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visual communication provides an international forum for the growing body of work in numerous interrelated disciplines its broad coverage includes still and moving images graphic design and typography visual phenomena such as signs typography drawing graphic design illustration industrial design advertising animation and communication design

visual communication is the practice of using visual elements to convey a message inspire change or evoke emotion it is one part communication design crafting a message that educates motivates and engages and one part graphic design using design principles to communicate that message so that it is effective

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