

# **Depth of Meaning in Visual Communication**

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# Perception

-The aspect of visual solutions that make us look at a piece.

- Visual hierarchy, contrast, color and imagery are all formal qualities that grab a viewer's attention and draw them into the work.

# Sensation

- Images with tactile qualities cause viewers to experience gut reactions to the work.

- Such images have the power to either repulse or arouse the audience's curiosity.





**Meet Echo.**  
Echo lives in a shelter.  
She was the loser in a divorce.  
Echo isn't used to her new home -  
the cement feels strange on her paws.  
When people walk past, she runs  
to the front of her cage and smiles.  
Then they move on. And Echo  
doesn't understand where they went.  
When you buy Pedigree, we make  
a donation to help dogs like Echo  
find loving homes.  
**Help us help dogs.**  
The PEDIGREE Adoption Drive™ 

 [Dogsrule.com](http://Dogsrule.com)

Some donations from PEDIGREE® consumed and held in program to local shelters in 2008.  
Program \$200,000 up to \$2 million. © TM Pedigree, Inc. 2008.

# Emotion

- Appealing to the viewer's emotions rather than his reasoning has enormous power of persuasion.
- Positive and negative emotions such as love, confidence, and fear are all employed heavily by advertising to sell product or lifestyles.



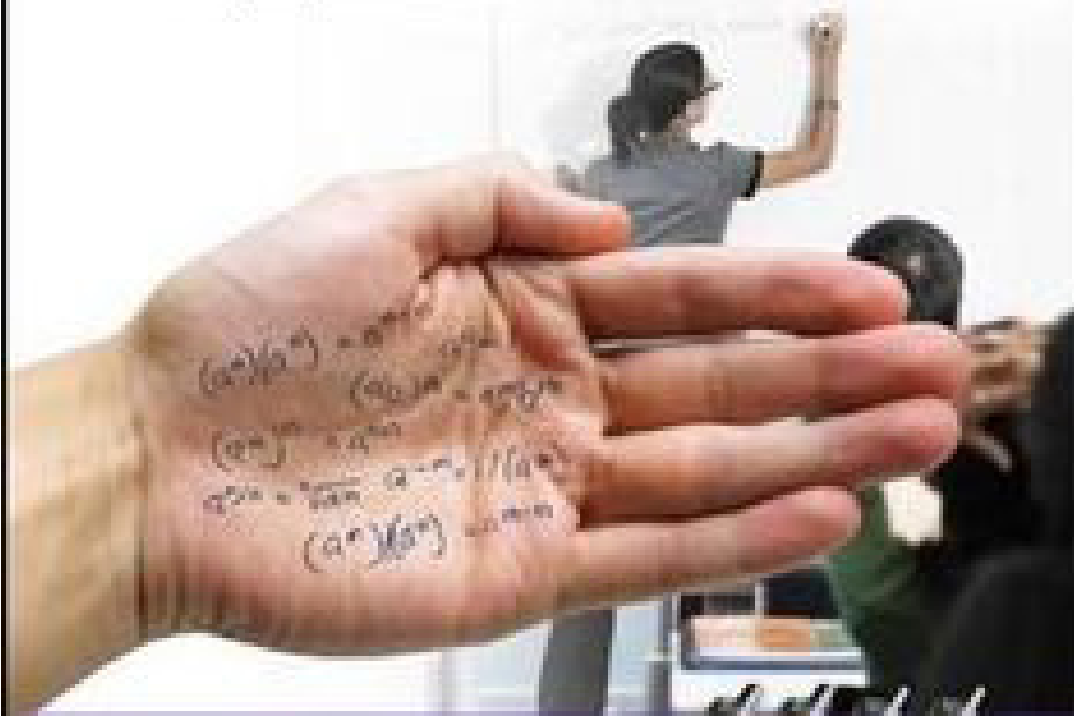
# Intellect

- The power of words in design and subtleties such as wit and humor appeal to both right and left brain rationale.

- Images requiring audience participation and interaction reward the viewer with deeper comprehension and understanding.



Helping Students Cheat Since 1945.



New Softgel pens make cheating even more comfortable!

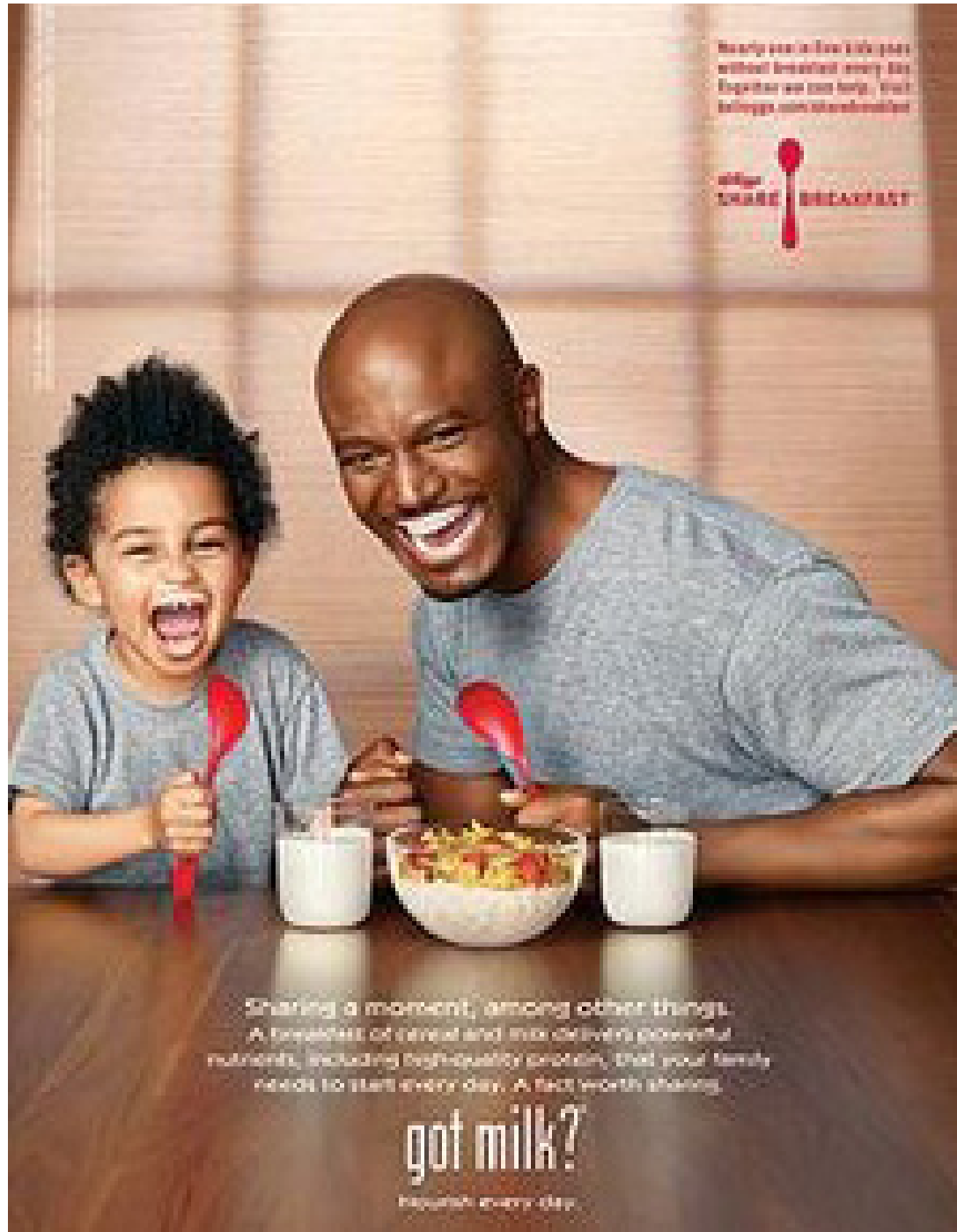


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# Identification

- Everyone has psychological desire to a group, whether it is an organization or movement.
- Design that connects on an emotional and intellectual level, such as corporate identity and branding, often forms deep personal connections with an audience.



# Reverberation

- Nostalgic Imagery often elicits comfort and dependability in visual messages.
- Referencing history and tradition tends to resonate with the viewer as being true.

# Spirituality

- This is employed when a work's moral and artistic qualities converge to deliver a message.

- Everything about the visual communication, from concept to execution, works in unison.

- Pieces of this magnitude are often timeless examples of graphic design.



## WHAT GOES IN THE OCEAN GOES IN YOU.

RECENT STUDIES ESTIMATE THAT FISH OFF THE WEST COAST INGEST OVER 12,000 TONS OF PLASTIC A YEAR. FIND OUT HOW YOU CAN HELP TURN THE TIDE ON PLASTIC POLLUTION AT [WWW.SURFRIDER.ORG/RAP](http://WWW.SURFRIDER.ORG/RAP)

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