Contents

7 Introduction: Imagery in Design

8 Chapter 1 Image Formats and Use

What Are Images? History Where and When to Use Images Who Uses Images? Why Use Images? Mood Boards

21 How It's Done

Digital versus Analog Imagery from Props or Objects

26 How It's Done

Images as Illustration or Fine Art Line Art and Silhouette Collage, Montage, and Photomontage Photographic Imagery

34 How It's Done

Texture Pattern

38 How It's Done

Abstraction versus Representation Graphic Translation

44 Chapter 2 Communicating with Imagery

Image and Form Proximity
Storytelling

48 How It's Done

Scale
Space and Illusion
Dominant versus Subordinate
Tension
Repetition and Rhythm
Customizing Imagery
Layering Imagery
Cropping Images
Image Selection: Where, When, and How

66 How It's Done

Color and Imagery Limited Color Palettes Color Palettes and Imagery

80 How It's Done

Value

Choosing a Color Palette Image-Based Color Palettes

82 Chapter 3 Sourcing and Regulation

Sourcing Imagery

86 How It's Done

Regulation and Copyright

Moral Rights and Copyright

Commissioning Images

Commissioning Illustration

Commissioning Photography

Buying Images

Clip Art

Reproducing Images

Image Resolution
Preparing and Saving Imagery

102 How It's Done

104 Chapter 4

The Power of Imagery

Catching and Directing Attention Transmitting Ideas Meaning and Symbolism

112 How It's Done

Targeting an Audience

118 How It's Done

Matching Imagery to an Audience Narrative and Storytelling

Visual/Verbal Synergy

Unexpected Imagery

Using Images Responsibly

126 Chapter 5 Image in Context

Design in Context

130 How It's Done

Layouts and Publications

Imagery and Type Design for Clarity

Type as Image

140 How It's Done

Packaging

144 How It's Done

Display and Installation

Working On-Screen
Motion and Media

MOTION and Medic

152 15 Rules for Working with Imagery

156 Contributors

159 Acknowledgments

161 About the Author

162 Index