- The **relationship between words and images** is an important element of design.
- The simplest relation between them:
  - Words and images may correspond to (match with) one another.

- For instance:
  - In an introductory language exercise book.
  - In a painting, the title can describe the image, while the image illustrates the title.
- In this book about the life of mathematician Georg Cantor, the cover is a photograph of Cantor.

- The image <u>illustrates</u> the words, because it <u>resembles</u> the object.

GEORG CANTOR
His Mathematics and
Philosophy of the Infinite

Joseph Warren Dauben
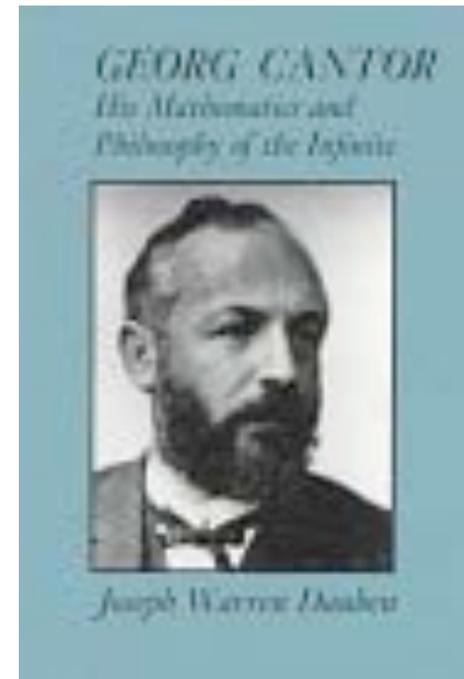
Many book covers show only an image of the author or subject matter.
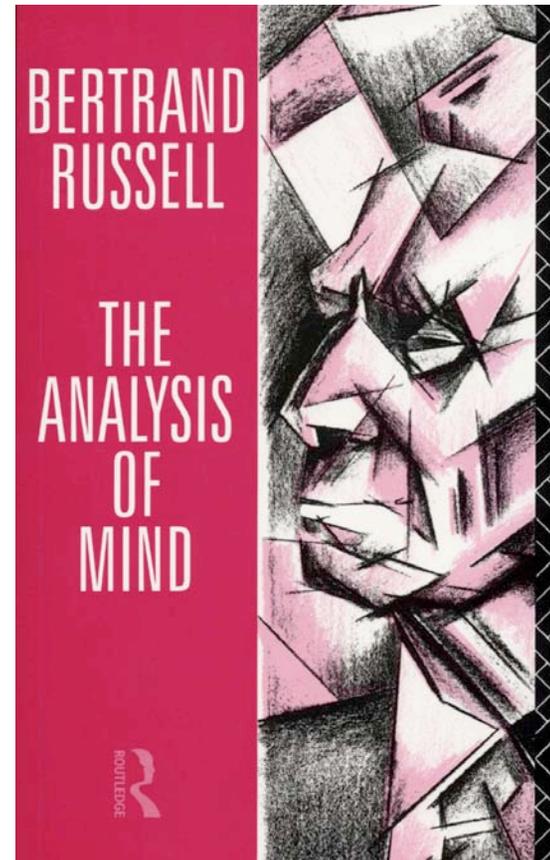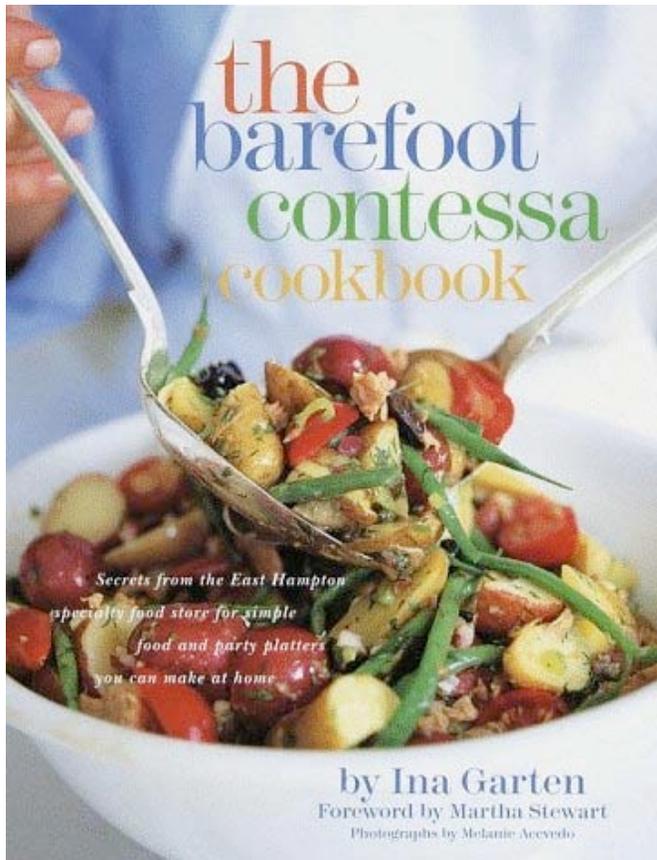
- The opposite extreme occurs when the image and the words do not illustrate but rather **<u>contradict</u>** one another.

- This contradiction was explored by artist Rene Magritte:
  "This is not a pipe."

Ceci n'est pas une pipe.

- Find a new name for an ordinary object.

- An effective design does not always involve such an obvious mismatch.

- ***But a simple, obvious match between text and image is seldom an effective technique.***

- Read the sentence below:
  - What is its meaning?
  - What is the overall impression communicated by the image?

- Now read the sentence in the context of the whole advertisement.

  – How does the image change the meaning of the words?
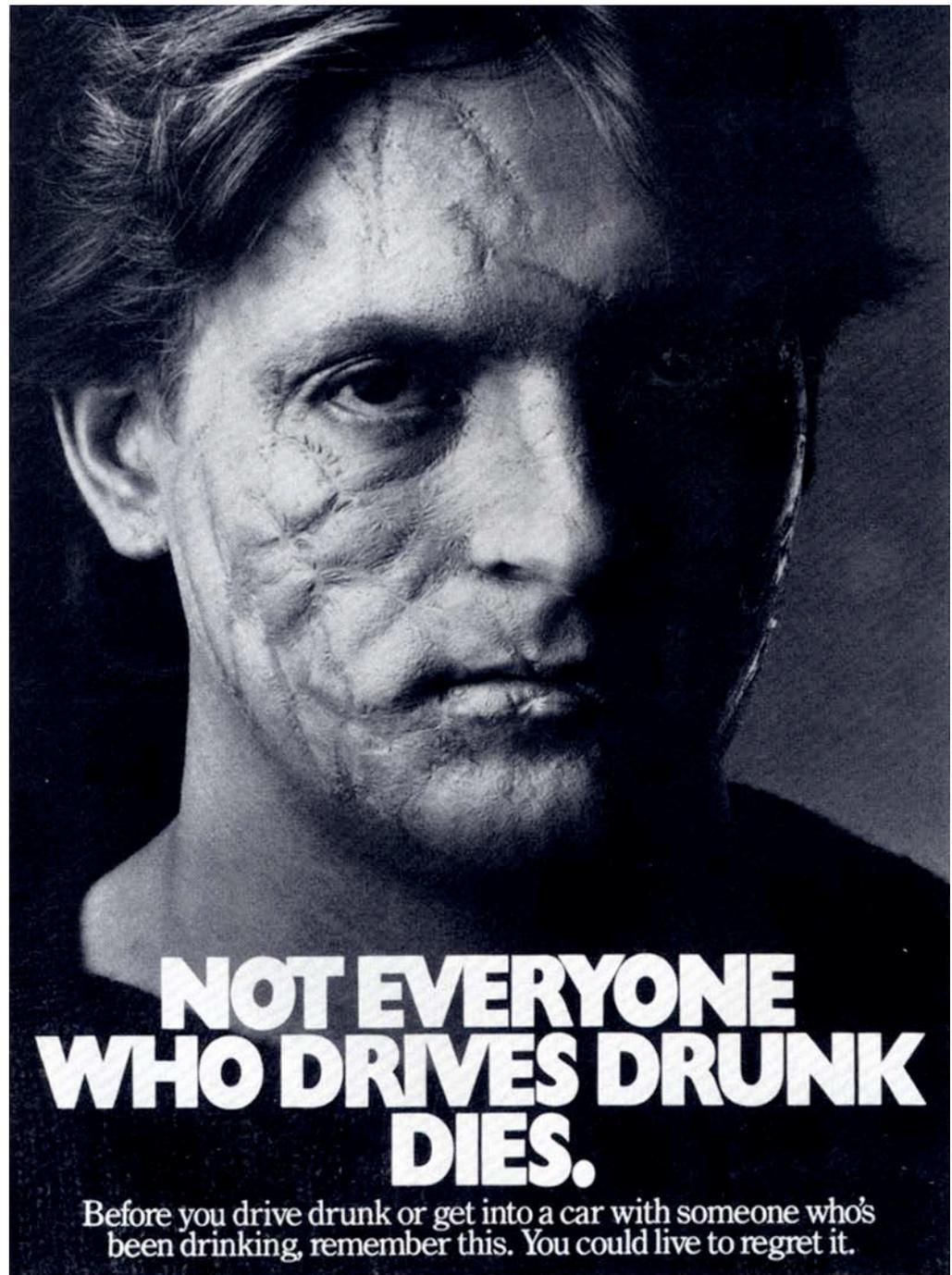
- When the relationship between words and images is <u>not too literal</u>, then <u>the viewer must play a more active role</u>.

  – The images do not just illustrate the words.
  – The words do not just explain the images.

  – The viewer must <u>discover</u> the main idea herself.

  – The viewer must <u>participate</u> in creating the meaning of the message.

- Remember the basic idea of Gestalt psychology:
    - The <u>whole context</u> affects the meaning of the individual parts.
    - This principle is fundamental to most visual art and graphic design.

- The viewer must **<u>participate</u>** in creating the meaning of the design.
- Try to make sure that the meaning of your design does not arise from the text alone, or from the images alone, but from the interaction of text and image.

The effectiveness of a design often depends on:

1.   The **contrast** (the **<u>difference</u>**) between words and images;
2.   The **<u>ambiguity</u>** of words, images, and their relationships.

- The viewer must sometimes help to resolve an ambiguity.

  - Background knowledge (for instance, our knowledge about a TV program) can supplement the words and texts.