Data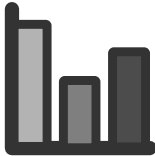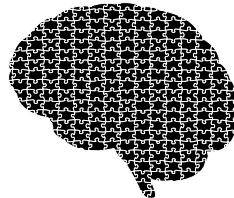   Encode   Decode   **Mental Model**