



Visual Communication: Images with Messages 7th Edition

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VISUAL COMMUNICATION: IMAGES WITH MESSAGES 7TH EDITION shows you how visual perception is used in all forms of communication, including typography, graphic design, data visualizations, cartoons, photography, motion pictures, television, computers, and the web. In addition there are chapters concerned with visual cues, theories, persuasion, stereotypes and analysis. You will not only learn why an image is memorable, but how to create images that others will remember.

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