



IMAGE IN DESIGN—Content

**Kinds of Image, Image Choice,
and Content**

**To emphasize and reinforce
the intended communication
of a design piece.**

- Message & Content
- Budget & Production

- Graphic Image
- Photography
- Illustration
- Montage



Hard edge designs/interpretations created out of shape, color, line, value. Reduce image to simple easily interpreted forms/unique/stylized.

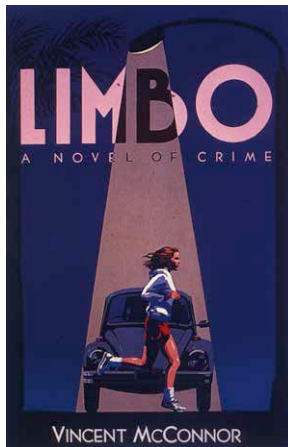
Use: *Symbols, logos, advertising, publishing, packaging, web, tv, film, animation, etc.*

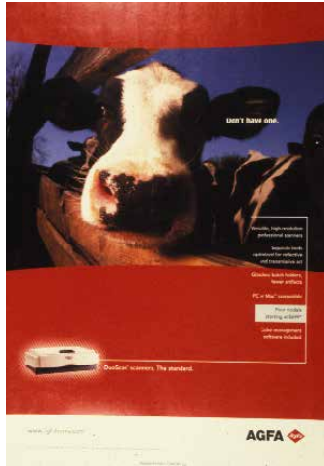
Reasons for use: Style, impact, budget

Designer involvement:

Should be able to create, conceptualize, and compose with

Sources: clip art, freelance artist





Color, duotone, black & white (greyscale)

Use: Advertising, publishing, packaging, web, tv, film, etc.

Reasons for use: Style, impact, specific content and detail.

Designer involvement: Can take own images, more likely to choose appropriate images, or assign photographer to take images in support of design concept.



Conceptualize idea to represent content.
Compose with, choose, direct photographer.

Sources: stock photo, freelance photographer



Pencil, pen, pastel, watercolor, acrylic, oil, digital.

Use: Advertising, publishing, packaging, web, tv, film, etc

Reasons for use: Style, impact, specific content and detail.



Designer involvement: Can create own illustrations, more likely to choose appropriate images, or assign illustrator to create images in support of design concept.

Conceptualize idea to represent content
Compose with, choose, direct illustrator.

Sources: stock, freelance illustrator



Image compilations - usually photo or illustration based. All ranges of color/value. Done traditionally or digitally.

Use: Advertising, publishing, packaging, web, tv, film, etc

Reasons for use: Style, multiple images to represent content—imply a narrative or story.

Designer involvement:

Can create from original images or those from commissioned, or stock sources.

Conceptualize idea to represent content.
Compose with, choose, and direct composition.

Sources: stock, freelance illustrator/photographer

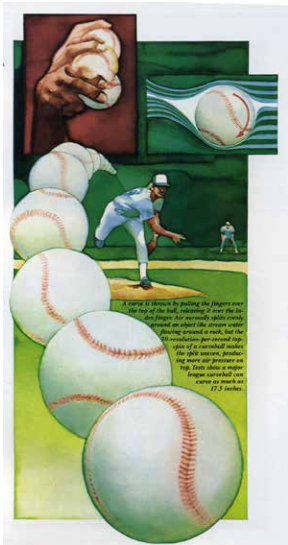


IMAGE SUPPORTS CONTENT & MESSAGE

- Image Supports
Content & Message
- Literal Representation
- Image as Symbol
- Copyright Consideration

IMAGE SUPPORTS CONTENT & MESSAGE

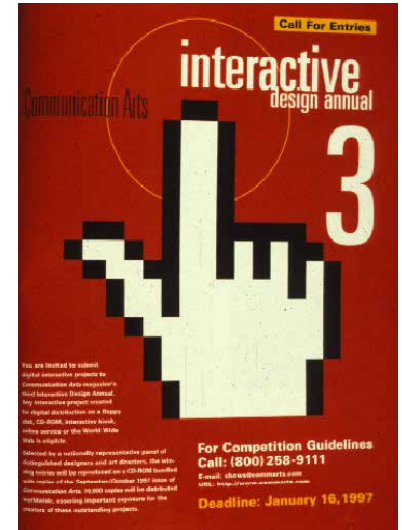
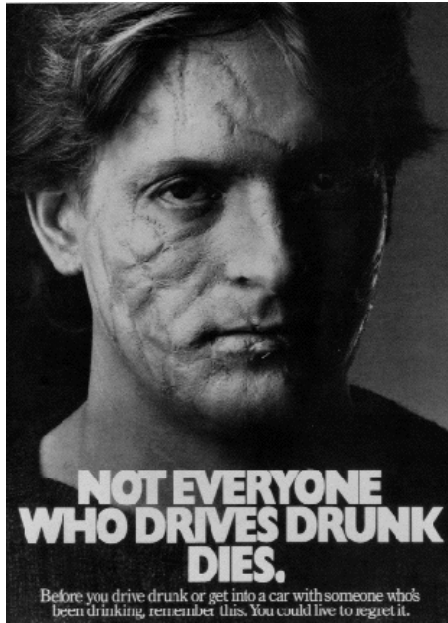
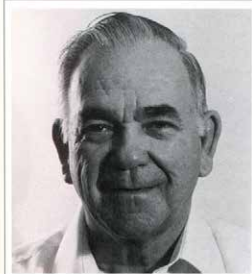


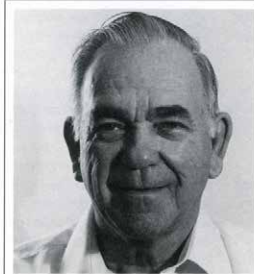
Image is chosen, or created, as a direct reflection of and/or in support of content.

IMAGE SUPPORTS CONTENT & MESSAGE



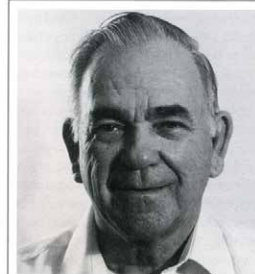
Reelect
Senator Pruitt.

4-1



Pruitt wanted
for burglary.

4-2

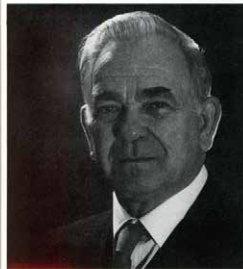


Pruitt named
angler of the year.

4-3

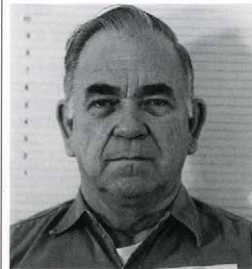
CONTENT & MESSAGE

IMAGE SUPPORTS CONTENT & MESSAGE



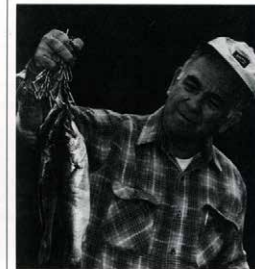
Reelect
Senator Pruitt.

4-4



Pruitt wanted
for burglary.

4-5

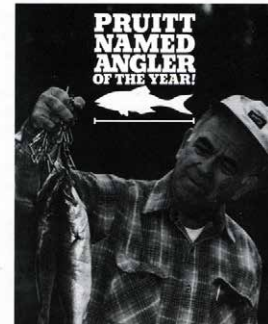
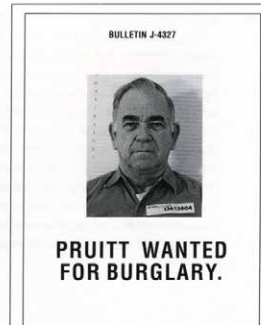
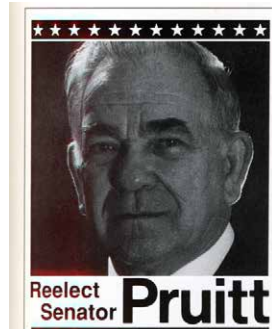


Pruitt named
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4-6

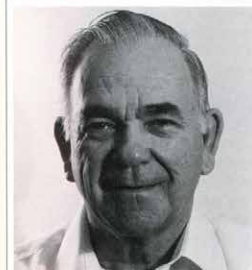
CONTENT & MESSAGE

IMAGE SUPPORTS CONTENT & MESSAGE



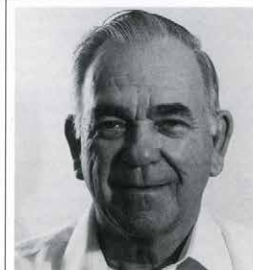
CONTENT & MESSAGE

IMAGE SUPPORTS CONTENT & MESSAGE



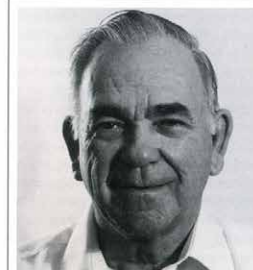
Reelect
Senator Pruitt.

4-1



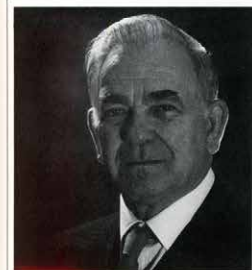
Pruitt wanted
for burglary.

4-2



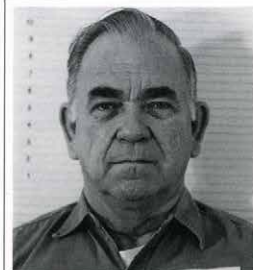
Pruitt named
angler of the year.

4-3



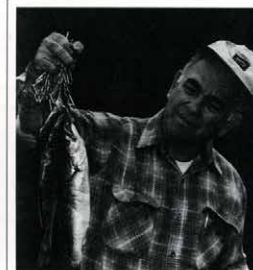
Reelect
Senator Pruitt.

4-4



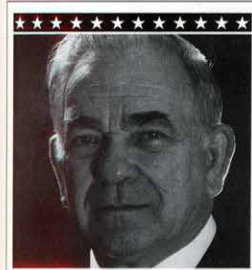
Pruitt wanted
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4-5

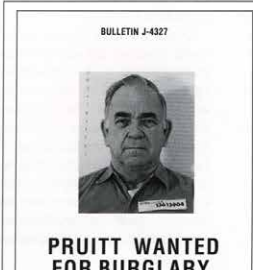


Pruitt named
angler of the year.

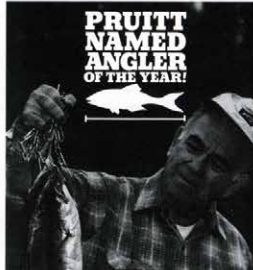
4-6



Reelect
Senator **Pruitt**



**PRUITT WANTED
FOR BURGLARY.**



**PRUITT NAMED
ANGLER
OF THE YEAR!**

IMAGE SUPPORTS CONTENT & MESSAGE

Content issues can be addressed through two approaches to image use:

- Literal Representation
- Symbolic

LITERAL REPRESENTATION

**ATTENTION:
SHARP
OBJECT.**

THE Heartbeat OF AMERICA
CHEVROLET
TODAY'S
CHEVROLET



DRIVE The new Chevrolet Lumina APV. It's the most spacious, most powerful, most advanced minivan ever. It's the most powerful minivan ever. It's the most powerful minivan ever.

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SOUTH KOREA



South Korea is a land of contrasts. In the heart of Seoul, the ancient palaces and temples of the Joseon Dynasty stand as a testament to a rich and ancient culture. Yet, just a few blocks away, the modern skyscrapers and neon lights of a global metropolis shine brightly.

The Economy



The economy is a complex web of interactions. From the bustling markets of Seoul to the quiet corners of rural villages, the pulse of the nation is felt in every transaction. The challenges and opportunities of the modern world are reflected in the choices we make.

The State



The state is a reflection of the people. In the vibrant streets of Seoul, the energy and spirit of the nation are on full display. The state's role in shaping the future is a topic of ongoing discussion and debate.

SOME SOLES ARE MORE ETERNAL THAN OTHERS.



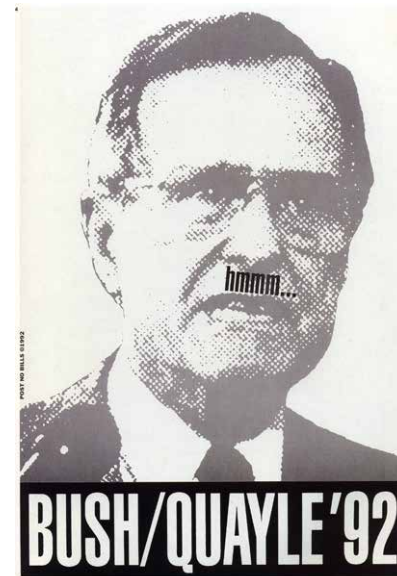
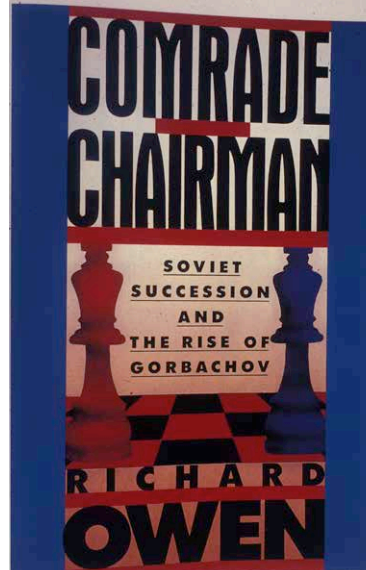
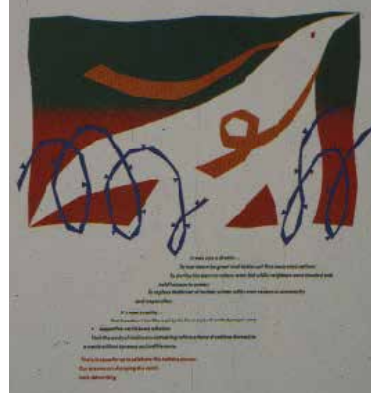
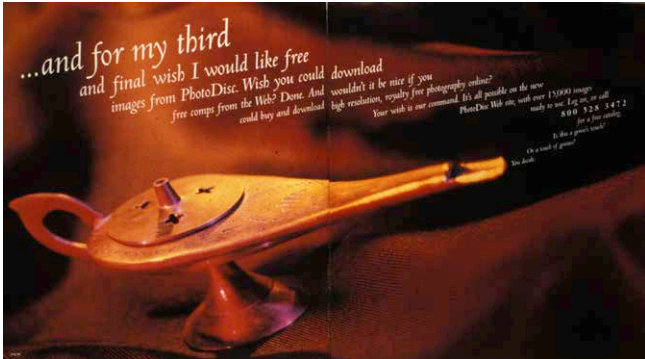
Upon close examination, you will discover that all loafers should not be judged on looks alone. Some have the sole of a true Timberland.

You see, Timberland loafers have unique patented, honey rubber "tap sole" inserts in the heel and sole. They act as shock absorbers and prevent wear in the places where time takes its toll on ordinary loafers. The glove leather lining will surround your feet in comfort. And the colors are toned all the way through the hide so they won't crack or wear away.

While your Timberland loafers may not achieve immortality, you'll be eternally grateful you bought them.

Timberland
MORE QUALITY THAN YOU MAY EVER EXPECT.

SYMBOLIC IMAGES



One thing to avoid is using an image that is ***inappropriate*** for the subject matter or audience.

Another thing you need to keep in mind when creating or using images are ***copyright laws***.