





Picture to Illustration



The Importance of High-Quality Visual Images

- High-quality images have become an essential component of social and behavior change. They are especially critical in the print materials we develop for use in low-literacy or multi-language settings where written words are often barriers to communication. Visual images can stimulate interest and curiosity, capture attention, communicate difficult concepts, and add context. They also help to ensure both the comprehension and credibility of the information or messages being conveyed. Often, we rely on images to model a behavior and to motivate individuals, families or communities to try a new behavior and, ultimately, to adopt the behavior or behaviors we are promoting.

- 
- 
- Visual aids with high-quality images also convey a professional look which helps target populations to trust the information and encourages them to accept the messages as important and valuable to them. High-quality images can present complicated ideas quickly and succinctly to a wide population, and can effectively supplement (or even replace) written materials. In areas with low rates of adult literacy or messages for children, high-quality images are essential catalysts for information sharing, often required for behavior change.