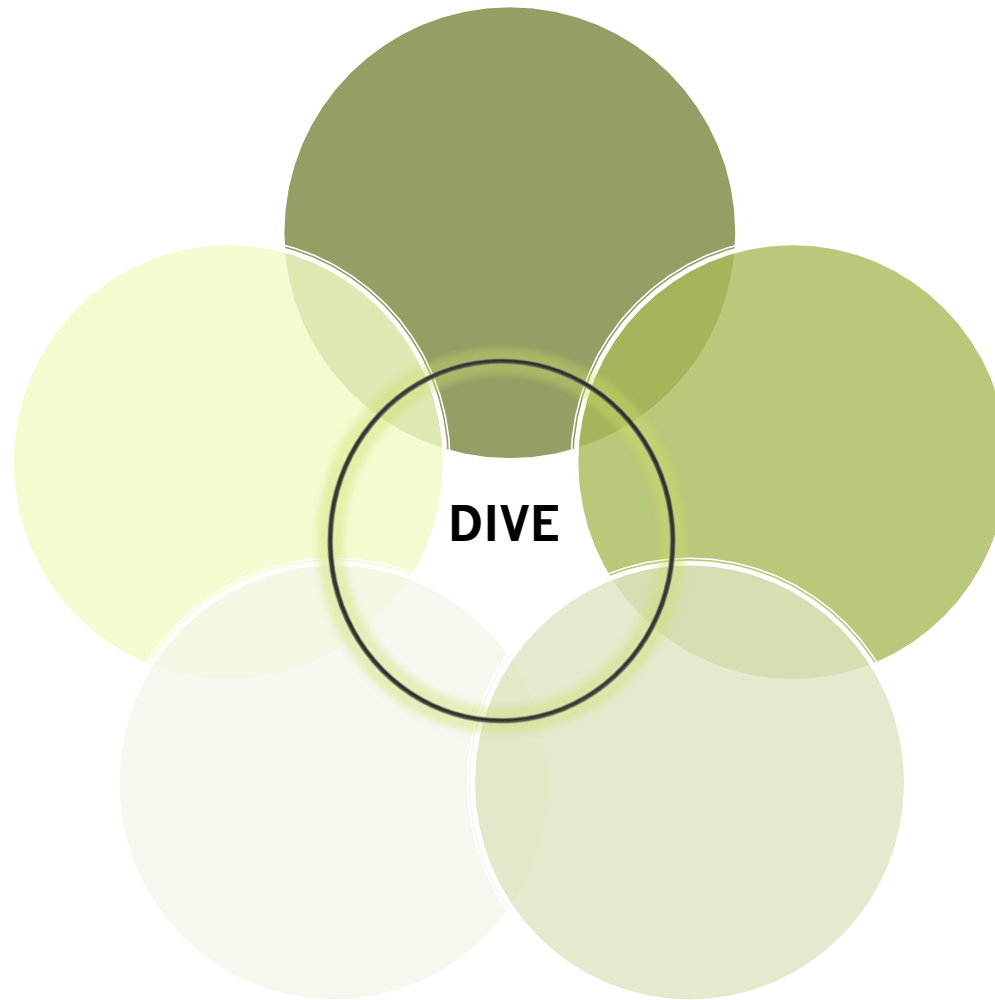
create

engage

optimize

implement





Data: plain facts

Information: organized data given context

Value: target market controls. Must fulfill needs/wants.

Experience: quality of enjoyment derived from receiving value. Expectations.

Communication Architecture

