

Visual Metaphor



In this classic photograph from turn-of-the-century surrealist Man Ray, we can see a comparison clearly being made between a woman's body and a musical instrument.

"Curvy like a cello."

mitted to do, must end in the Destruction of the British Interest, Trade and Plantations in America.



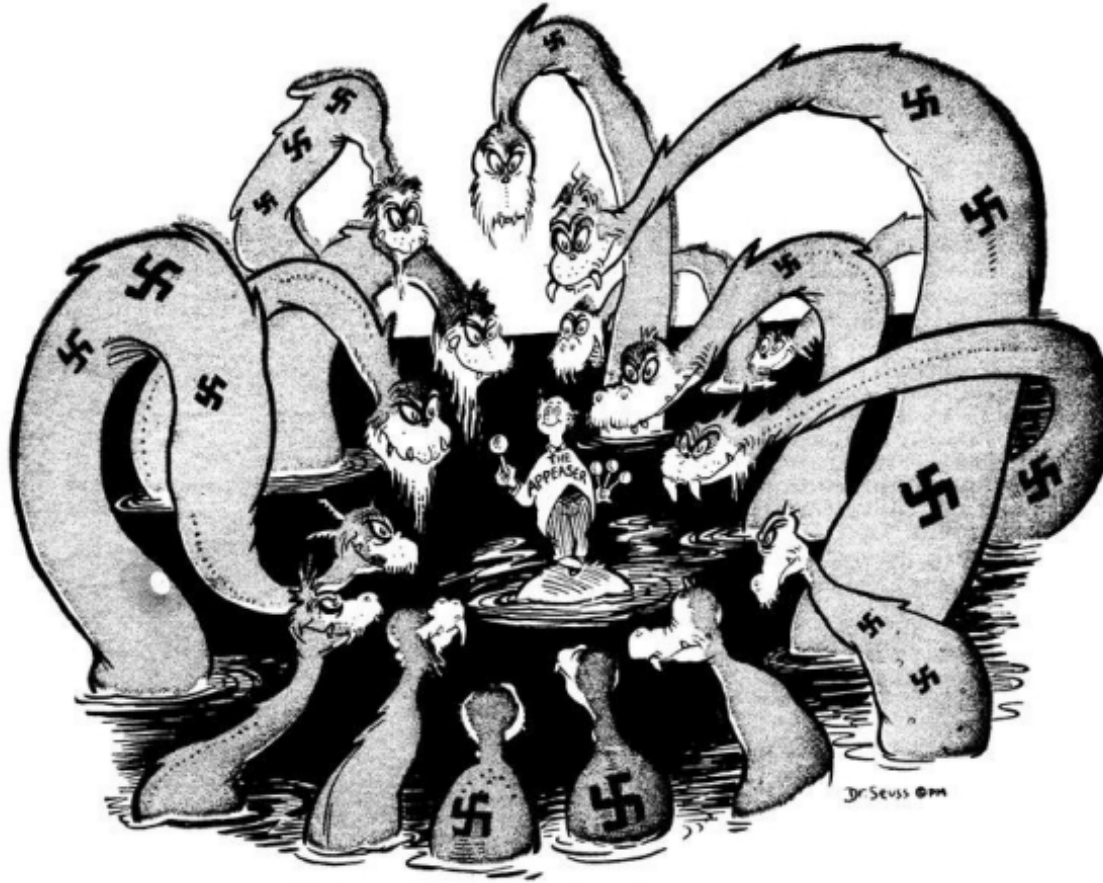
We hear that the General Assembly of this Province have voted the Sum of Ten Thousand Pounds to be given to the King's Use at

Michael
John Je
William

Flour
16s. Mi
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Schooner
Brig Fric
Sloop Sp
Ship Fric
Ship Ari

Benjamin Franklin, "Join, or Die," first published in *Pennsylvania Gazette*, May 9, 1754

'Remember . . . One More Lollypop, and Then You All Go Home!'



Editorial on the American appeasement of the Nazis during WWII, prior to American involvement

Dr. Seuss Collection in The Mandeville Special Collections Library at University of California, San Diego

- This technique of *conceptual comparison* is used all the time in illustration.



What comparison is being made here?

What do you think the article is about?

Davide Bonazzi

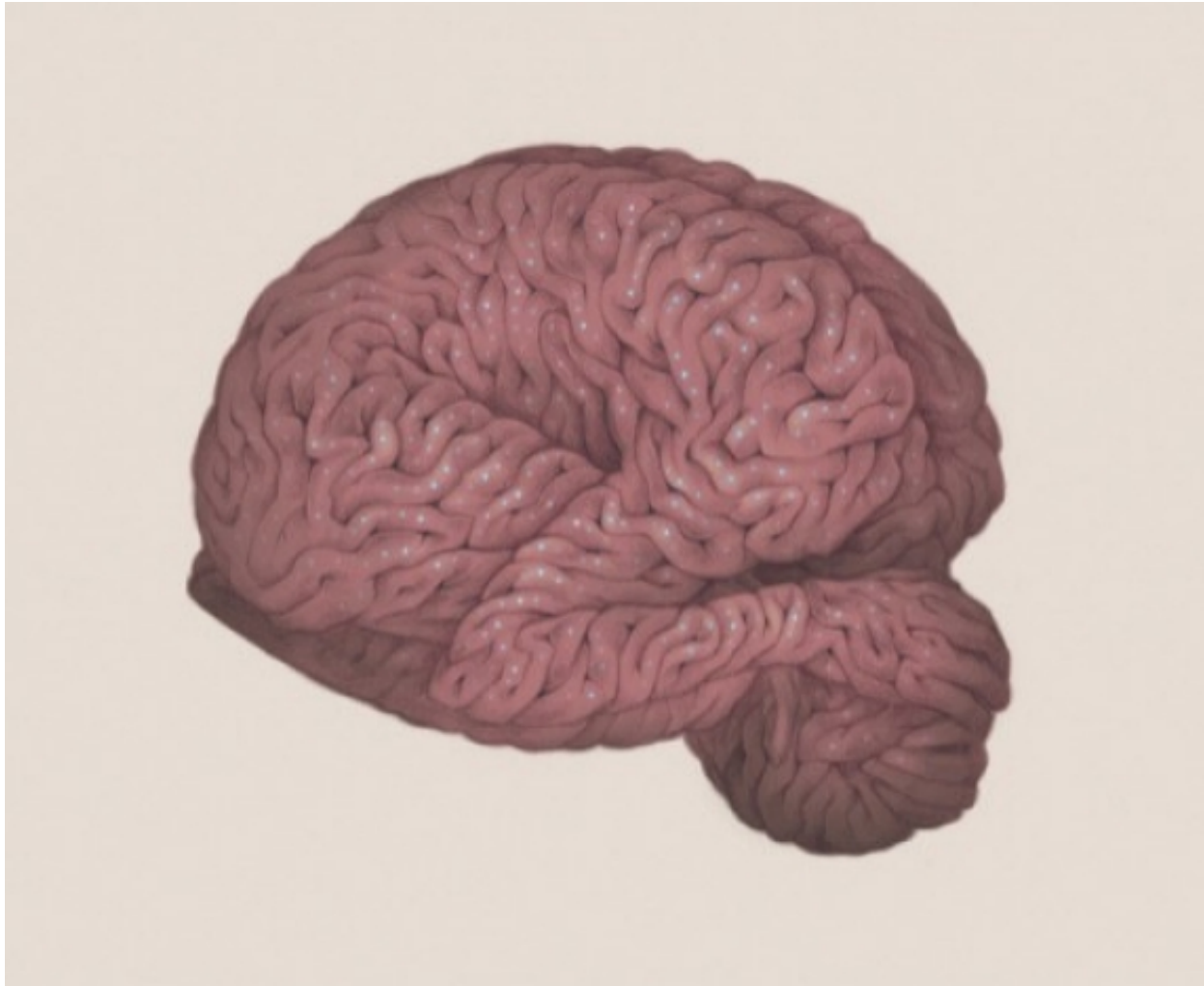


Juxtaposition:

Two images or symbols are used side by side.

Their similarities in either shape, meaning, or color are used to establish a relationship and create a single metaphor.

Tang Yau Hoong, "Consumer Privacy"
for *Financial Post Magazine*



Ashley
Mackenzie, *No
Body, No Mind*

Fusion: Two completely separate images or symbols are fused into one new image to create a single metaphor.



Replacement:

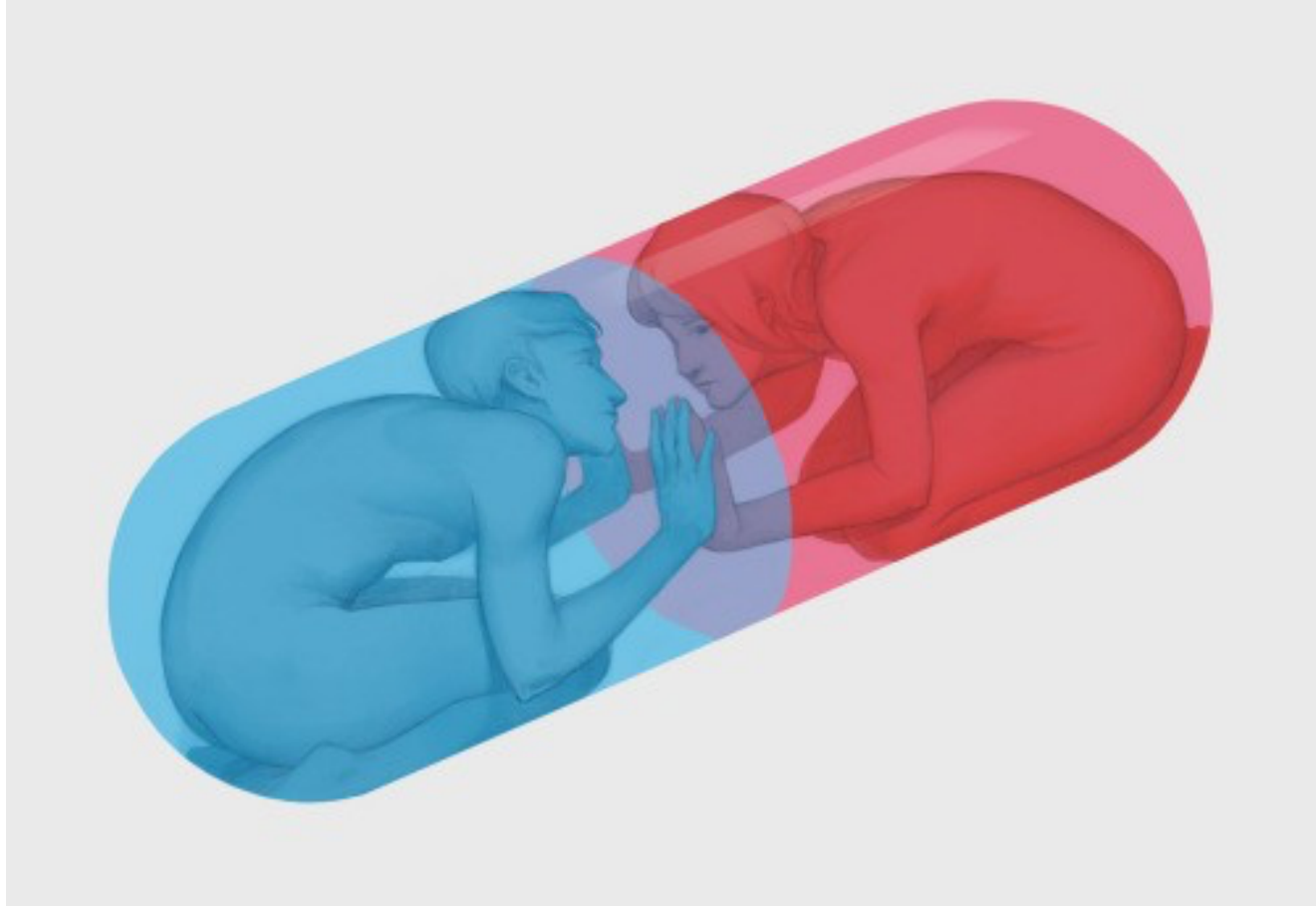
One part of an existing, preferably well-known image or symbol is replaced by a different piece of imagery, creating a single metaphor.

Asaf Hanuka, "handy man" for *Men's Fitness*



Illustration for an Article
on Illegal Trafficking for
Scientific American

Ashley Mackenzie



Ashley Mackenzie, "Chemicals," an image about the wide-scale proliferation of serotonin-enhancing antidepressants suppressing sexual desire and inhibiting the ability to fall and stay in love.



Fetus, for *Maariv*

Asaf Hanuka



Illustration for an article about Google's plan to scan every book ever published and build the world's biggest digital bookstore

Tomer Hanuka

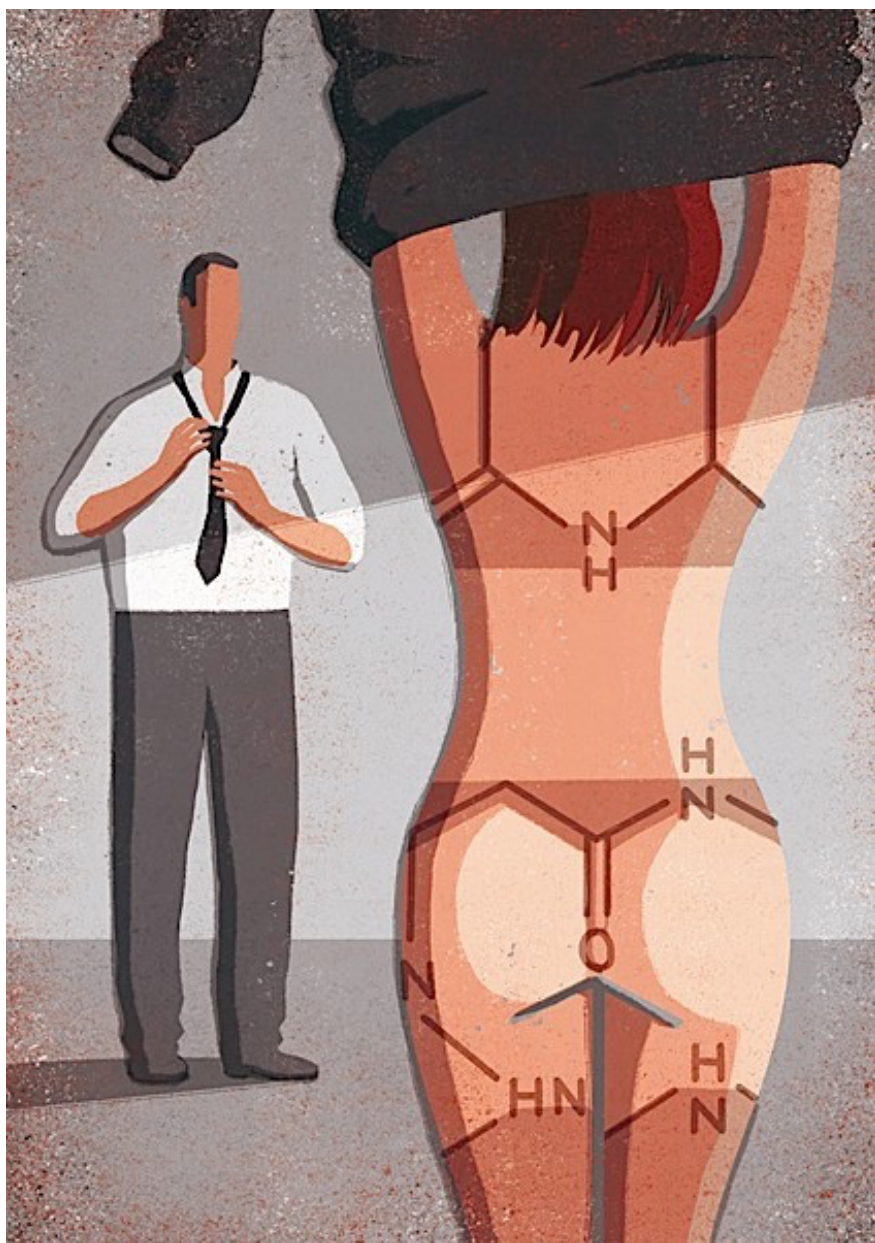


Illustration for an article
about the Chemistry of
seduction.

Davide Bonazzi



Przemek Kotynski for Newsweek Poland