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The Language of Objects

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OBJECTS

THE LANGUAGE OF

Illustration by Lawrence Zeegen

Seductive language, not a graphic tool. The designer must be the graphicist. Any graphic, no matter how jazzy, is not in itself sufficient. It is important to take the audience's expectations into account, particularly when it comes to the design of packaging. The design must be a part of the overall communication strategy. The designer must also consider the audience's needs and expectations. Figure 1950 shows the relative sizes of the text and graphics.