

AI Visuals: Attorneys Notice Clarity, Not Complexity

LNctips®

AI VISUALS: ATTORNEYS NOTICE CLARITY, NOT COMPLEXITY

AI visuals can be powerful tools for teaching complex ideas, especially when you're explaining your services to attorneys. But not every image works. Some are cluttered, confusing, or just plain wrong for the message. That's not a failure of technology; it's a reminder that clarity still matters more than novelty.

I spent years creating very basic, very clean graphics - the "Eat at Joe's" and "Parking in Rear" variety. Even though the work was simple, it trained my eye for clarity, spacing, and calm design. I still enjoy infographics and fun caricatures, but the visual restraint I'm talking about came from those clean, straightforward designs: saying only what needs to be said and leaving out anything that gets in the way.

The Lesson

When I first started experimenting with AI-generated images, I realized that the tool would give you *something* - but not always the *right* thing. Without direction, it fills in the gaps with whatever it thinks you mean.

For LNCs, that means your visuals can either reinforce your professionalism or distract from it. The goal isn't to impress with complexity; it's to communicate one idea cleanly.

Attorneys hire clarity.

My "Unofficial Rules" for AI Visuals

These gentle guardrails help keep your images aligned with your message — and they work beautifully for LNC marketing too:

- **One idea** - Focus on a single concept that instantly communicates your point.
- **One focal point** - Guide the viewer's eye so they know where to start.
- **Minimal text** - Use only the words that support your message.
- **Clear visual hierarchy** - Show where to look first, next, and last.
- **Space is part of good design** - Remove anything that competes with clarity. Give your ideas room to breathe.

These aren't design commandments - just practical ways to make sure your visuals look professional and feel like *you*.

AI can't replace your judgment, but it can amplify your voice. When your image matches your message, attorneys notice. And when it doesn't, you'll know, because clarity always wins.

If you're experimenting with AI visuals, don't be afraid to say, "This isn't working." You're not rejecting the tool; you're refining it to reflect your expertise.

Simple is powerful.

Clarity is intentional.

