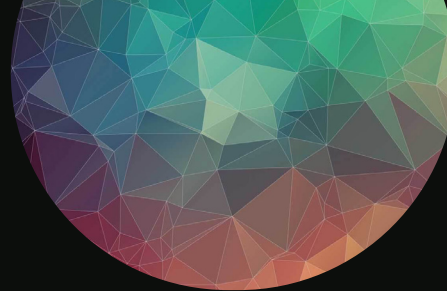


# IMAGES IN GRAPHIC DESIGN



### **Images:**

are highly effective communication tools, whether they are of real objects, people or places, or more abstract. We attribute images with greater communicative power than we do other elements: as the saying goes, “an image is worth a thousand words”. In graphic design, images help create a connection with the text and can clarify the information presented in a layout by adding meaning and evoking associations.



**Taste of Hope**



**Path of Hope**



**Sign of Hope**

**Photographs:**

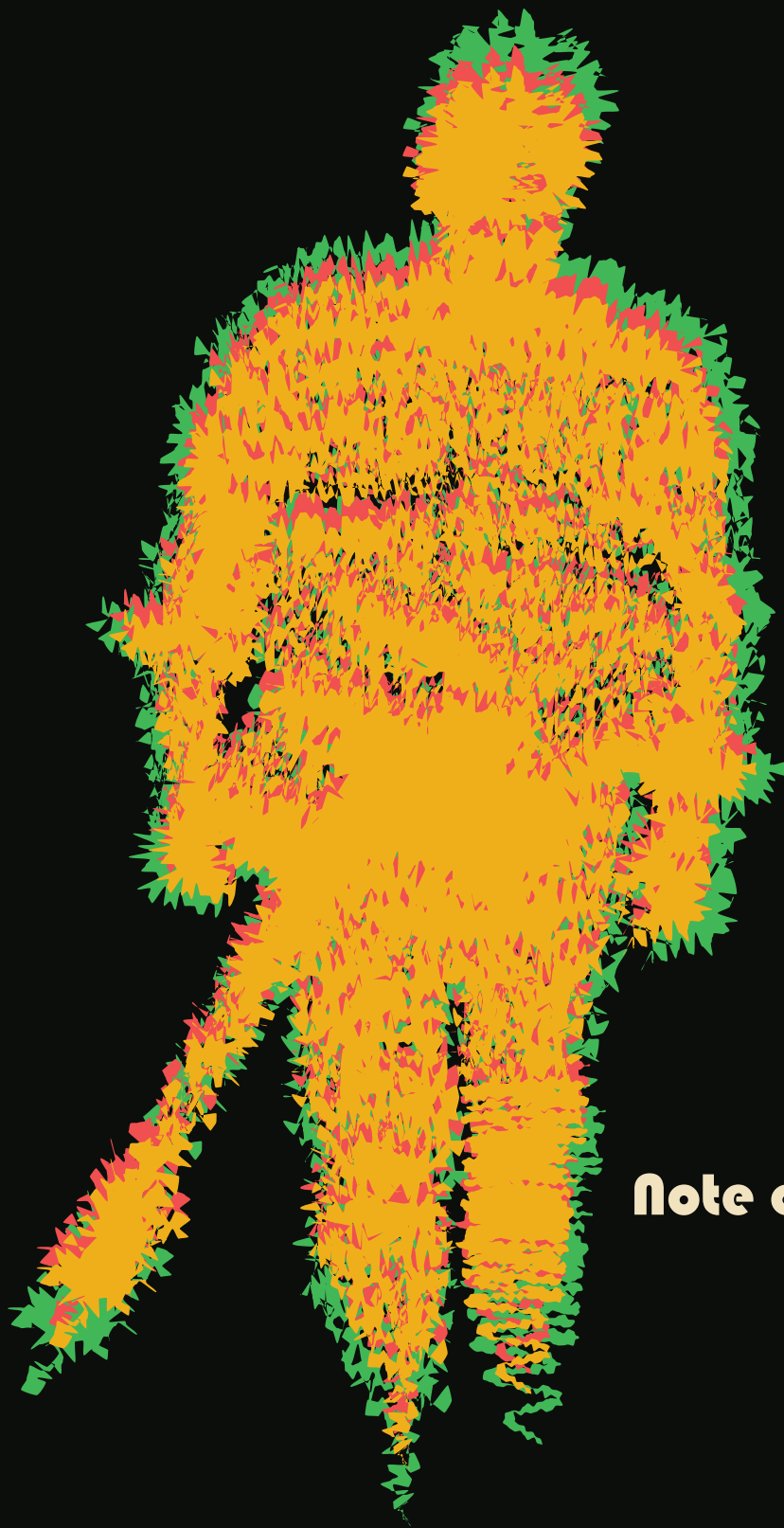
are associated with documentation or assumed to represent reality. They are concrete, pure, environmental and reliable.



## Walk of Hope

### **Illustrations:**

are perceived as “created” and personal, readily showing their method of creation; they evoke fantasy, display impossible or ideal situations, and portray their content in a subjective way – even if they are naturalistic.



**Note of Hope**