

IMAGERY

PRIMARY IMAGERY



- RAISES QUESTIONS
- INTRIGUING
- UNEXPECTED
- CURIOUS
- ARTISTIC
- EDITORIAL
- UNIQUE PERSONALITY
- ELEMENT OF 'THEATRE'
- UNUSUAL POINT OF VIEW

SECONDARY IMAGERY



- ANSWERS QUESTIONS
- BUILDS THE STORY
- 'DOABLE' EXPERIENCES
- INSPIRATIONAL
- HUMAN ELEMENT
- DESCRIPTIVE
- FUNCTIONAL