

PERCEPTION



Visual Hierachy, Contrast, Color, and Imagery are qualities that draw a viewer's interest.

DEPTH OF MEANING

SENSATION



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

DEPTH OF MEANING

EMOTION



Positive and negative emotions are all heavily employed by advertising to sell products or lifestyles.

DEPTH OF MEANING

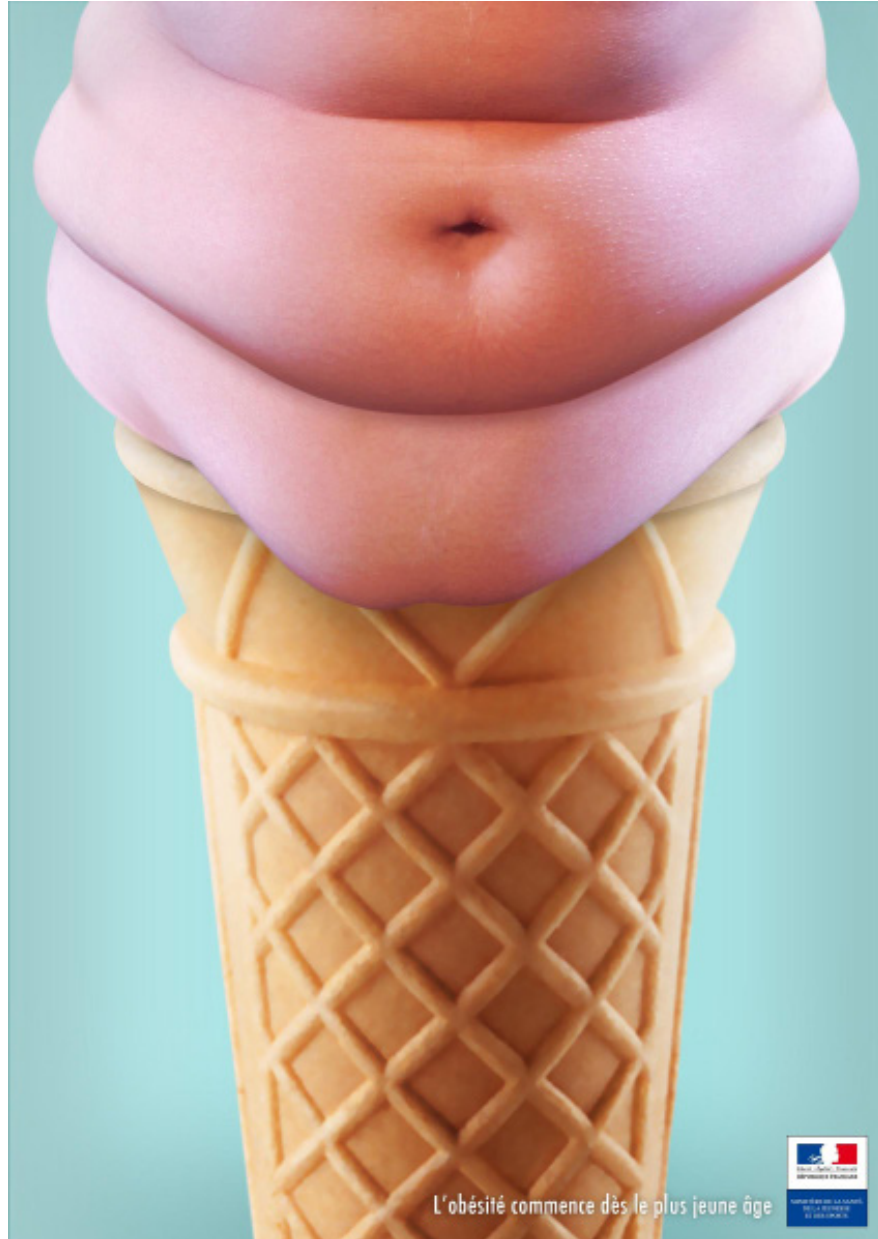
INTELLECT



Images that require the audience to start thinking and lead the viewer to a greater understanding and comprehension.

DEPTH OF MEANING

IDENTIFICATION



Design that connects on an emotional and intellectual level, forming deep personal connections with an audience.

DEPTH OF MEANING

REVERBERATION



Nostalgic Imagery

References history and tradition

DEPTH OF MEANING

SPIRITUALITY



A work's moral and artistic qualities deliver a message, are often timeless examples of graphic design.

DEPTH OF MEANING

Depth of Meaning in Visual Communication - Project 1

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