
Visual Communication Bibliography

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-A Working Draft-

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X. Professional Practice/Disciplines

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With visual communication you can reach a large audience as well as a small audience. You can also make it very clear for which group, for example the advertisements, are meant. People always like to be approached in a personal way. With visual communication they get this kind of approach very often. With this approach they can identify themselves with the product or service a company is offering.Â

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