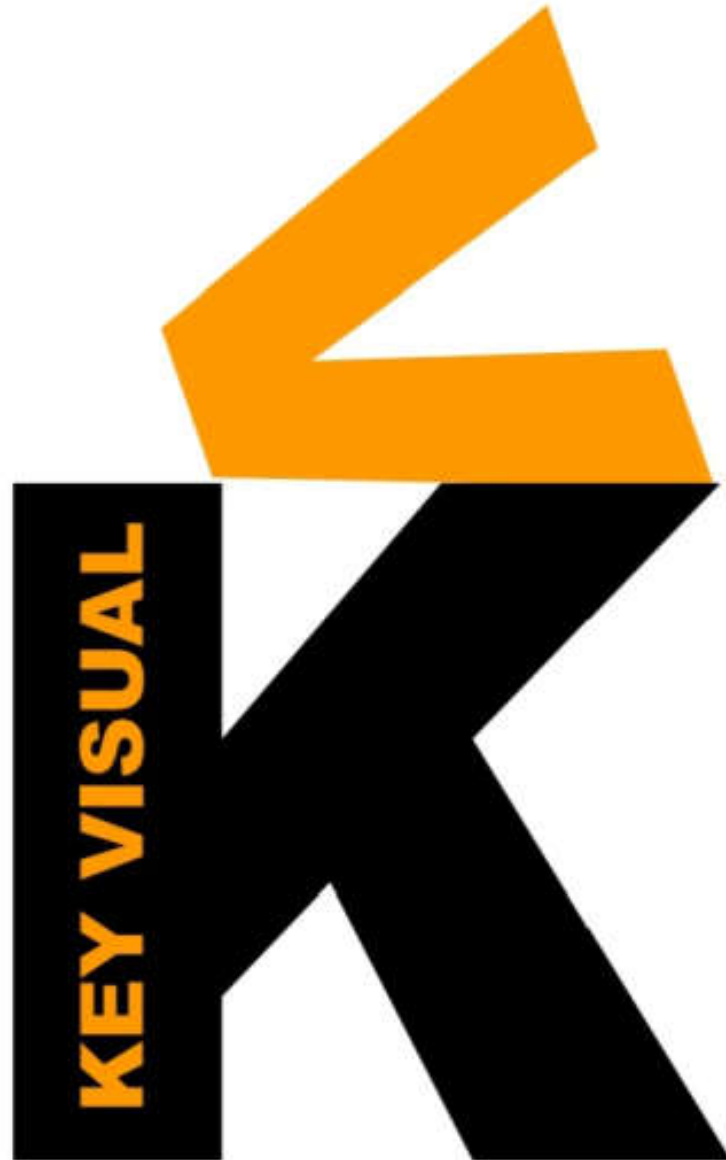


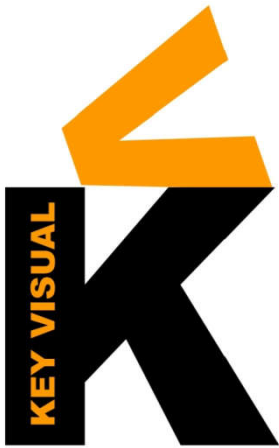
Shombit Sengupta
4 August 2020



*Design that engrosses
a viewer's mind*

**Context creates the
ambience.**

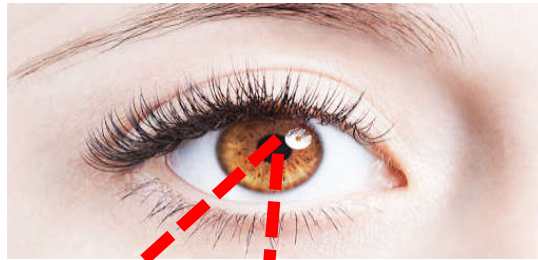
Key visual metaphor anchors the
viewer's mind to never forget....



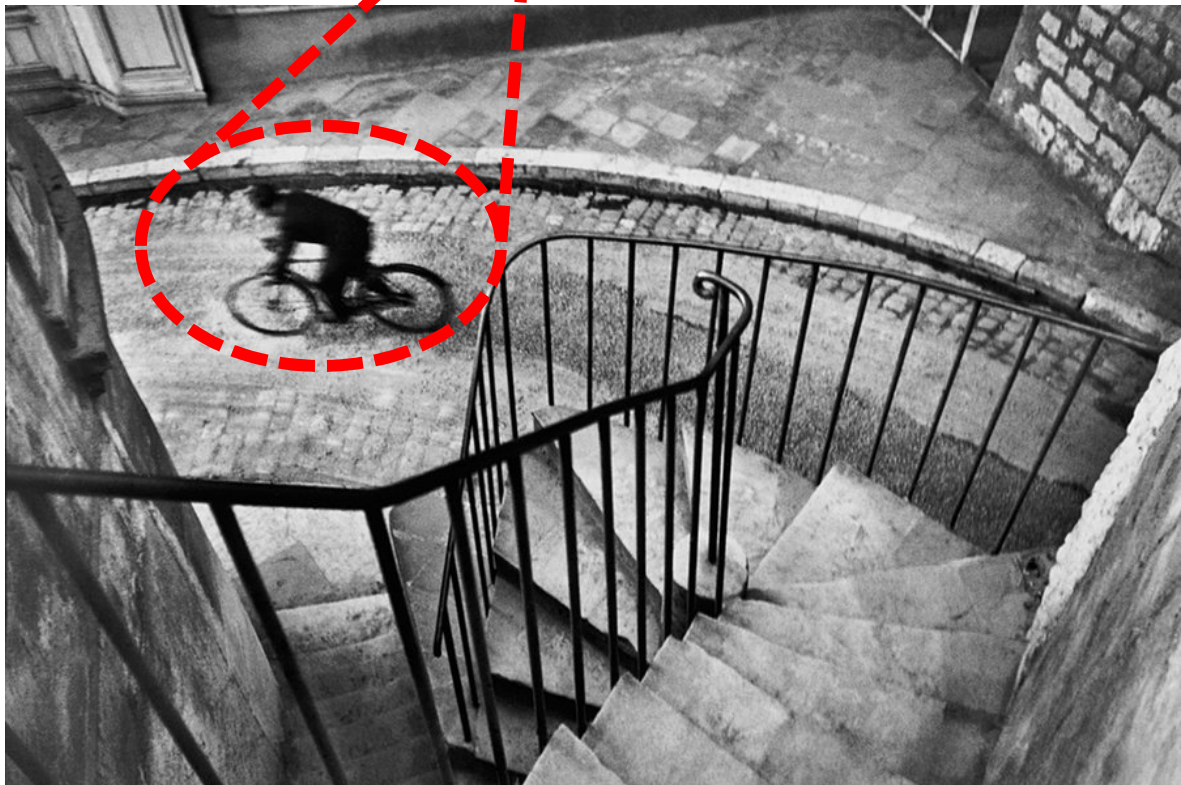
Design that engrosses
a viewer's mind

*Key visual is the master stroke
that engrosses viewers in any
graphic design communication.*

KEY VISUAL

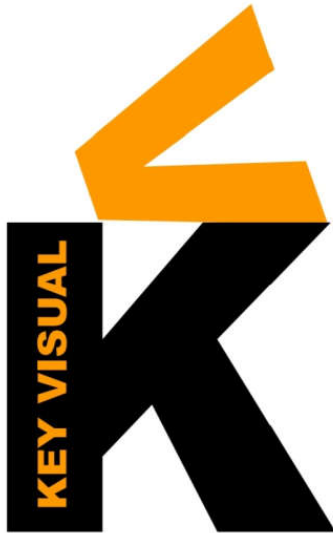


*Fundamental skill of
a creative director*



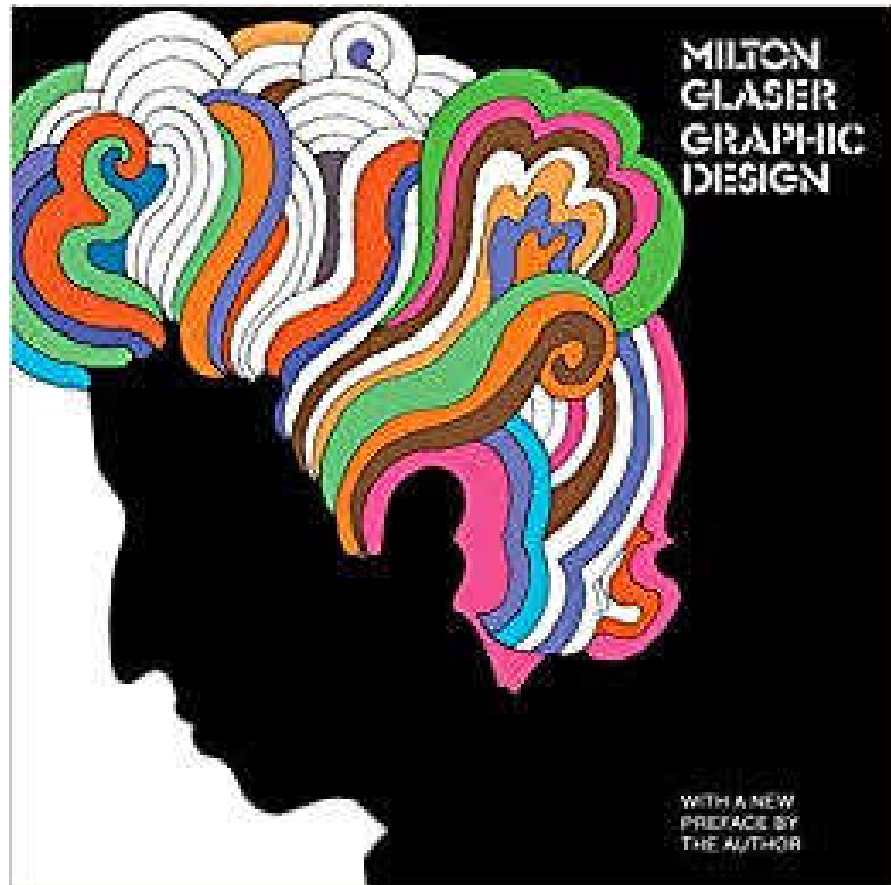
An impromptu photograph by Henri Cartier-Bresson

Only when you determine the **key visual** for any graphic design, photograph or film, will the image play the role of **clustering the viewer's eye and mind.**



Design that engrosses
a viewer's mind

Key visual examples in six
different domains by famous
creative people in the world....



GRAPHIC DESIGN: Bob Dylan
record cover designed by Milton
Glaser became an icon since
1960s. **KV** is his psychedelic mind.



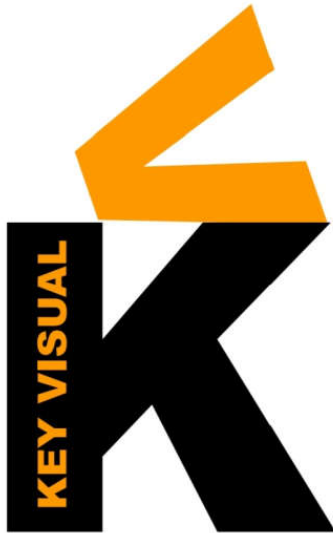
Design that engrosses
a viewer's mind



ADVERTISING: White wired headphone created the **KV** of the white iPod by Apple Corp.



ARCHITECTURE: Transparent pyramid amidst the courtyard of 12th century row buildings of the Louvre Palace is a desperate architectural **KV** of leoh Ming Pei.



Design that engrosses
a viewer's mind



FILM: Steven Spielberg created his **KV** in *Schindler's List* with the girl's red overcoat.



Design that engrosses
a viewer's mind



PHOTOGRAPHY: At 17, Stanley Kubrick was *Look* magazine's photographer in New York. See the **KV** of the book holding woman.



Design that engrosses
a viewer's mind



CAR DESIGN: The grill is the **KV** of all iconic cars. In BMW cars, the grill design has evolved but always by keeping its recognizable character the same.