CLASS V

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PREMIUM V EDITION



KECUDO

DESIGN PRINCIPLES SERIES

Visual *Storytelling* & Imagery

Photography, illustration, icons, story and honest data — with original illustrations, measured examples and 64 self-check questions

PHOTO · COMPOSITION · LIGHT · STORY · ILLUSTRATION · ICONS · IMAGE + TEXT · ARC · DATA · ALT TEXT

CLASS 5 · 2026 EDITION · DESIGNER SERIES

KECUDO

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FOUNDATION

Chapter 1

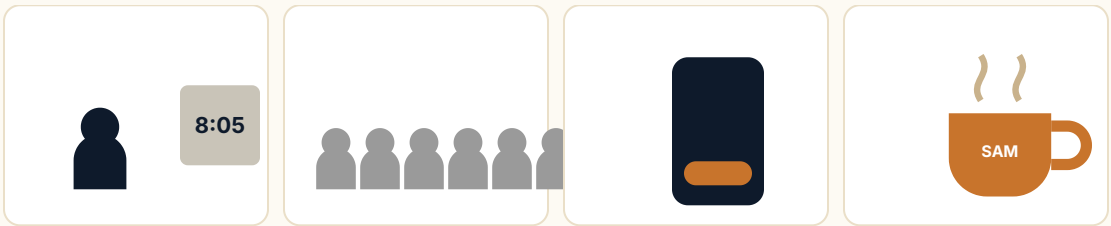
Why Images Tell Stories

CHAPTER 01

People notice images before words and remember them longer. A single photo can set a mood, show a product in use and make a promise — which is why choosing and shaping images is a design skill, not decoration.

- **Picture superiority:** in memory research, pictures are consistently remembered better than words alone — one reason icons and photos support, rather than replace, good copy.
- **Show, don't tell:** "fast pickup" is a claim; a photo of a named cup waiting on the counter is proof.
- **Every image needs a job:** explain, prove, set a mood, guide the eye, or build identity. An image with no job is noise.

> **A myth to avoid.** You may read that images are processed "60,000 times faster than text". No credible source for that figure has been found — don't repeat it in your pitch decks.



1 · Setup
Late, tired commuter

2 · Conflict
The queue is out the door

3 · Turn
Taps "Order ahead"

4 · Resolution
Coffee waiting, name on cup

FIG 1.1 · A four-frame story: the Kecudo Brew commuter.

The visual storytelling toolkit

TOOL	WHAT IT DOES	CHAPTER
Photography	Real people, places and products	2–4
Illustration	Ideas that can’t be photographed	5
Icons	Fast signposts	6
Image + text	Messages that read at a glance	7
Story structure	Tension and resolution	8
Data visualisation	Evidence people can see	9–10
Sequence & motion	Stories over time	11
Ethics & access	Honest, inclusive images	12

WORKED EXAMPLE · KECUDO BREW CO.

Kecudo Brew’s order-ahead page now works (Class 4). But its visuals are generic stock photos of strangers. This class gives the brand its own **visual voice** — and a story customers recognise as theirs.

FOUNDATION

Chapter 2

Photo Composition

CHAPTER 02

The composition rules from Class 2 apply inside the frame of a photograph. A few habits make ordinary product shots look intentional.

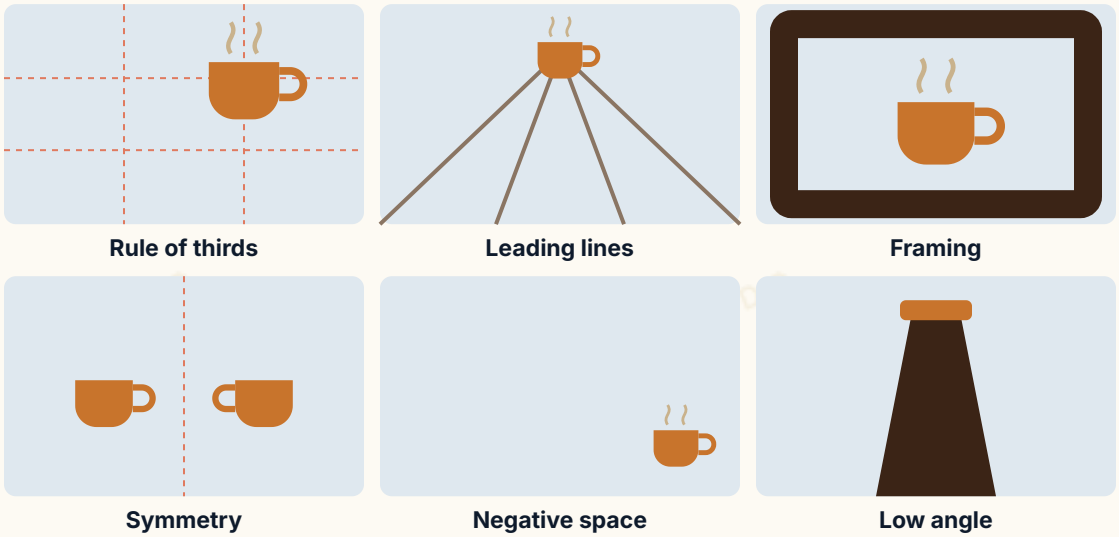


FIG 2.1 · Six composition tools for photography.

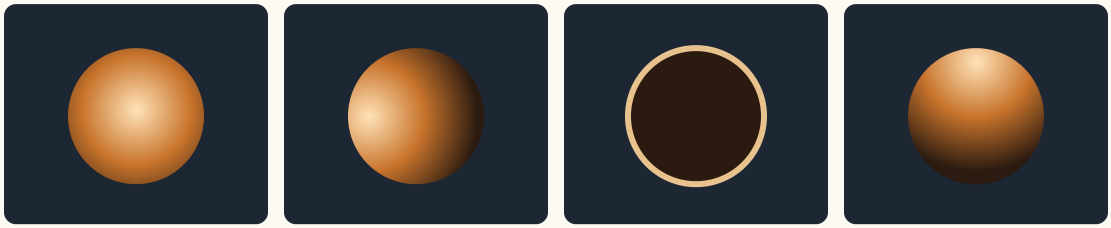
FOUNDATION

Chapter 3

Light & Colour in Images

CHAPTER 03

Light shapes form, sets the mood and decides the colour of everything in a photo. Learn to read its direction, quality and temperature.



Front | Side | Back (rim) | Top

FIG 3.1 · The same cup under four light directions.

- **Direction** — front light flattens; side light reveals texture and volume (Class 1); back light creates glowing rims.
- **Quality** — hard light (direct sun) gives crisp shadows; soft light (window, overcast) is flattering and calm.
- **Golden hour** — shortly after sunrise and before sunset, light is low, warm and soft.

Self-assessment

Part A · Basics

1. Lower colour temperature (kelvin) looks...

- **A** Bluer
- **B** Warmer
- **C** Greener
- **D** Brighter

2. Making the customer the hero means the brand is the...

- **A** Guide
- **B** Villain
- **C** Hero too
- **D** Narrator only

3. To show change over time, use a...

- **A** Pie chart
- **B** Scatter plot
- **C** Line chart
- **D** 3D bar

4. A decorative image should have...

- **A** Long alt text
- **B** A caption
- **C** A title
- **D** alt=""

5. Ease-out motion...

- **A** Starts fast and ends gently
- **B** Starts slow and ends fast
- **C** Is constant speed
- **D** Bounces

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Thank you for learning with Kecudo.

NEXT IN THE SERIES

Class 6 · Brand Identity Design

Logos, brand systems, voice and visual identity, and a complete brand style guide for Kecudo Brew.

kecudo.com