Research Paper Computer Science

# Image: Play an important role in Life

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**ABSTRACT**

As we all know picture says thousand words. It is easy to describe any details using photographs or images. It is very easy for child to learn anything through visual aspect. Some learning would be almost impossible without visual support. Small children start their learning process with the use of picture books and are much more likely to engage with a book that has pictures than text-heavy book. Advertisement using pictures are very effective on people. Photographs are also important in our life. In this article I am trying to find 'how images are important in different ways in our everyday life'.

**KEYWORDS** Graph, Image, Advertisement, Picture, Role in life, Visual learning

**Introduction**

The adage "A picture is worth a thousand words" refers to the notion that a complex idea can be conveyed with just a single still image. Memory is essential to all our lives. Without a memory of the past we cannot operate in the present or think about the future. It also appropriately characterizes one of the main goals of visualization, namely making it possible to absorb large amounts of data quickly [Wikipedia]. Pictures are useful in learning for child and students. Picture book plays an important role in child's development. It is also helpful in marketing for getting more customers. Photographs play an important role in our family and social life. Scientifically based research demonstrates that visual learning techniques improve memory, organization, critical thinking and planning. From last so many years' humans have been transferring information from one person to another with the help of images, pictograms and graphic symbols.

**Learning through visual support**

Visual learning is a teaching and learning style in which ideas, concepts, data, and other information are associated with images and techniques [Wikipedia]. Learner's interest and grasping are increases when we used visual aids. It easy to remember and understand the things that are teach using visual aids. Learning process becomes more enjoyable. By using visual learning, an audience is better served when they are provided certain elements that classroom notes or text cannot fully convey. These visual elements include video, graphs, images and charts. Some benefits of visual learning are as follows:

- Visual learning increase learning since interactive effects are used to highlight the content being learned. Effects like colors can be customized to assist an audience better understand the content of the subject. Today different software packages are available that teachers can use to increase learning like MS PowerPoint [1].
- Learner's interest and grasping are increases in a certain subject when we using visual aids.
- It is highly effective on learners. The audience is capable of retaining more information through visual learning.
- Visual learning is beneficial for people money-wise. Because any topic can taught effectively too many people without using expensive implements. Visual learning provides significant cost-savings in education [2].
- Distance learning can be possible using visual aids.

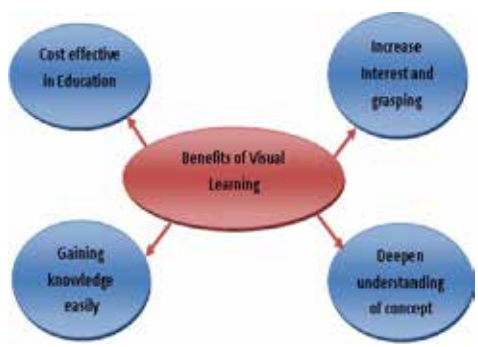


**Figure 1: Benefits of Visual Learning**

**Comparison of visual and non-visual learning for undergraduate students**

**Background:** There are total 80 students in first year BCA course at JKM BCA College, Junagadh. Comparison of visual and non-visual learning is done for these students.

**Method:** One topic is chosen for testing. A topic was taught by faculty without using any visual aids, only through text written on board. Then one test was taken. After that the same topic was taught by the same faculty using power point presentation on projector screen. Then another test was taken.

**Results:** After evaluation of both tests following data are generated.

| | Percentage of Students | |
|---|---|---|
| Marks obtained in test | Before visual teaching | After visual teaching |
| >=80 | 10% | 35% |
| >=60 and <80 | 30% | 50% |
| >=40 and <60 | 60% | 15% |

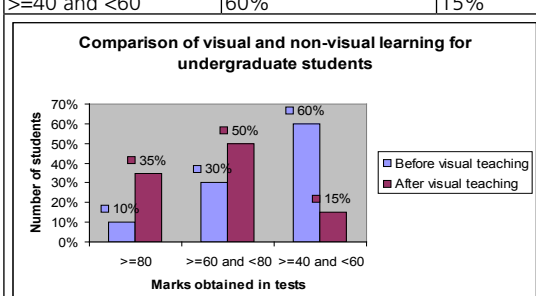


**Figure 2: Comparison of visual and non-visual learning**

**Conclusion:** After comparison of both method using visual aids and without visual aids it is shown that teaching using visual aids is better for students. They can remember easily by visual representation.

**Role of photographs in real life.**
Photographs have a great role in our life. They carry several set of emotions of different moments in life. Looking at those photos, we can memorize each and every past moment, maybe it is a wedding or a family get together or new born baby or anything else [3]. Family photographs give the feeling of closeness, being loved and cared. We feel good seeing those photographs that tell that our family members are always stay with us in any situation. Our life's every moment can see as live moment using photographs. Wonderful and long-lasting memories created by portrait photographers can stay with you forever. There are some reasons for why photography matters [4]. Some of them are as follows:

**Photographs are important for us**
When you ask people what possessions they would rescue from their burning house, one of the most frequent answers is the photograph album or a computer with their digital images. This shows that photographs are more important than jewelry in our life. We preserve the important events and people in our lives. The ceremonies of birth and birthdays, marriages and anniversaries, holidays and new houses are all recorded because they matter.

**One can Communicate and Share through photographs**
Images are much more than a simple record. Photography speaks to the best and most generous part of our human nature – the desire to share what we find beautiful and interesting with others. We can say this looking photo sharing sites like flicker. Strangers can involve in our life by our images. This shows powerfulness of images.

**Photography makes us artists**
Photography allows us to express ourselves through an art form. When we notice some beautiful thing we want to capture it. The creation of an image makes us an artist.

**Photography is a language and has the power to move us**

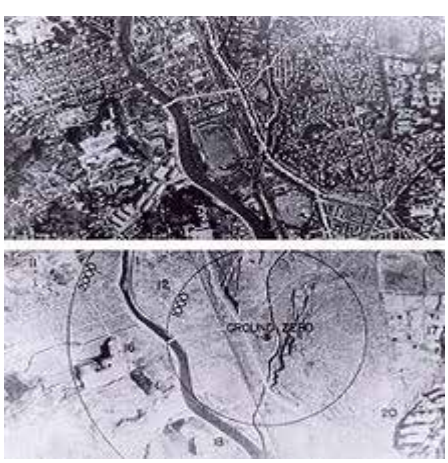


**Figure 3: Nagasaki before and after bombing [Wikipedia]**

Our images can express joy and sorrow, wonder and sympathy. Every human emotion can find a place in photography. Photographs can grab our attention and speak directly to our emotions. Photography, at its best, is a powerful language which speaks to our emotions. Sometimes it changed mind of people also.

**Role of pictures in advertisement**
Advertising is a form of marketing communication used to persuade an audience to take or continue some action, usually with respect to a commercial offering, or political or ideological support [Wikipedia]. Strong advertisement is a fastest way to convey the message to the audience and if they are attractive as become inspiration for others so it's more useful.

Dr. Julianne Newton, a visual journalism professor at the University of Oregon, said, "Images affect memory, and behavior, and values. Images affect what you believe about yourself, about others, and about the world out there. Images are powerful, and visual ethics is about the appropriate use of powerful images." [5].

Using an image in your print advertising quickly and concisely shows a potential client what you are marketing. Choosing the images to represent your equine business is an important marketing decision. People mind is always attentive to pictures. The pictures in television commercials, magazine advertisements and other forms of advertising often convey meanings that cannot be expressed as well, or at all, through words or music. Visual Persuasion is an exploration of the uniquely visual aspects of advertising [6].

A well constructed image showing the product at its best. If the product you're selling is new, innovative or just different, images are the best way of highlighting them. If you have an online store then there are some reasons to publish images and photos as part of your business marketing tactics [7].

- 60% of consumers are more likely to consider or contact a business when an image shows up in local search results
- In an ecommerce site, 67% of consumers say the quality of a product image is "very important" in selecting and purchasing a product
- In an online store, customers think that the quality of a products image is more important than product-specific information (63%), a long description (54%) and ratings and reviews (53%)

**Role of images in Web Design**
Any one wants to find information quickly and easily from websites. The key to designing efficient, attractive, and personal websites is the use of a wide range of engaging media. We can use video, audio, graphics or images to convey the message. There is some technical requirement for video and audio. If it is not fulfilled we can't watch video or listen audio. We like images because they are convenient, easy to engage with and easy to memorize. There is no technical requirement for images. Powerful images don't just reflect a particular emotion but also create a relational association between the viewer and that image. There is some reason for using images in web.

- Images attract visitors to site. Visual information is very convenient. Instead of reading a lot of text, which takes time and effort, we rather quickly scan an image or a graph. People can easily remember information through images.
- Images can help you to attract attention and to guide your visitor's line of sight. Images are a great emotion generator that you can use to draw your visitors in and get them engaged in your content.
- Company logo or institute logo take a very special role on web site. It helps visitors to identify a web site. So it is good to put logo in your web site.
- Background images are also important in web page. It creates unique atmosphere for your site. Using background image you can easily put your visitors an immediate impression of what your site is about.
- While a lot of different media can be used to enhance the user experience of a website. Images are still the most common and also most universal medium.

**Conclusion:**
From the above discussion I can say "*A picture is worth a thousand words*" is very true. Its plays an important role in our life. A picture tells a story just as well as a large amount of descriptive text. Many things cannot be easily understood by text or vocabulary but the same things are very well understood by pictures. That means visuals (or pictures) are a great

tool for seeing and understanding. Learning through visual aids is plays an important role for kids and students. They can easily understand and remember most of the things. Photographs carry several set of emotions of different moments in life. Our life's every moment can see as live moment using photographs. Advertisement with related good pictures very much affects mind of people. You can get much customer for your product. When pictures are used in web design one can get more visitors.

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