



ATTENTION AND RETENTION WITH...

# PDC GRAPHIC NOVELS!

GRAPHIC NOVELS GRAB THE VIEWERS' ATTENTION. THIS ALTERNATIVE LEARNING METHOD GIVES YOUR AUDIENCE AN EXCITING NEW WAY TO ABSORB IMPORTANT INFORMATION.

MAKE DRY CONTENT MORE COMPELLING.

**ATTENTION!**

BEHAVIOR CHANGE IS MORE LIKELY WHEN PEOPLE UNDERSTAND THE IMPACT OF NEW BEHAVIORS.

**CONTEXT!**

STUDIES SHOW PEOPLE REMEMBER INFORMATION IN STORY FORMAT BETTER THAN TRADITIONAL METHODS.

**RETENTION!**

MOST AUDIENCES, ESPECIALLY MILLENNIALS, APPRECIATE DIVERSITY IN LEARNING METHODS.

**AUDIENCE!**

**MOBILE-READY!**

GRAPHIC NOVELS WORK GREAT ON MOBILE DEVICES AND ARE AN EASY WAY TO BUILD OUT YOUR MOBILE CONTENT.

## What Are Graphic Novels?

Graphic novels are books that are written and illustrated in the style of a comic book. Your audience learns a story told through the combination of sequential visual art and text. Graphic novels work well as an ongoing series, building a repeat audience. With graphic novels, studies indicate that the use of storytelling aids in increased retention. Graphic novels are widely regarded as mainstream literature and can be a valuable resource for supporting learning.



## A Unique Learning Method

Graphic novels present typical situations that employees experience in their daily professional life. Using creative storytelling and compelling art, graphic novels create an engaging learning method that people actually look forward to. Graphic novels are a great way to convey dry content, or gain attention to frequently updated material. And the bold graphics translate exceptionally well to iPads and other mobile devices.

## Our Creative Team

PDG's team of writers and designers have backgrounds in illustration, storytelling, and game design, allowing them to create graphic novels that tell a great story, are visually exciting, and are instructionally valid.



## About PDG

PDG is a global leader in providing workforce transformation solutions which build value for our clients by aligning workforce performance with corporate strategy. We work with our clients to create the strategy, develop the solutions and provide a scalable implementation capability to drive business results through improved workforce performance. Headquartered in Malvern, PA, PDG offers a comprehensive suite of products and services that support the entire workforce transformation lifecycle. PDG is proud to have been driving business success for our clients since 2002.



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