

STREET

**STREET
CLOSED**

How we know?

Message

Communication

A photograph showing a stack of books on a wooden surface. In the background, the letters 'ABC' are written in yellow chalk on a dark blue wall.

ABC

Exploring sight & expectation in order to
develop a powerful message

& branding





WC





EXIT ➤



EXIT ➤

Semiotics

Text-Visual



Perception

Stroop effect



