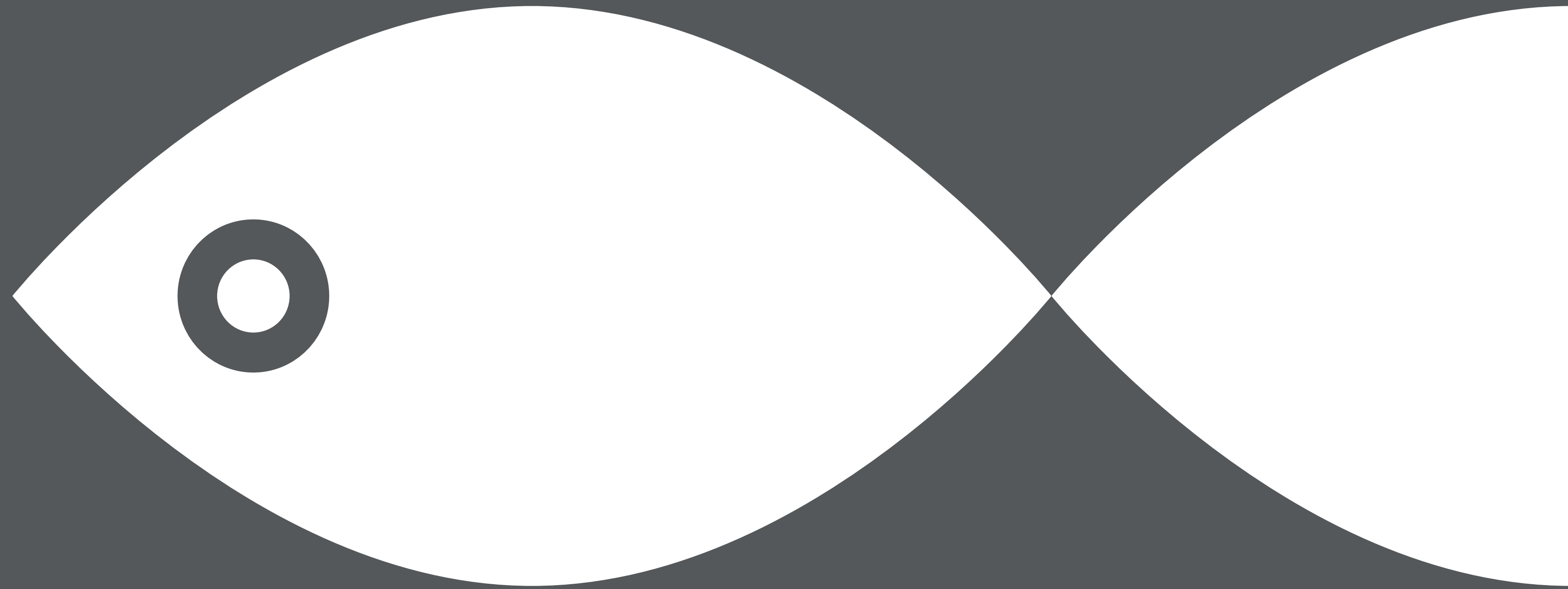


from icons
to image

what is an
image?

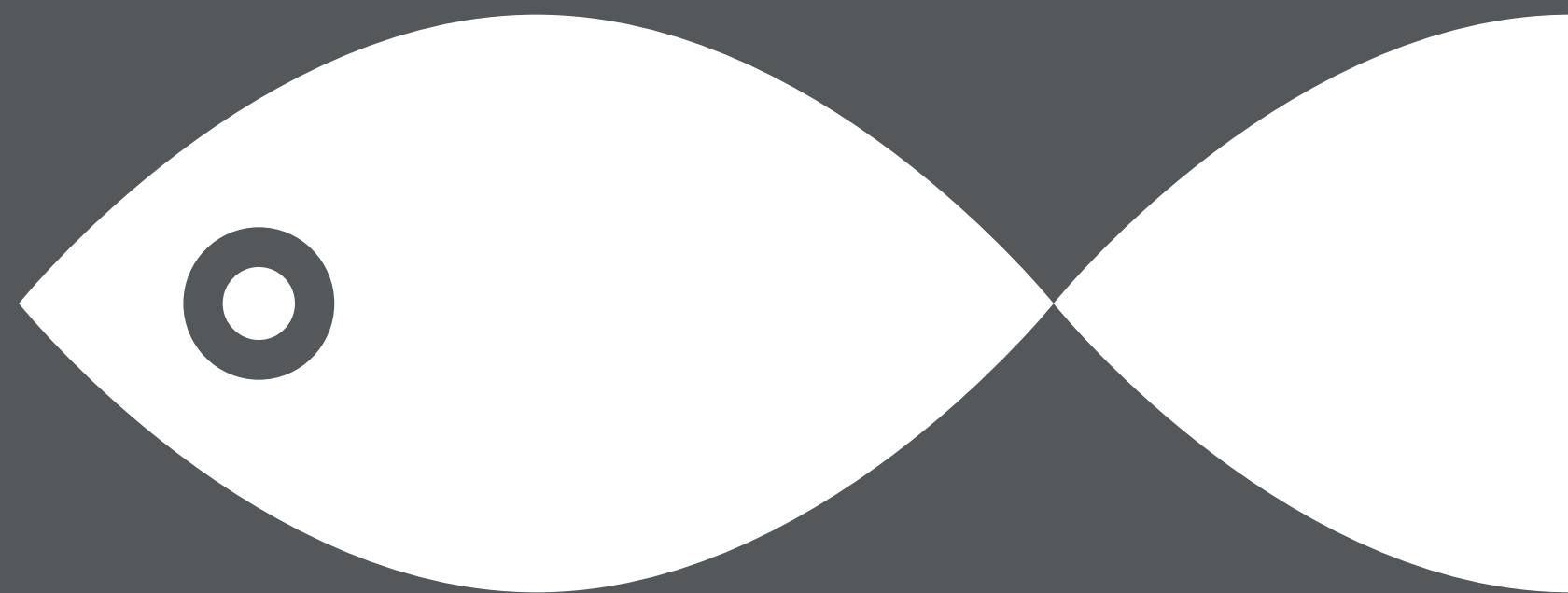
what is an icon?



what is an image?

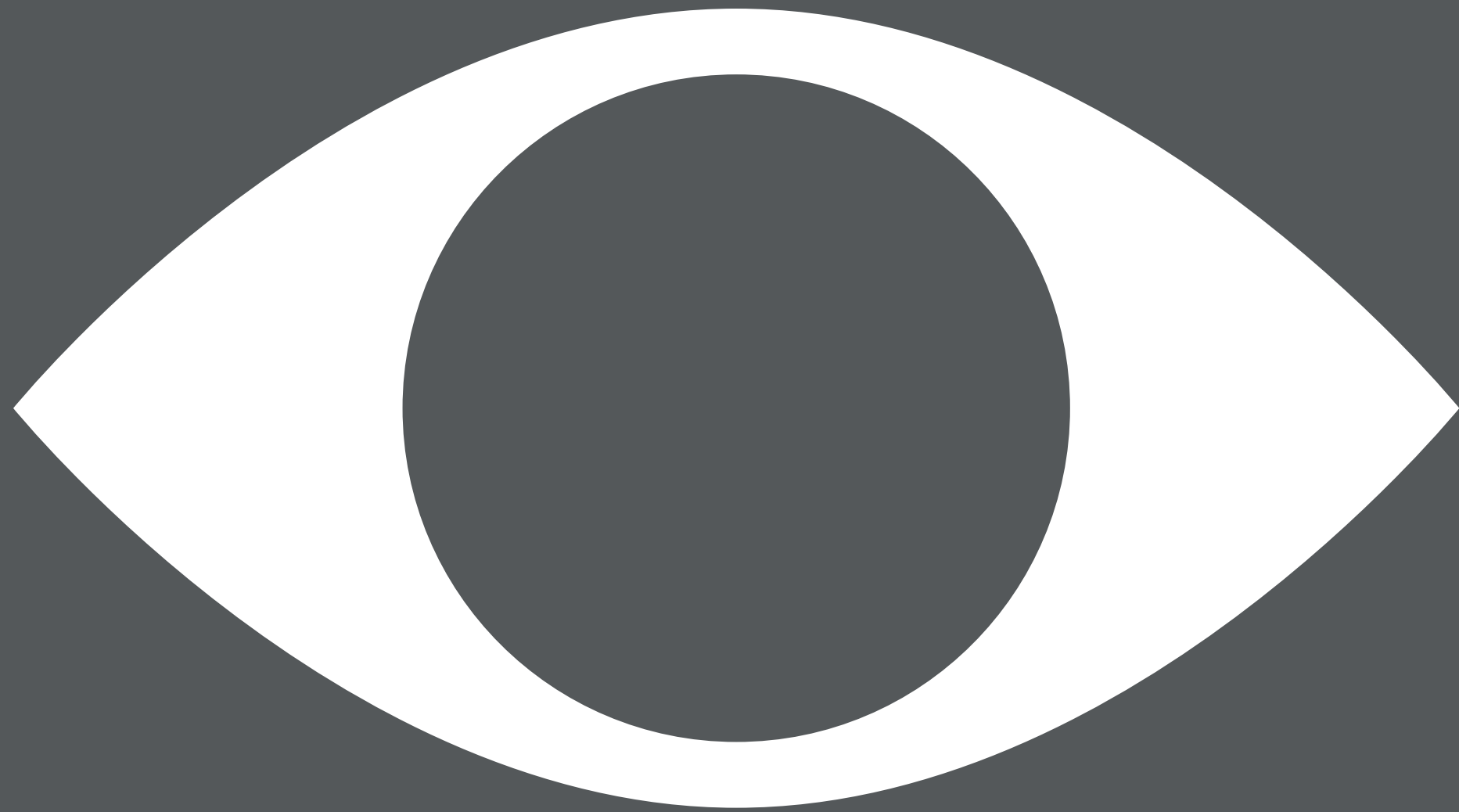
what is an image?

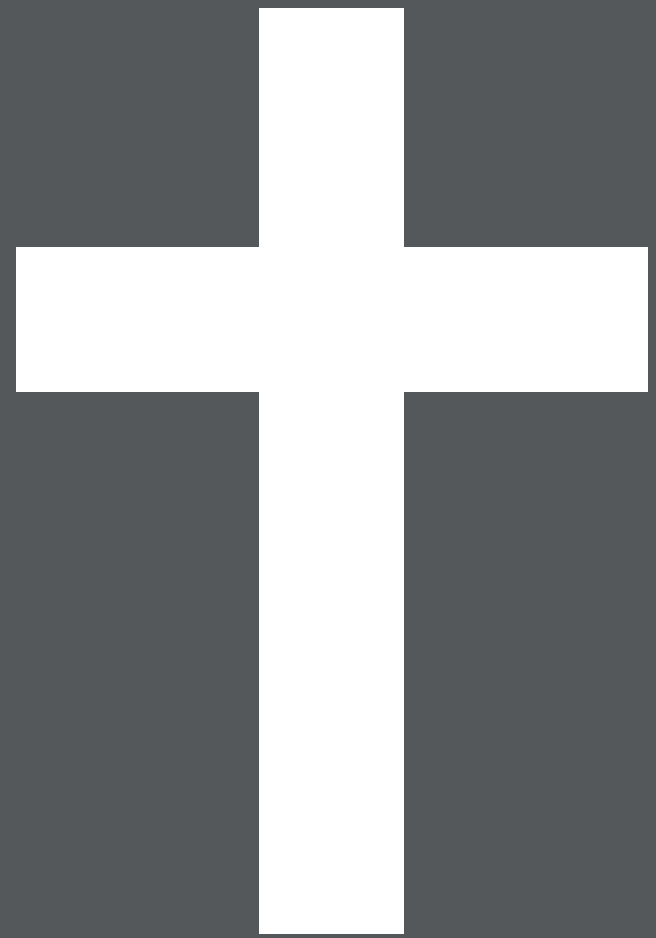
**an image is the interplay
of objects/icons/symbols to
each other and in space**





visual literacy





**the icon's
meaning and
tone is
affected by...**



colour



medium



texture



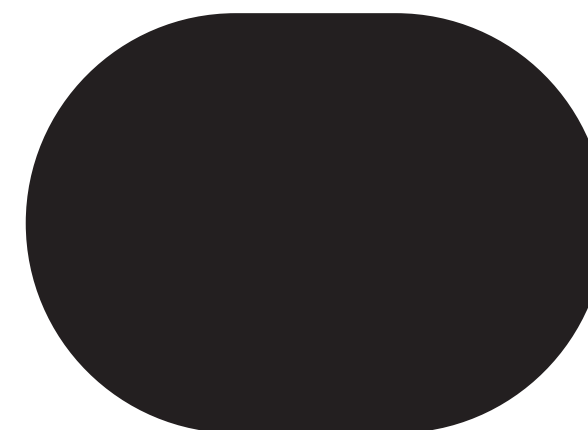
line



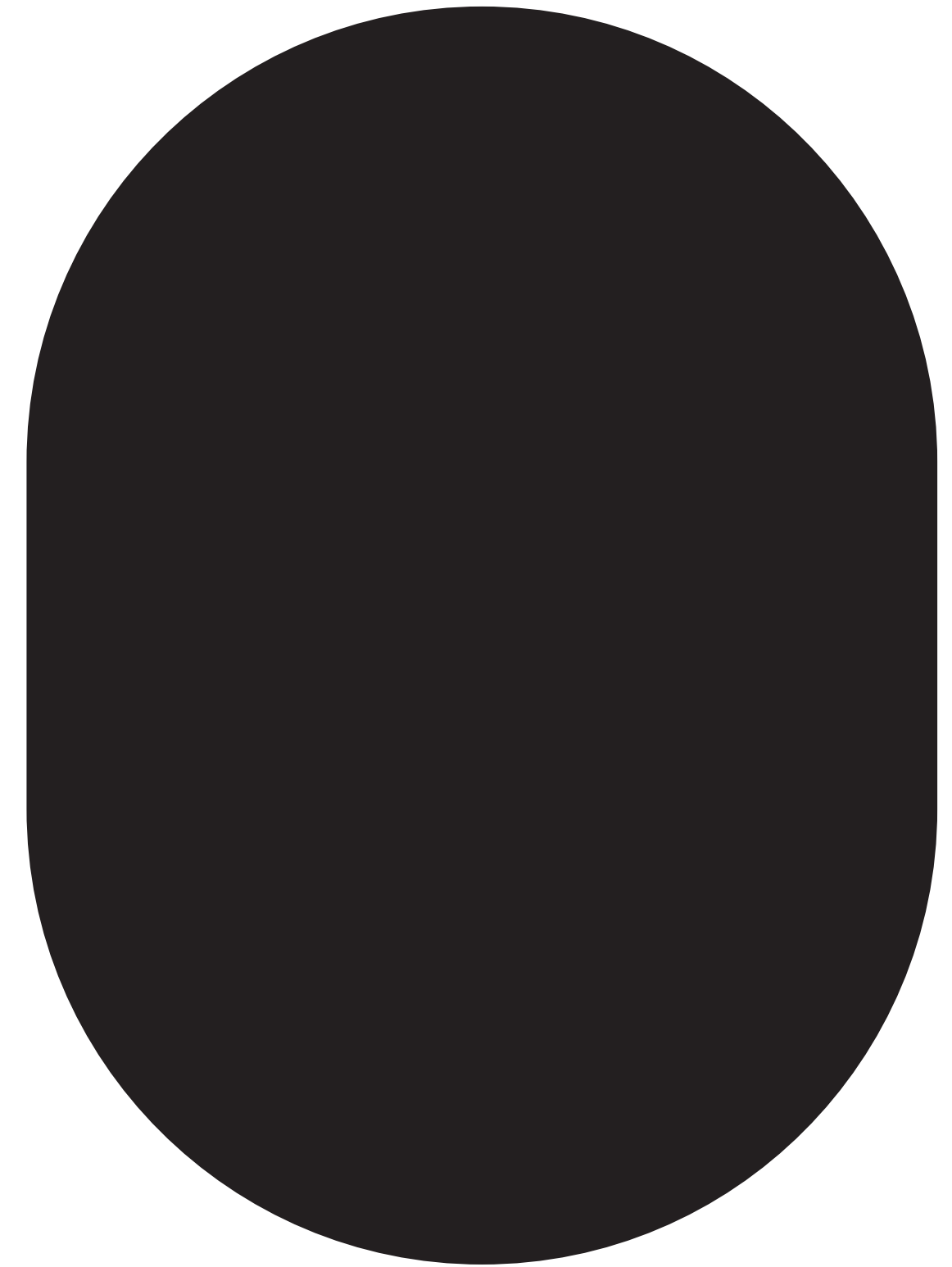
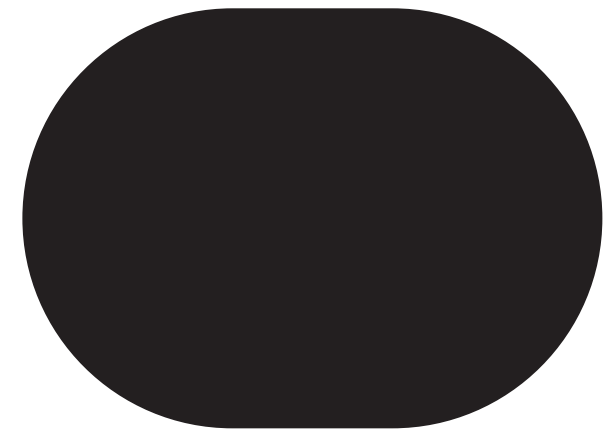
**creating an image
is creating relationships**

**relationships can be made
through ...**

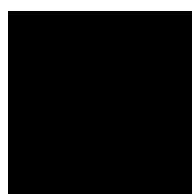
similarity



size



placement



**meaning is fundamentally made
through contrasts**

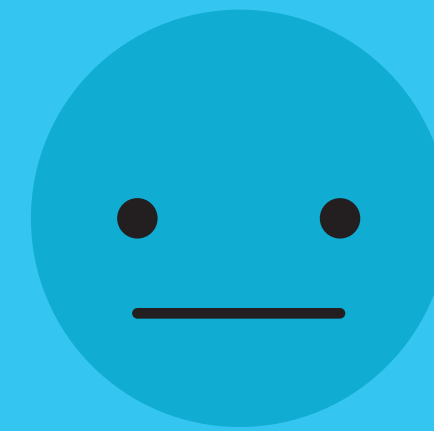
contrast shapes



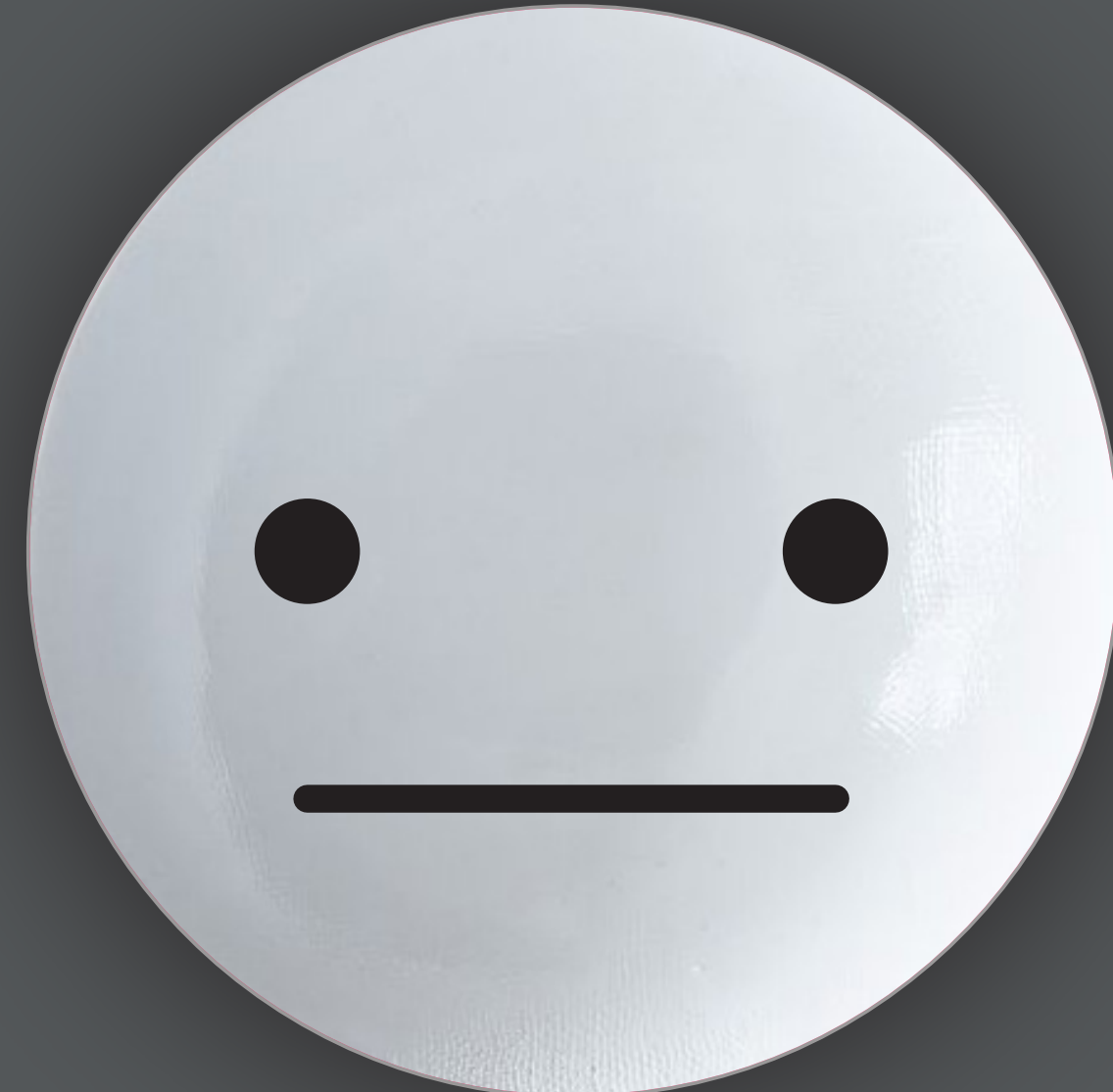
contrast lines



contrast colours



contrast textures



contrast mediums



etc.

how many words are a
picture worth?

a. ≈ 1000

b. ≈ 10

c. $\sqrt{-1}$

how many words are a
picture worth?

a. ≈ 1000

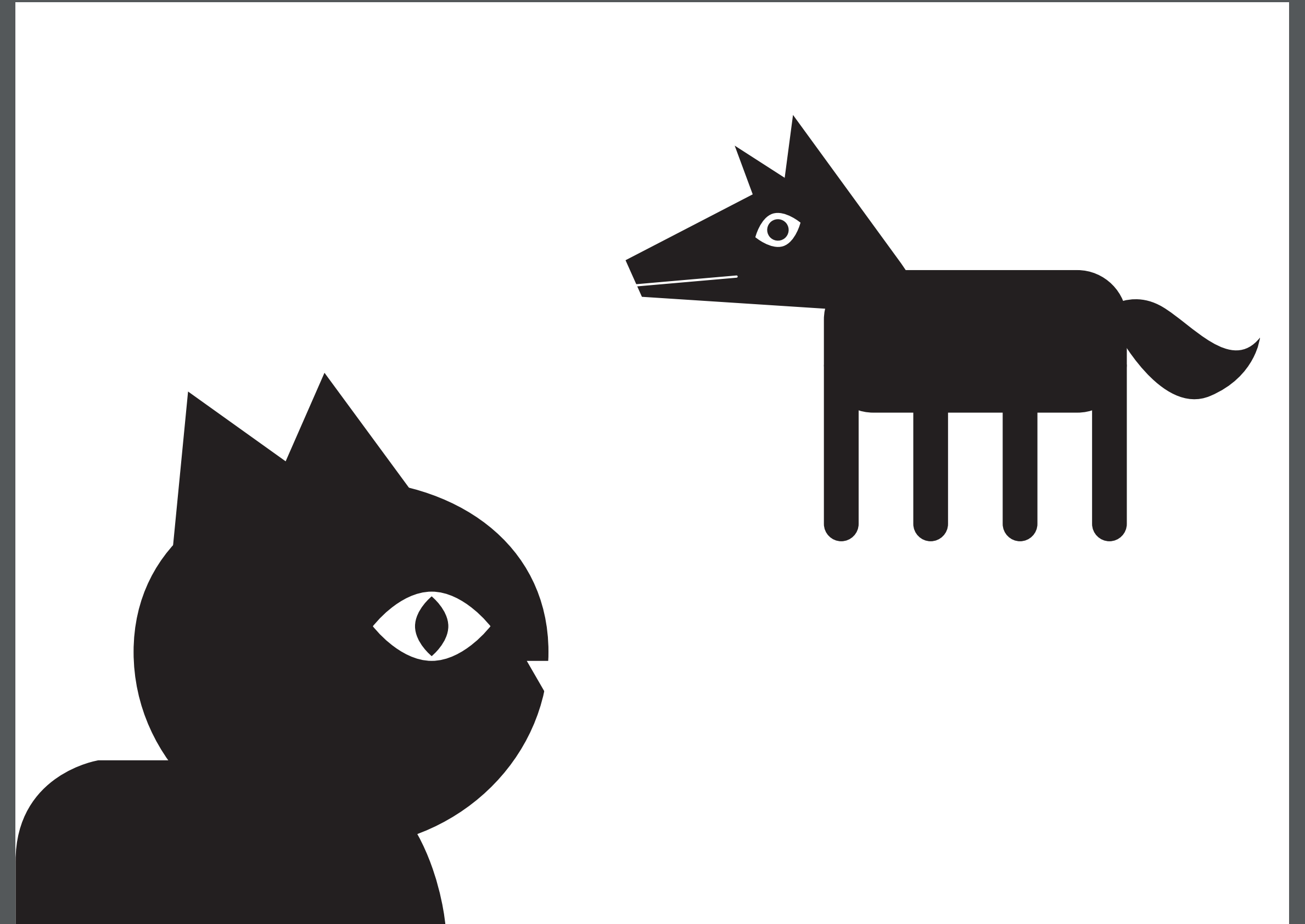
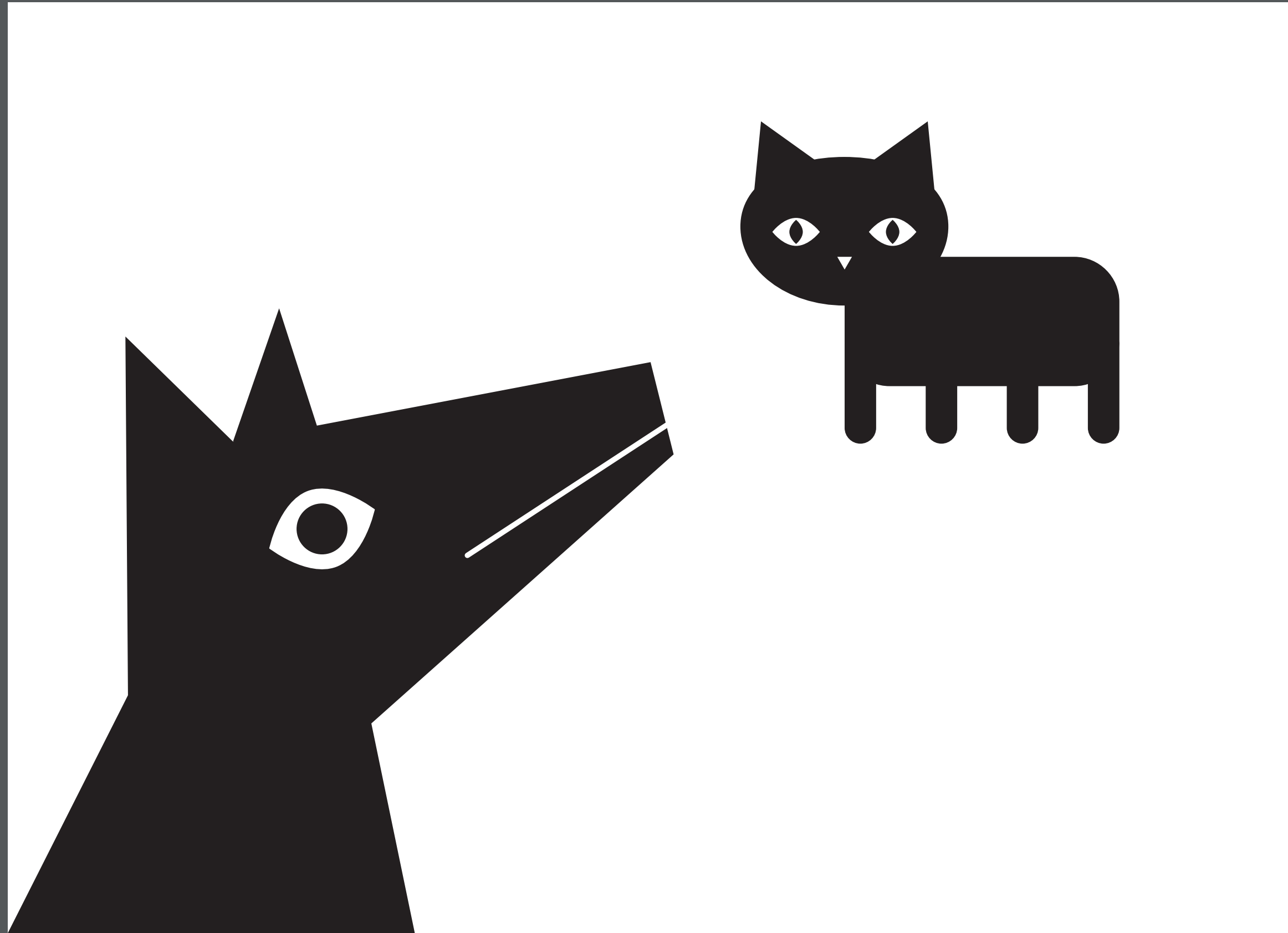
b. ≈ 10 , about a sentence

c. $\sqrt{V}-1$

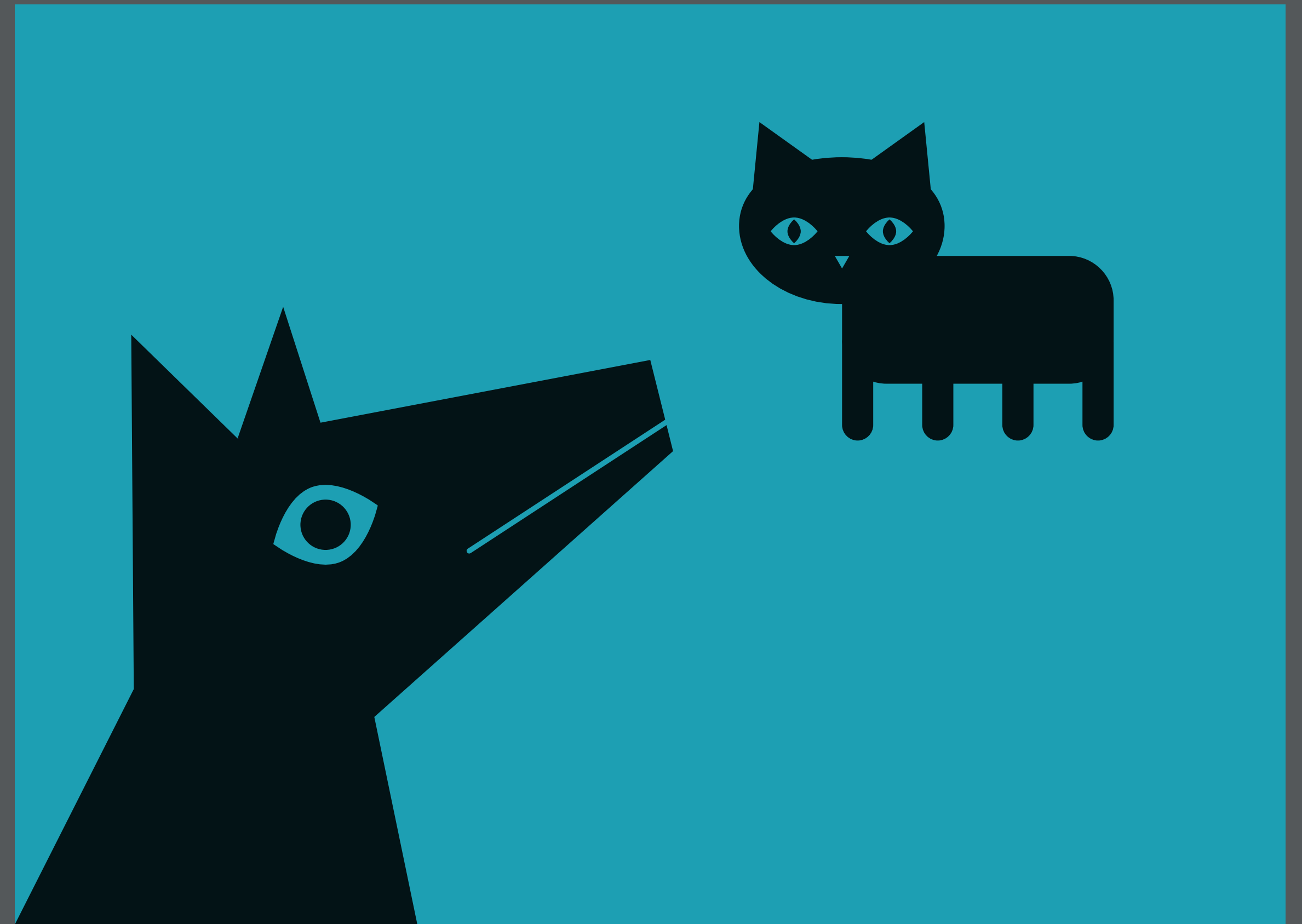
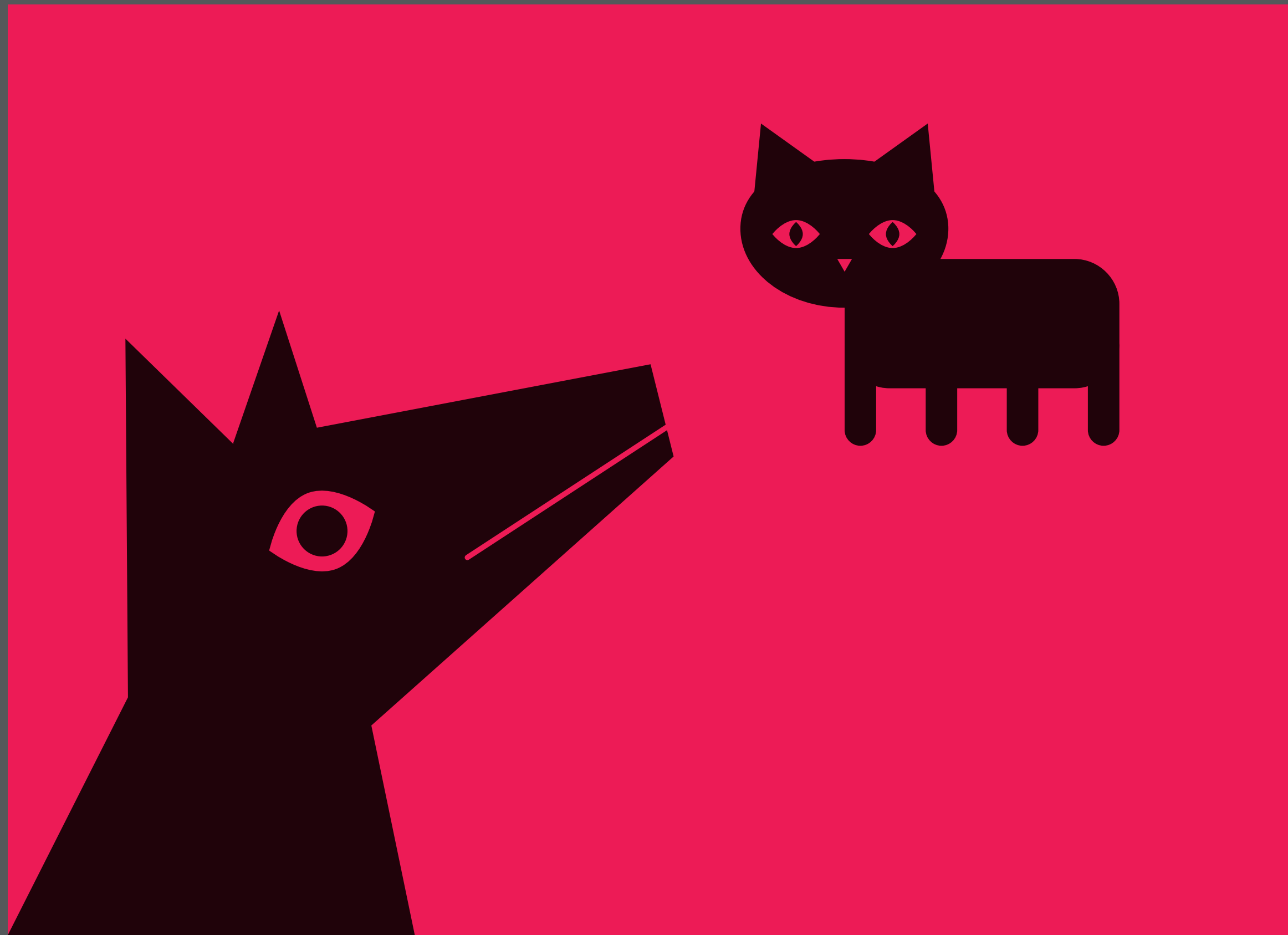
what is your:

- **content/context**
- **focus**
- **tone**

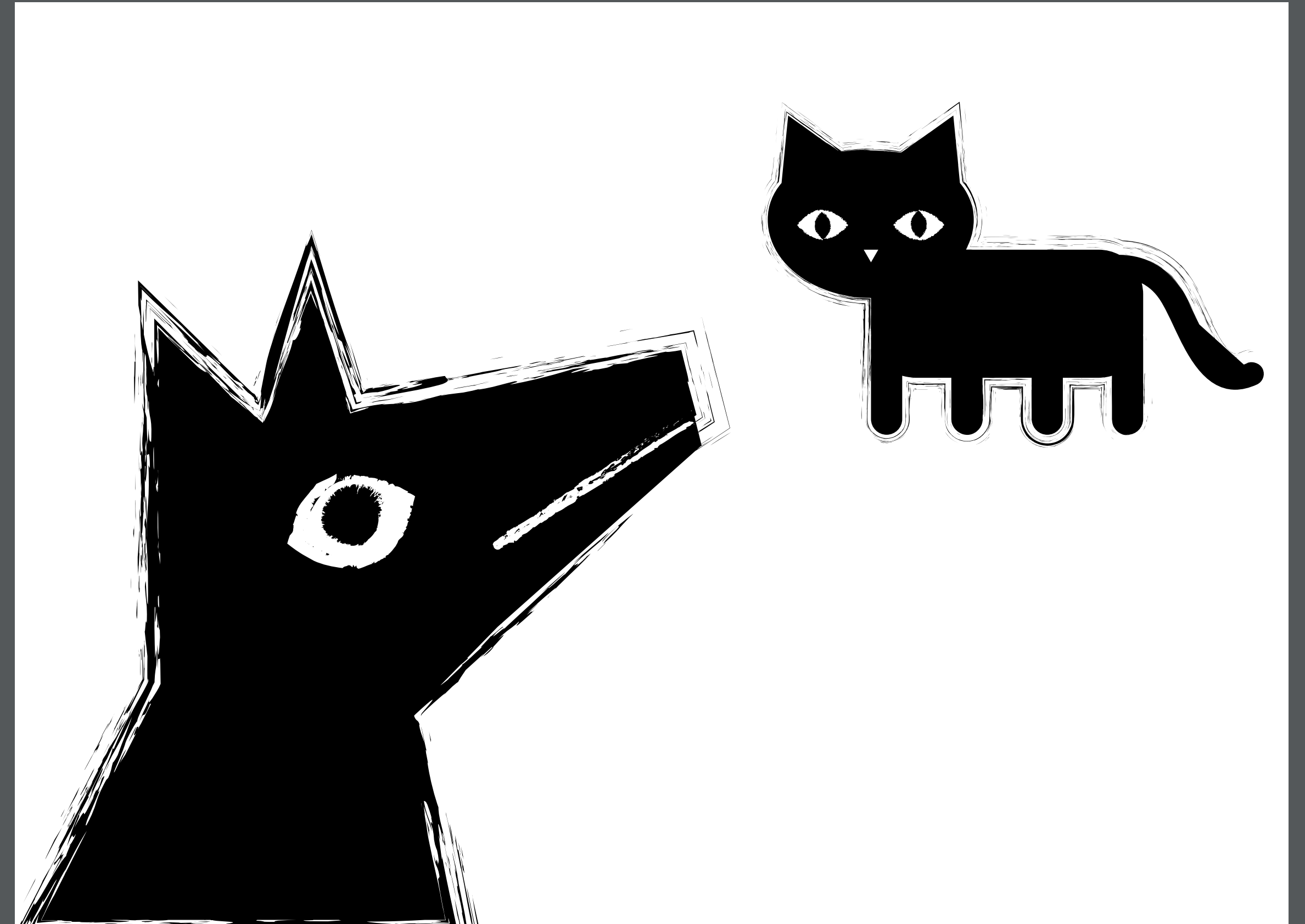
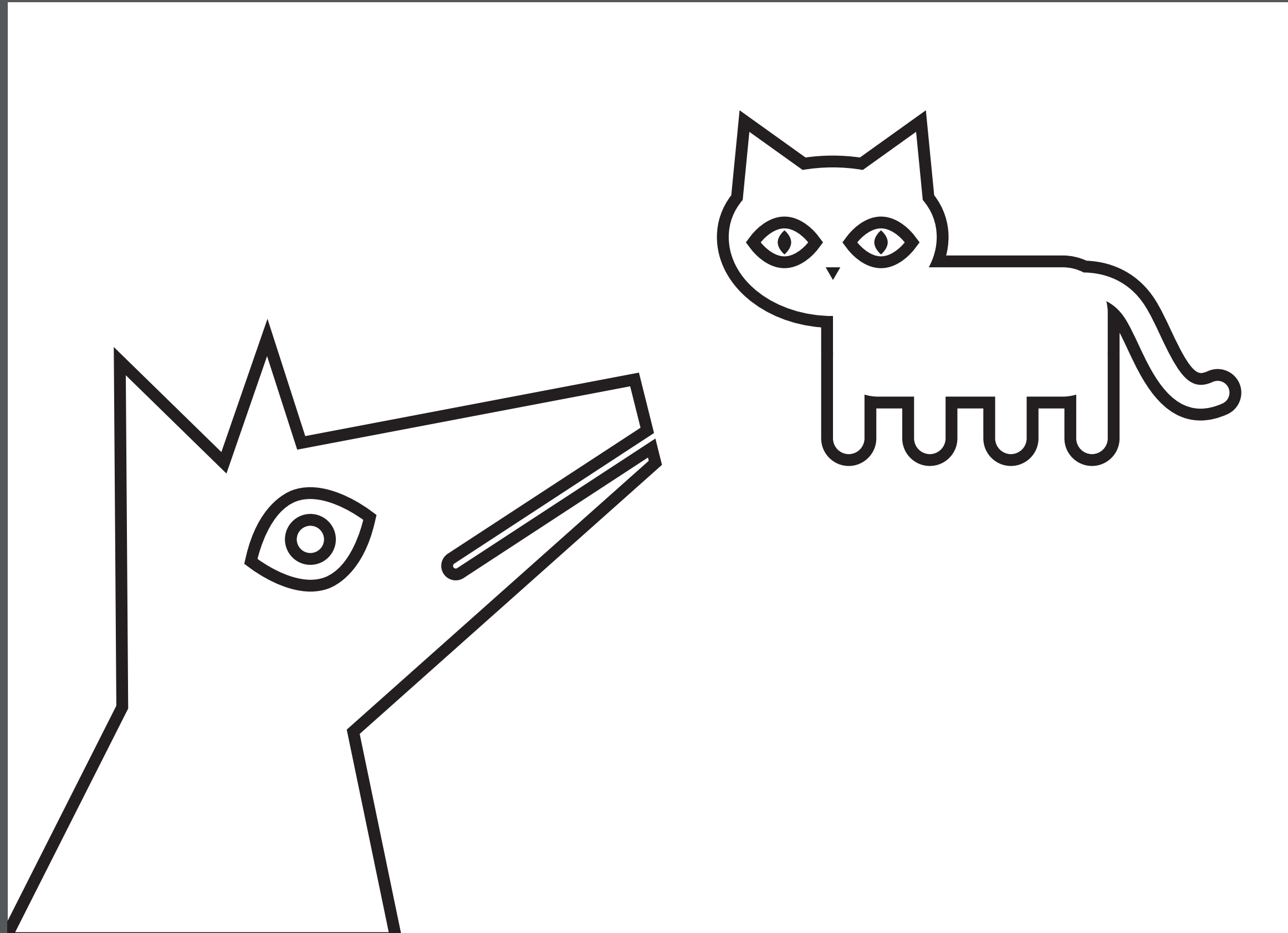
a dog and a cat see each other



a dog and a cat see each other

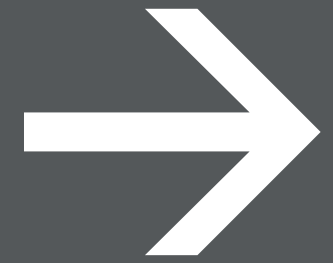


a dog and a cat see each other



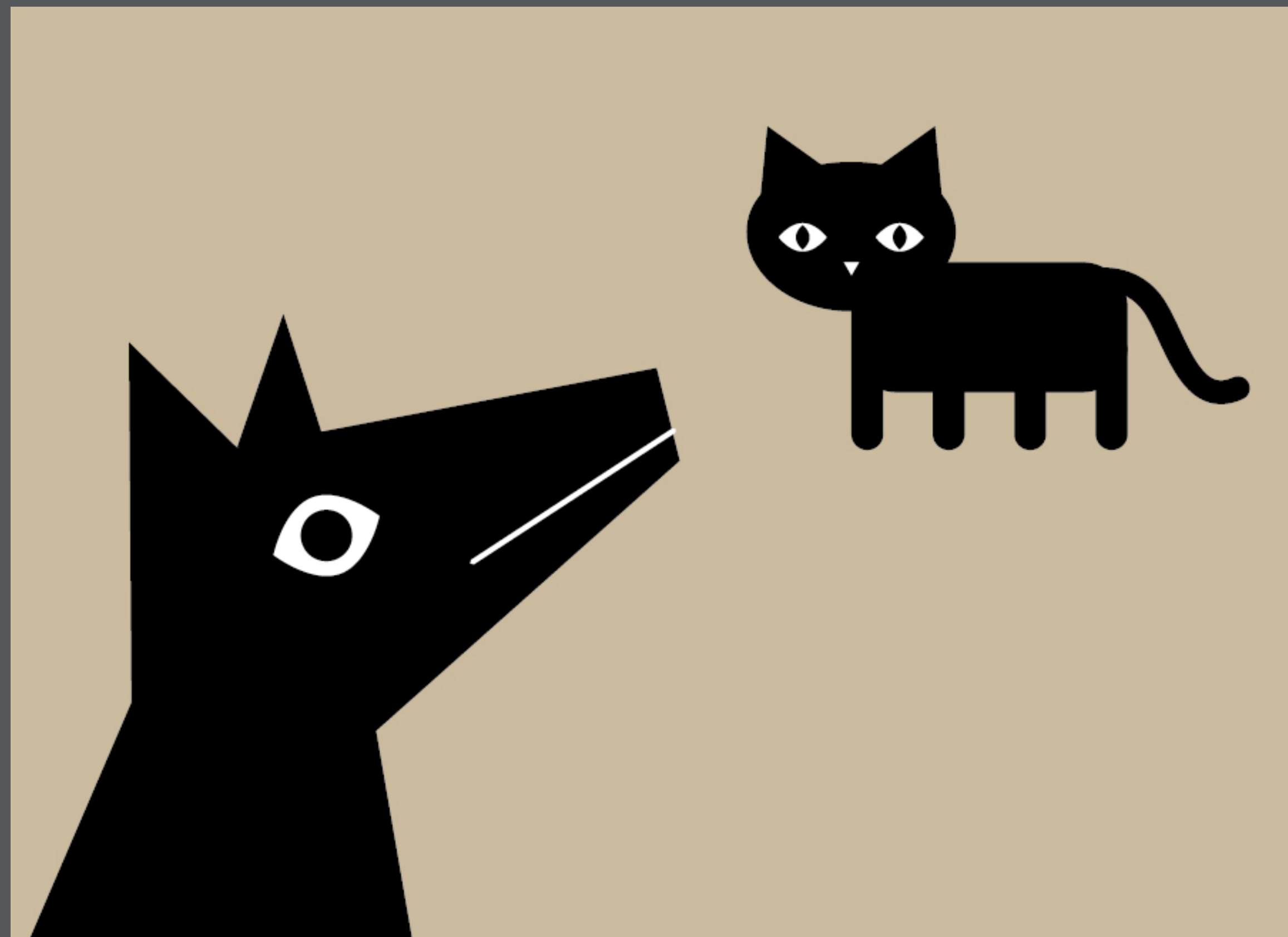
**a narrative is a sequence of
images and ...**

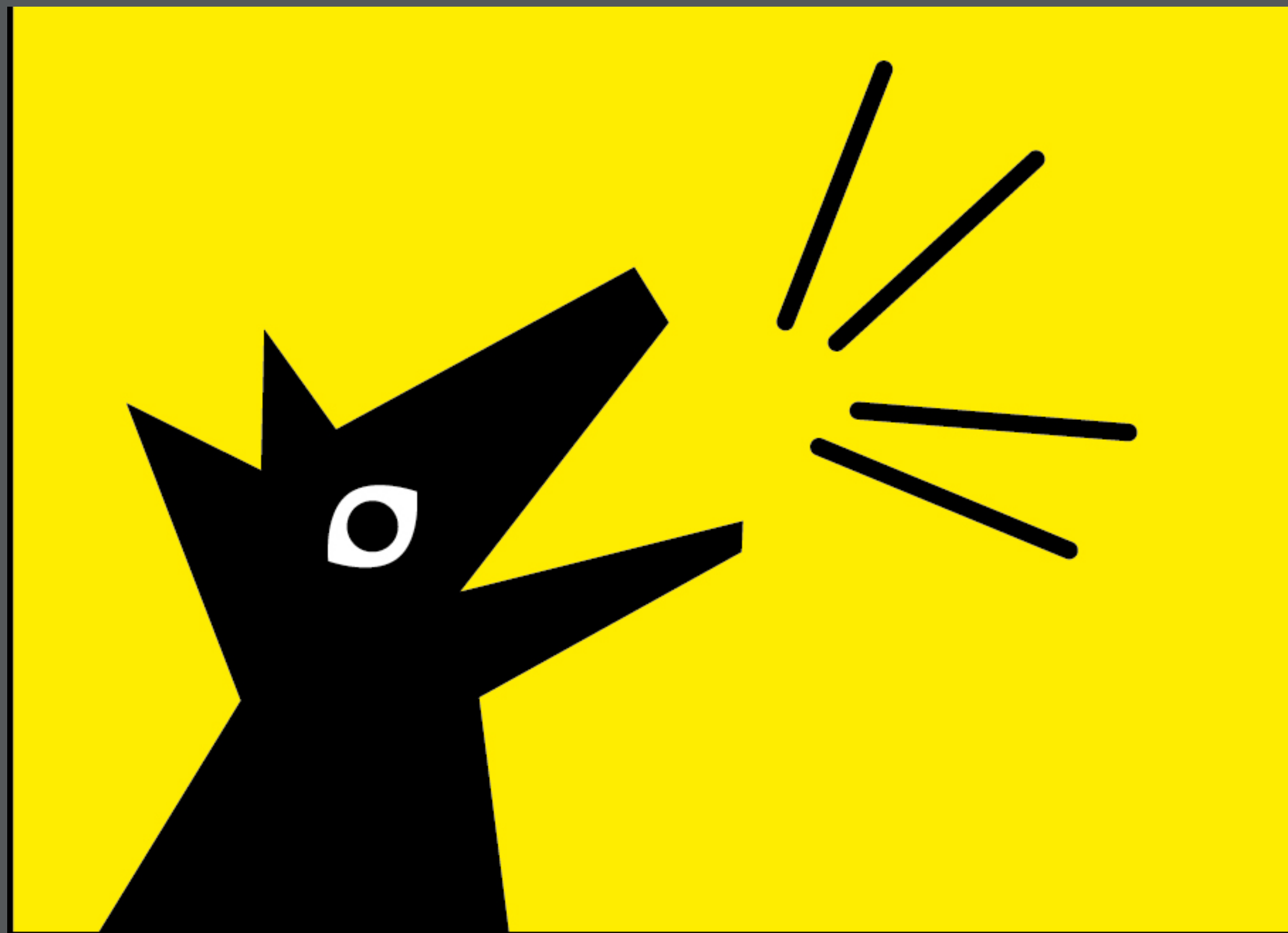
- an image is like a sentence**



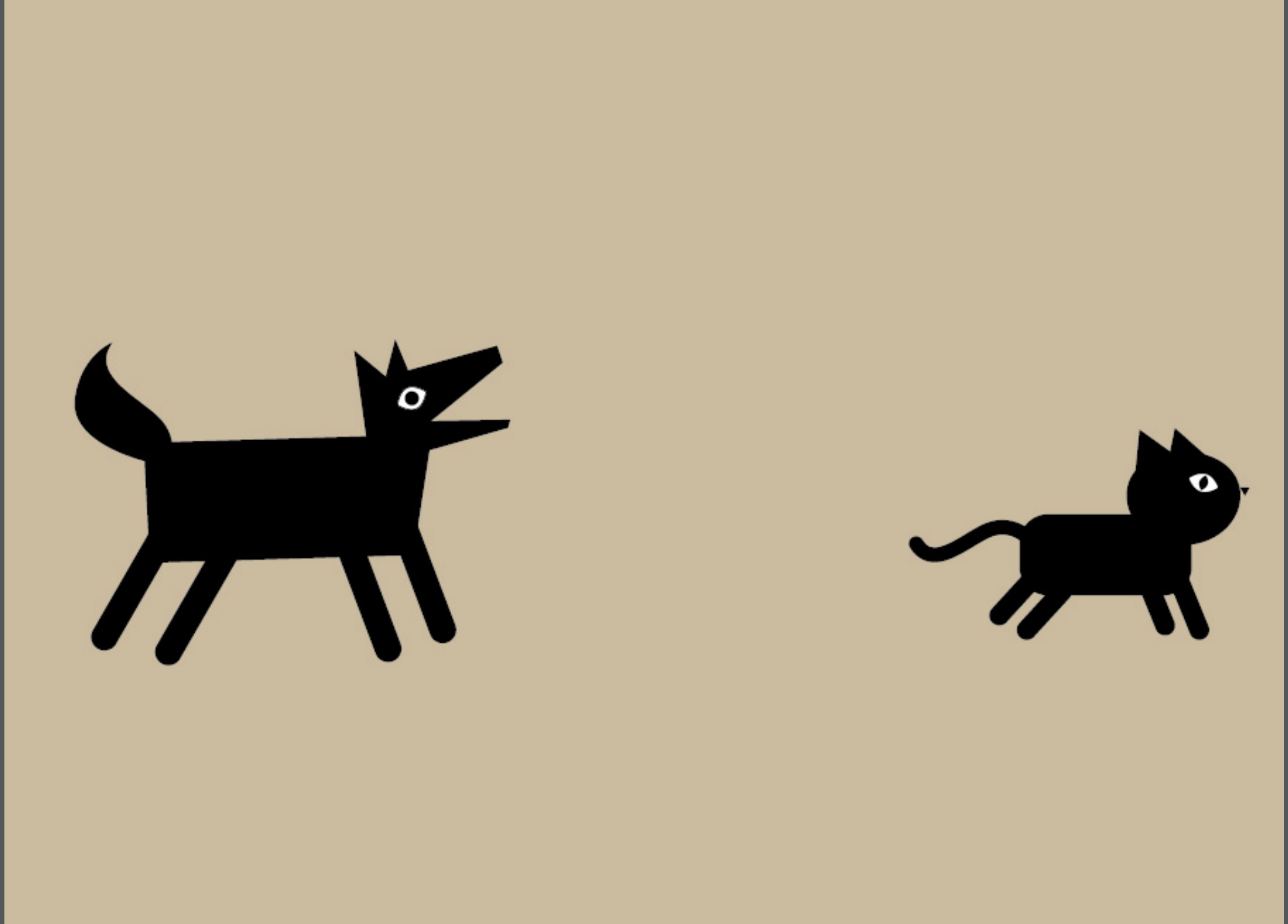
- a narrative is like many
sentences (a story)**

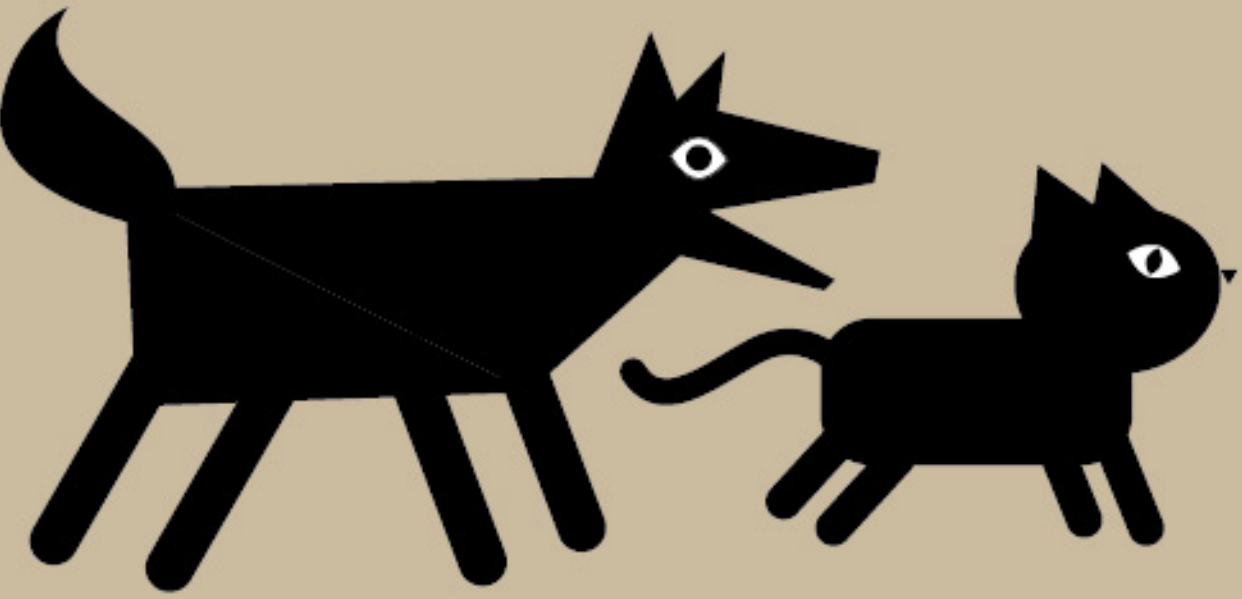
**remember to stay consistent
change details (colour, line, shape,
size, texture, medium)
only when there is a change in
context, tone, or focus.**

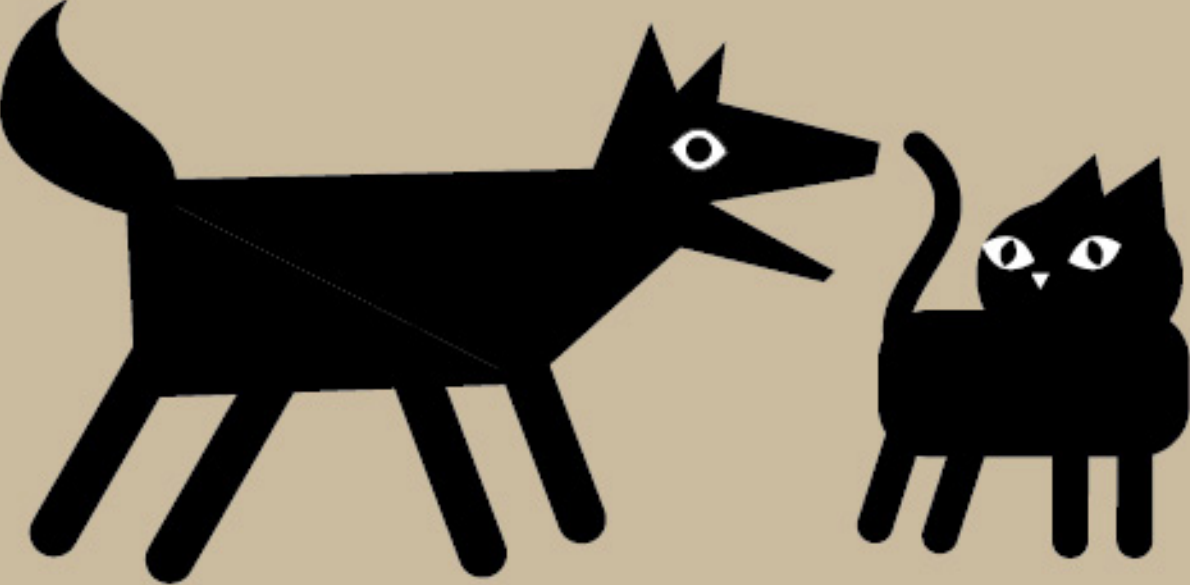






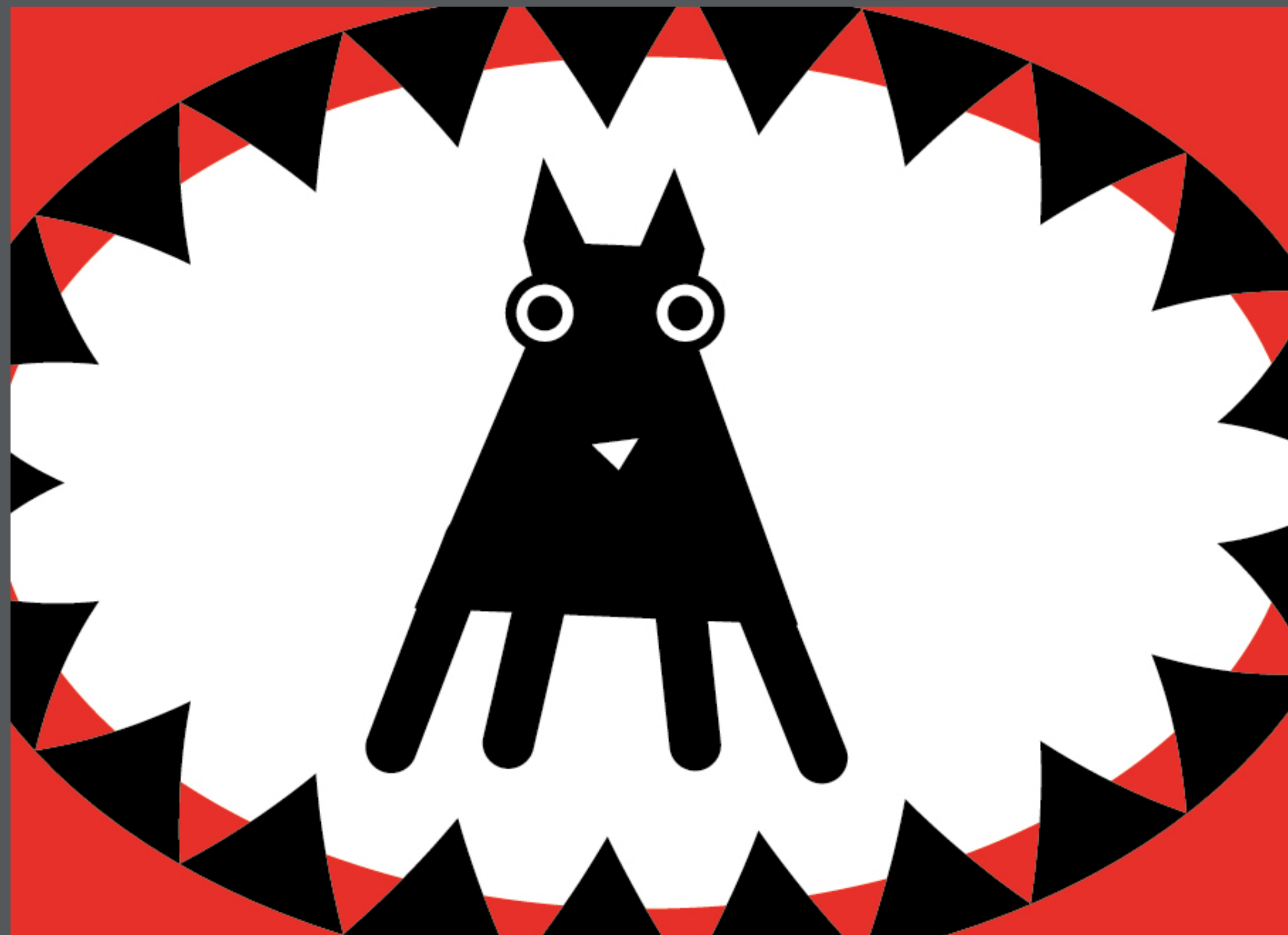


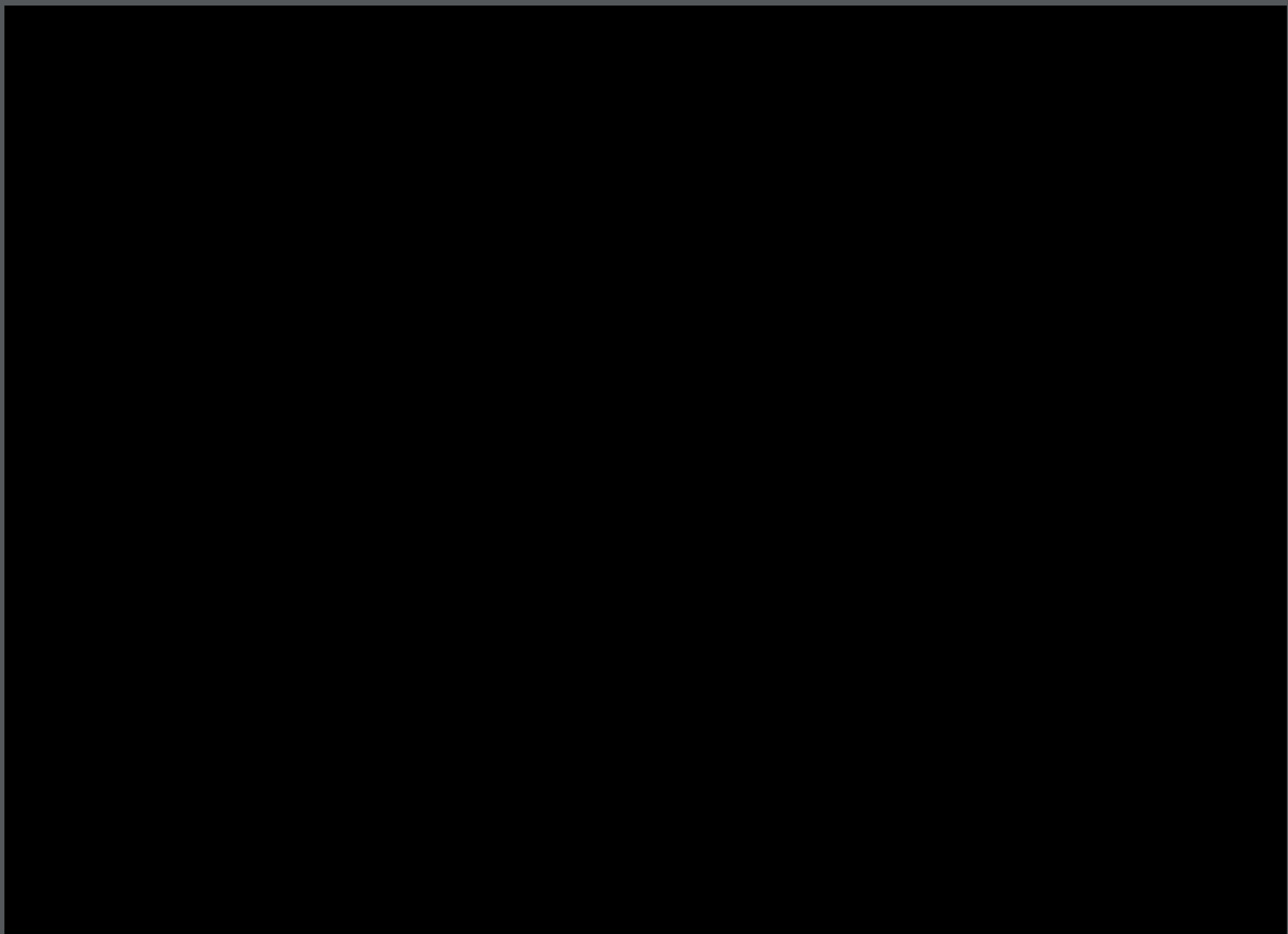


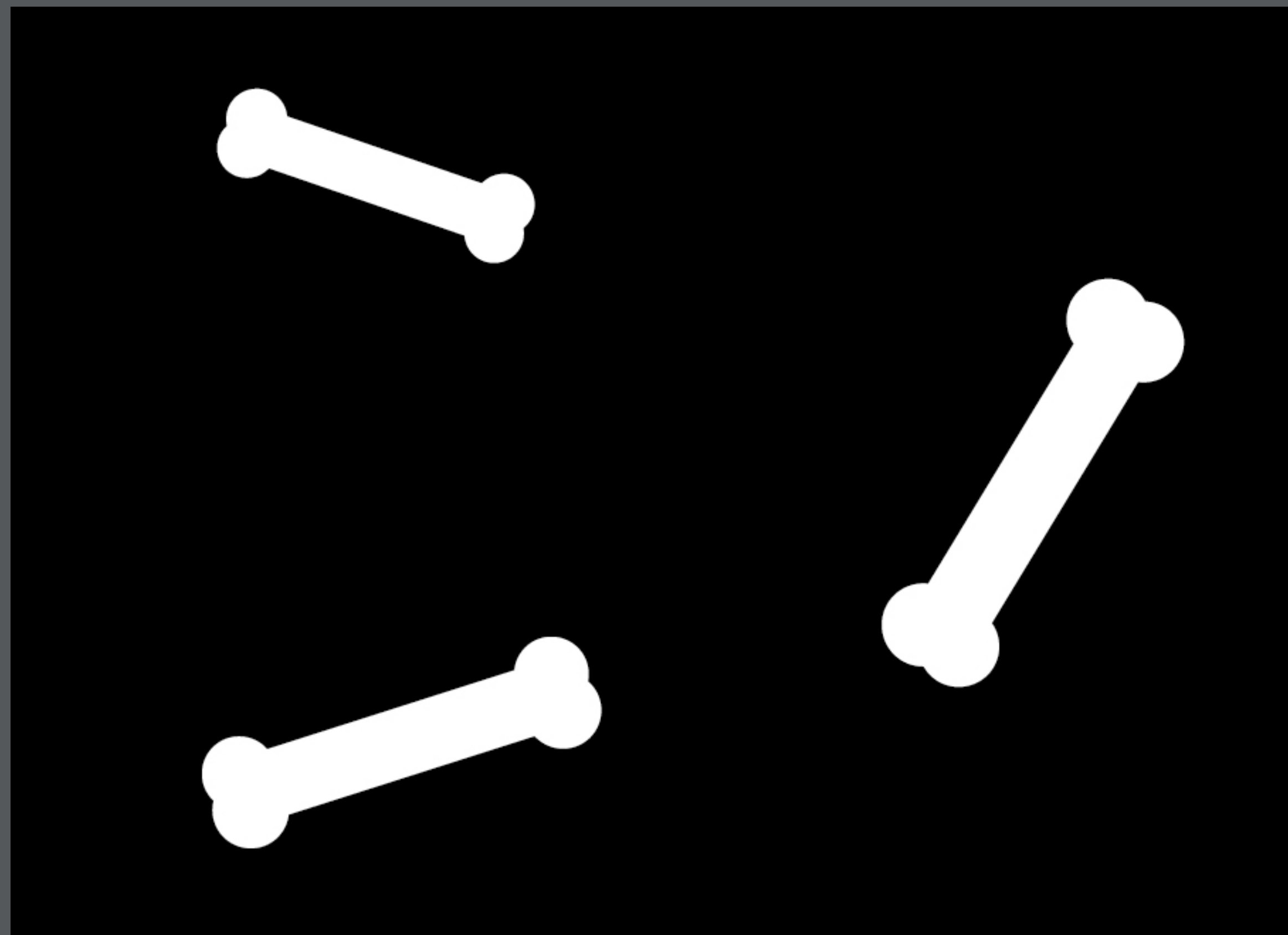














**remember that contrast in a
sequence of images also applies
to the scenes before and after it**

**stay consistent and change the
elements only if the tone, context
and focus change.**

**a dynamic story always shifts
between the tone, focus and
context. Don't be afraid to change
things up!**

In summary:
Create meaning through
relationships by contrasting
shape, line, colour, texture, size
and placement between
elements and sequence