

# Use of Visual Communication Strategy in Advertising Practice Semiotic Analysis of Apple's Communication Approach

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**Abstract:** The digital revolution is constantly enriching the repertoire of communication tools, facilitating the rapid and instantaneous flow of messages. This reality invites advertising content creators to revisit their expertise, as the essential task is now to question which communicational axis to exploit in order to distinguish one's message and successfully capture the audience's attention. In this context, what is understood by the receiver matters more than what is said; the activity of reception now takes precedence over simple transmission. As attention economic theorists point out: "Human beings are endowed with a limited resource of attention in a world where information is superabundant." What information consumes is obvious: the attention of its recipients. Brands and digital platforms are entering into competition to capture and retain consumer attention, which has become the primary currency of exchange. Consequently, the relevant choice of graphic elements (images, colors, typography, layout, and symbols) to facilitate understanding becomes the most cost-effective approach to communicating efficiently. This reflection follows this line of thought: through a semiotic analysis, it studies how Apple's advertisements, rich in graphic elements, create meaning and shape the desire to purchase among customers.

**Keywords:** Visual Communication, Reception Semiotics (or Semiotics of Reception), Attention Economy, Creates Meaning (or to Create Meaning), to Shape Purchase Desire.

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## I. INTRODUCTION

Understanding the impact of design on public perception and interaction reveals a genuine resurgence of interest among communicators within organizations [1]. In a context of exchange where advertisers relentlessly solicit the attention of recipients through numerous advertisements, examining these recipients and questioning the construction of meaning in the messages received proves relevant in several respects.

Well-designed visuals help to stand out and make the message clear. An attractive design more easily captures the interest of the audience. Extensive literature highlights the importance of using graphic elements to communicate effectively and capture the attention of recipients already saturated by a multitude of content creators. Visual design thus enhances communication through its iconic dimension [2].

This reflection aims to verify the validity of these hypotheses. It is intended as a receiver-centered analysis, in order to study the perceptions resulting from advertising

messages designed to promote Apple brand products. In his introduction to semiotics, Louis H  bert defines this discipline as a set of signs forming the object of a description whose task is to analyze meaning in its communicative deployment and in all its dimensions, particularly in texts and hybridizations between language and image [3].

Apple's advertising campaigns will facilitate understanding of the relationship between visual content and the meanings consumers attribute to it, which in turn motivate them to purchase. We posit that these images possess a persuasive power capable of creating meaning, shaping desire, and influencing the purchase decision. Understanding this relationship is the central objective of this study.

The relationship between analog communication and commercial marketing constitutes a particularly rich field of study. It is sometimes complex to grasp how images, graphic design, symbols, and texts are interpreted by consumers. Analog communication, as defined by Watzlawick et al., relies on nonverbal and iconic signs that play a fundamental role in constructing meaning around a product [4]. In a commercial context, these signs are not limited to a simple

transmission of information: they engage the sensibilities of potential customers, as well as cultural representations and symbolic values that profoundly influence the act of purchasing [5].

In digital marketing, and more specifically in online advertising, the product-consumer relationship is built through a continuum of interactions. The image is no longer a static presentation, but becomes a dynamic communication vector shaped by visual and narrative codes [6]. These elements (colors, shapes, staging, logos) function as signifiers evoking universes of meaning such as modernity or trust, thus enriching the consumer's symbolic experience.

Apple's advertisements are constructed on social media. This analysis aims to decipher the sign systems used to understand how they build a particular imaginary, imbued with cultural, social, and economic referents [7]. Indeed, the reception of an advertising image is never neutral; it is always interpreted through the prism of local frames of reference that condition the perception of the product [8].

In short, it is a matter of understanding how these semiotic constructions activate the intention to buy. This mechanism involves both persuasion and identity projection: the consumer appropriates the meaning conveyed by the image and integrates it into their own value system, thus creating an affective and cognitive engagement favorable to the acquisition of the product.

It is in light of these reflections that the following questions guide our research:

- Apple brand advertisements convey in the perception of consumers?
- How do these perceptions help to shape consumers' purchase intentions?

Our objective is to examine how the meaning of the images projected by Apple products is constructed among Kinshasa consumers, and how this meaning forms the basis of their purchasing opinion.

From the above, it is appropriate to state from the outset that a cognitive mechanism emerges: this is triggered when the consumer interprets the message (the graphic elements) and associates it with values such as quality, efficiency or prestige, thus reinforcing the purchase decision.

Such a study would allow for a nuanced understanding of the evolution of commercial interaction, which is mediated by Apple's product image and its sales force. We would thus understand the consequences of consumer reaction and purchasing decisions after viewing the brand's images or signage.

For this study, which focuses on the influence of graphic elements on consumer behavior, we rely primarily on the semiological theory of Roland Barthes. The latter considers the image as a system of signs carrying multiple and stratified meanings [1].

According to Barthes, an advertising image does not simply convey a factual message; it constructs myths and connotations that contribute to the creation of meaning and influence the viewer's perception. This semiotic approach is enriched by the paradigm of influence theories in communication, as presented by Beauvois, Mugny, and Oberlé (2015). These authors emphasize that influence refers to the processes by which an individual or group leads another to adopt ways of thinking, feeling, and acting, which then become social norms. Within this framework, the advertising image acts as a vector of influence, not only by informing but also by shaping attitudes and purchasing behaviors.

Thus, the convergence between Barthesian semiotics and influence theories allows us to analyze not only the visual and symbolic signs conveyed by Apple product images, but also to assess how these signs contribute to modifying consumers' mental representations and decisions. Semiotic analysis offers the opportunity to explore the systems of signs, symbols, and codes present in visual and textual messages, as well as their production of meaning in specific social contexts. According to Umberto Eco, this approach aims to "understand how signs, in their multiplicity, combine and generate an infinite number of messages through explicit and implicit levels of reading" [1].

Such a qualitative approach facilitates the uncovering of visual communication strategies that operate within advertising to influence perceptions and behaviors.

From this same epistemological perspective, we will draw on the work of Herbert Simon. In his theory of the attention economy, he emphasizes that advertising is designed to interrupt or capture attention within a constant flow of information (social networks, videos, search engines, etc.). Apple's advertising campaigns thus exploit strategic visual elements to capture and retain consumer attention, which has become a veritable currency.

Apple's campaigns, it is necessary to define precisely what we mean by the notion of "visual strategy".

### ➤ *Understanding Visual Communication*

The need to distinguish the content of their advertising communication leads advertisers to rely on visual design. Audiences, bombarded with information, are more captivated by content imbued with a carefully orchestrated symbolic aesthetic. In this respect, visual strategy allows for the use of graphic elements that encourage active engagement with advertising messages.

Visual communication is defined as a set of techniques and tools used to convey a message through graphic media. It relies on the use of images, colors, typography, layouts, and symbols to capture attention and facilitate understanding of information [1]. Unlike verbal or written communication, it prioritizes immediately perceptible and interpretable visual signals, often producing a stronger emotional impact.

Images remain a powerful means of illustration: they facilitate understanding of the message [2] while making it

more concise. As the saying goes, "A picture is worth a thousand words." In a persuasive message such as advertising, the arrangement of visual elements optimizes the capture of human attention. For communicators, the key is to make a lasting impression on the audience, each advertising campaign being underpinned by a specific strategic objective. This is where the need to adapt the message to the realities of the audience's socio-cultural context lies.

Today, brands and digital platforms compete to capture and retain consumer attention, which has become the primary currency. The use of visual strategies in advertising thus shapes perceptions, awakens desires, and steers behavior in the direction desired by the advertiser, thereby aligning with a logic of persuasive communication. Each graphic element is meticulously chosen to produce a specific effect. As Aaker and Myers point out, advertising communication blends rational discourse with emotionally charged symbolism to influence the attitudes of its audience [3].

Clearly, visual strategy plays a crucial role, which makes it essential to understand precisely how it is perceived by its audience.

#### ➤ *The Role of Visual Communication*

Visual communication is based on several essential aspects:

- Attracting and capturing attention: Well-designed visuals help you stand out in an information-saturated environment. They encourage active engagement and increase the chances that your message will actually be understood.
- Facilitating understanding and memorization: Images and graphics convey messages quickly and clearly. Relevant visual design makes the message more understandable, fluid, and memorable.
- Strengthening identity and awareness: A consistent visual identity is essential to building a strong, recognizable and lasting brand image in the public's mind.
- Improving engagement and interaction: High-quality visuals increase audience engagement. They encourage viewers to interact with the content, share it, and make it their own.
- Evoking emotions and creating a connection: Effective visual communication awakens emotions and creates a symbolic link with the audience, thus positively influencing their attitudes and behaviors.

#### ➤ *APPEL's Advertising Communication*

Apple Inc. is an iconic American technology company based in Cupertino, California. It is globally recognized for its innovative products such as the iPhone, Mac, iPad, and AirPods. Founded in April 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne, the company operates primarily in the information technology, consumer electronics, software, and digital services sectors.

Apple products are available in more than 100 countries, thanks to close collaboration with a vast network of suppliers

and assemblers. The company's mission is to design the world's best products, consistently focusing on innovation, simplicity, and user experience.

Apple doesn't just sell technology products; it markets a lifestyle, a strong brand image, and a unique customer experience. Its marketing strategy is based on several key principles of differentiation, including:

#### ➤ *Simplicity and Minimalism*

Apple consistently prioritizes simplicity. Its products, advertisements, and website are designed with a clean aesthetic, free of any unnecessary details. The majority of its advertising campaigns feature a single product against a white background, accompanied by minimalist text. This simplicity allows the audience to instantly grasp the message and focus on what matters most [1]. Furthermore, this aesthetic choice conveys an image of modernity, rigor, and superior quality.

#### ➤ *Strong Visual Communication*

Apple prioritizes visual communication. In its advertisements, the brand depicts everyday moments where its products are seamlessly integrated. These include students working on Macs, families capturing precious moments with iPhones, and artists creating with iPads.

These visuals appeal to emotions and allow customers to easily identify with these situations. By focusing on this emotional register, Apple creates a stronger, closer relationship with its consumers, thus transforming the use of technology into a true lifestyle.

#### ➤ *Creating Desire*

Apple excels at generating desire for its products. Each launch is orchestrated as a major event, followed globally. The company cultivates a sense of scarcity by sometimes limiting stock at the initial launch, which encourages consumers to buy immediately. Its strategy consists of keeping its audience waiting, piquing curiosity, and then offering a product with maximum desirability [1].

#### ➤ *Unique Customer Experience*

Buying an Apple product isn't just about purchasing an object; it's about experiencing something new. All Apple products work seamlessly together (iPhone, iPad, Mac, Apple Watch, etc.). The environment is consistent, fluid, and enjoyable. Furthermore, Apple stores are designed to offer premium service, with salespeople trained to thoroughly explain the products. All of this strengthens customer loyalty and engagement.

#### ➤ *High-End Positioning*

Apple does not aim to be the cheapest brand on the market. On the contrary, it employs a skimming strategy with high prices to project an image of prestige and luxury. Owning an Apple product is thus perceived as a sign of social success. This positioning gives the brand significant added value and attracts a clientele seeking distinction. All these elements are designed to entice the consumer, build loyalty, and give them the feeling of belonging to an exclusive world [1][2].

In this research, we propose to analyze how Kinshasa consumers receive this strategy. We aim to examine how they construct meaning from the messages conveyed in Apple's advertising campaigns.

In recent years, the city of Kinshasa has experienced a notable growth in the use of digital technologies:

- The democratization of internet access through the deployment of 3G and 4G.
- The omnipresence of smartphones, which have become indispensable tools, particularly among young people.
- The massive use of social networks (WhatsApp, Instagram, Facebook, TikTok).

This development favors the establishment of major international brands like Apple, which offer products tailored to a demanding and connected clientele, strongly influenced by global trends.

#### ➤ *Presence and Perception of the Apple Brand in Kinshasa*

Although Apple products are expensive, they enjoy immense popularity in Kinshasa, particularly among students, professionals, artists, influencers, and executives. Owning an iPhone or a MacBook is often seen there as a powerful symbol of success and social distinction.

The brand's omnipresence manifests itself in several ways:

- Increased visibility: Apple devices are ubiquitous in educational institutions, businesses, and public spaces.
- Diversity of distribution channels: The Kinshasa market relies on a diverse network including specialist shops, authorized resellers as well as numerous informal points of sale.
- Digital expansion: The brand is strengthening its presence through e-commerce via various local online sales platforms.

## II. LOCAL MARKETING STRATEGY

#### ➤ *Apple's Marketing Strategy in Kinshasa Relies Primarily on Several Levers:*

- Visual communication: This is deployed through urban displays, social media posts and video campaigns on YouTube.
- Word-of-mouth and influence: Users, acting as true ambassadors (or prescribers), exert a decisive influence on their surroundings.
- Events: Participation in technology fairs and the organization of local exhibitions allow products to be put directly in contact with the public.

Although Apple does not yet have an official store (*Apple Store*) in Kinshasa, the impact of its communication is tangible. Attachment to the brand is crystallized around an image of quality, durability, and prestige.

In summary, Kinshasa provides a particularly fertile ground for analyzing the impact of visual communication in the marketing strategy of a multinational corporation like Apple. The dynamism of the local context, characterized by a young, connected population and the omnipresence of digital tools, lends this research a certain relevance and timeliness [1][2][3].

#### ➤ *Semiological Analysis of the Visual Content of Apple's Advertising Campaigns*

We will analyze how consumers in the city of Kinshasa receive and interpret these advertising messages. To do this, we focused on analyzing the graphic elements of the iPhone 16 campaign, entitled "Smarter than ever".

In a constantly evolving digital world, Apple remains at the forefront by combining design, technology, and visual communication. The "Smarter Than Ever" campaign, launched with the release of the iPhone 16 in September 2024, perfectly illustrates this strategy. By combining technological innovation with a powerful visual narrative, Apple not only highlights the performance of its product but also establishes an emotional connection with its audience. This campaign provides a relevant example for analyzing the use of visual communication in a contemporary marketing strategy.



Fig 1 Close-Up of a User Handling the iPhone 16 with the Text "Smarter than Ever" in the Background.





Fig 2 Side View of the Smartphone with Illuminated Slogan Writing on a Dark Background.



Fig 3 Scene Showing Isabella Ramsey Interacting with Siri/AI, Focused Expression.

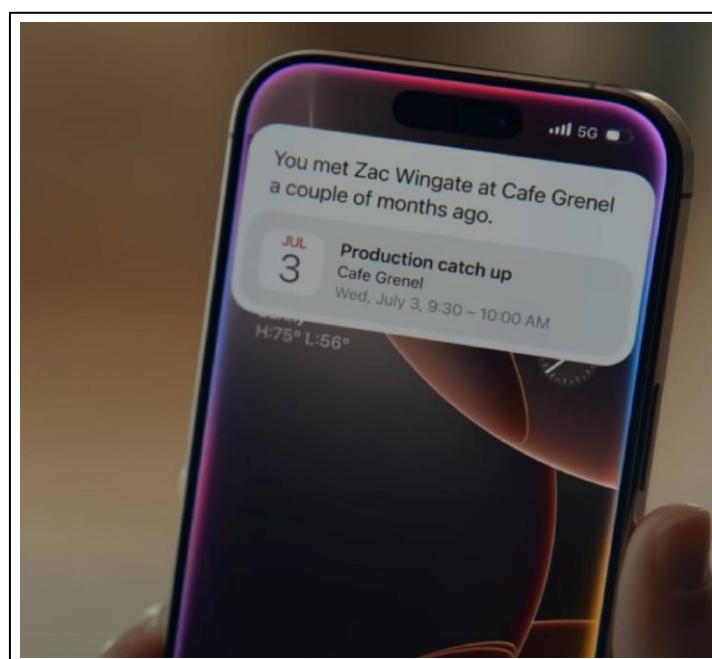


Fig 4 Siri Notification or AI Summary Displayed on Screen, Hand Interacting

➤ *Semiological Analysis (Signifier/Signified)*

Table 1 Semiological Analysis (Signifier/Signified)

| Element                       | Meaning                                                 | Meaning                                                                     |
|-------------------------------|---------------------------------------------------------|-----------------------------------------------------------------------------|
| Text "smarter than ver"       | Sans-serif font, light white on a dark background       | A promise of enhanced intelligence, modernity, and technical confidence.    |
| Human Interaction with AI     | Close-ups of a focused face, iPhone in hand             | As a result of a fluid dialogue, the user becomes assisted and efficient.   |
| Screen with AI notification   | Clean interface, "summarize" button, email notification | <b>Time saving</b> , simplicity, organized mindset.                         |
| <b>Smartphone highlighted</b> | Central product, curved, clean design, dark background  | Premium aesthetics, technological reliability, continuity of the Pro range. |

➤ *Semiotic Interpretation*

- Macro-editorial narrative: Apple overvalues the idea of an intelligent personal assistant, claiming a shift towards a "cognitive" iPhone.
- Human-machine fusion: AI is not a gadget, but an extension of oneself, integrated into professional and social life.
- The illusion of control: The clean design of the interface and the serene posture of the user reinforce the feeling of control and efficiency.
- Brand continuity: The campaign is part of the Apple Intelligence line (iPhone 16) and extends the legacy of user-centric campaigns previously seen on "Camera Control" and "Action Button" (iPhone 16 Basic and Pro).

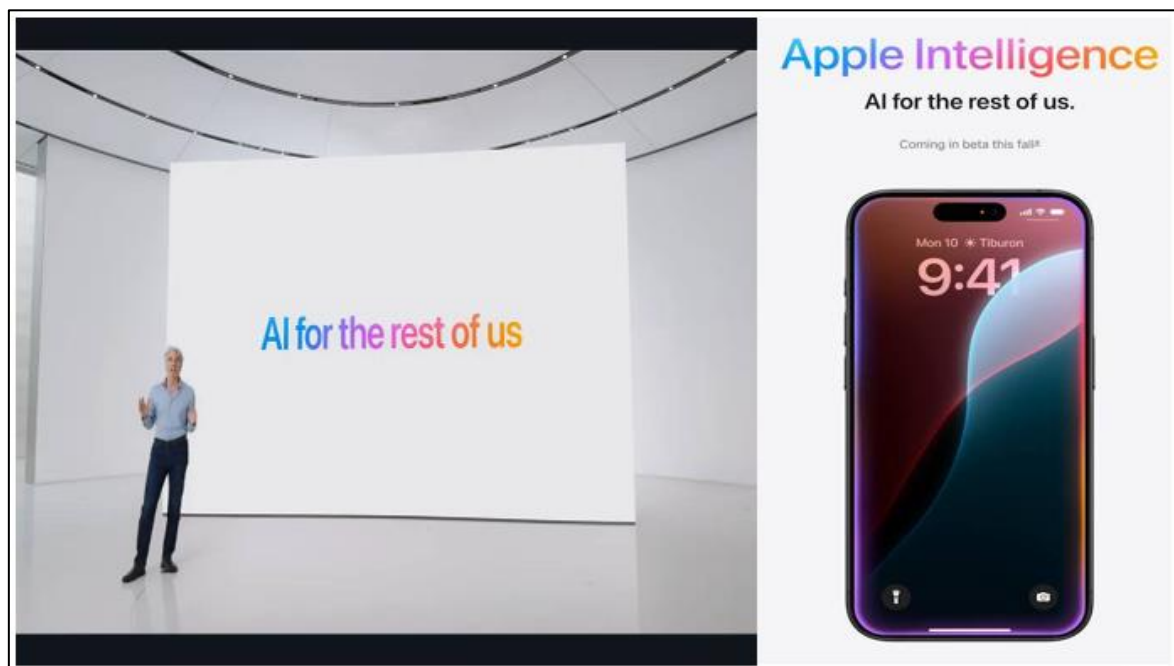
The "Smarter than ever" campaign doesn't just promote technological progress; it humanizes artificial intelligence by translating it into everyday actions (writing an email, requesting a callback). Semiotics reveals a clear strategy:

- Minimalist slogan, maximum commitment
- Clean interface = cognitive simplicity
- User staging = identification

This campaign shows how Apple converts a technical innovation into an emotional and identity-based experience, positioning the iPhone 16 as an indispensable tool for augmented intelligence.<sup>1</sup>

➤ *The "Apple Intelligence – AI for the Rest of Us" Campaign Presentation of the Visual Corpus*

The campaign uses a clean aesthetic typical of Apple keynotes, with a light background, simple typography, and visuals showing the iPhone, iPad, and Mac displaying the slogan "Apple Intelligence" followed by "AI for the Rest of Us." The images also show interface demonstrations (assisted writing, Genmoji, live translation).



<sup>1</sup>- Jean-Marie Floch, Semiotics, marketing and communication : *Under the signs, the strategies*, Paris, PUF, 1990, p. 105.

- Roland Barthes, *The photographic message*, in *Communications*, no. 1, 1961, p. 1



Fig 5 The “Apple Intelligence – AI for the Rest of Us” Campaign Presentation of the Visual Corpus

➤ *Semiological Analysis (Barthes: Signifier/Signified)*

Table 2 Semiological Analysis (Barthes: Signifier/Signified)

| Visual element                                                                     | Signifier (perceived form)                                           | Meaning (Implicit meaning)                                                              |
|------------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| Text “Apple intelligence – AI for the rest of us”                                  | Words in multicolored gradient, modern typography, white background. | Inclusive and reassuring positioning: AI is not elitist, it is accessible to all.       |
| Devices displaying the following features (genmoji, image playground, translation) | Dynamic and colorful interactions on iPhone, iPad, Mac               | <b>A lively and useful interface</b> , reminiscent of the hardware-software synergy.    |
| Minimalist room with Craig Federighi at the center                                 | Calm presentation, Apple design, neutral space                       | AI is mastered, controlled, transient, not spectacular.                                 |
| Clear and user-centric interface                                                   | Highlighting the "Rewrite" and "summarize" buttons                   | <b>AI</b> as a tool at the service of the user, facilitating expression and creativity. |
| Pastel colors / dominant white                                                     | Bright, gentle, not aggressive atmosphere                            | <b>Reassurance</b> , simplicity, absence of intimidation by technology.                 |

➤ *Interpretation of Results*

• *Democratization of AI*

The choice of the formula "AI for the Rest of Us" establishes AI as an intuitive and non-elitist service.

• *Aesthetic Hybridization*

The contrast between the bare room and the colorful interfaces reflects the duality of control/creativity, a signature of Apple's strategy.

• *Hardware-software fusion*

The visuals presented across multiple devices show a continuity of experience, emphasizing the idea of ecosystem coherence.

• *Ethical/Private Dimension*

The understated presentation and references to privacy (on-device, Private Cloud Computer) illustrate the desire to promote responsible and secure AI.

➤ *Critical Additions*

- Perceived lack of use: some observe that the demonstrations are visually powerful, but not very convincing for the average user, or may even be perceived as a gimmick.
- Premature timing? Several users noted that the "Available now" display was misleading, creating frustration due to features not yet being available.

The "Apple Intelligence – AI for the Rest of Us" campaign relies on reassuring visuals and messaging: simple, inclusive, and controlled. Through its neutral aesthetic and targeted demonstration, it presents a human-like, helpful, and respectful AI. At the same time, it raises questions about the authenticity of the offering (available features, actual

relevance). This paradox is of major interest for an academic analysis of your thesis.<sup>2</sup>

### ➤ The Viewpoints of Kinshasa Receivers

Through a qualitative analysis based on interviews, we spoke with several Kinshasa residents who are Apple users. Their age range is between 25 and 34, a generation particularly exposed to new technologies and active on social media. In terms of professional status, students make up the majority of the sample, followed by young professionals, accurately reflecting the primary target audience for Apple's campaigns.

Following this investigation, the information gathered allows us to conclude the following points:

- Aesthetic and emotional appeal: Apple's visual style is considered highly attractive thanks to its clean and striking design. The emotional mechanism activated by the visual stimuli evokes desire and trust in the audience. These graphic elements are not simply informational tools; they immerse consumers in an aesthetic world that simultaneously creates meaning and shapes the desire to buy. Elegance, luxury, modernity, and innovation are the key qualities that emerge from respondents' perceptions of the messages.
- The impact on purchase intention: 70% of our respondents confirm that Apple's advertising campaigns generate a desire to buy. The visuals used reassure customers by effectively conveying a promise, proof, and product benefit.
- Contextual adaptation and competitive advantage: Respondents judge Apple's campaigns to be adapted to the local context of their target audiences. The brand has built a strong image that constitutes added value and a decisive competitive advantage in the market.

Today, it's possible to differentiate yourself through your communication style using visual strategy. This approach allows you to stand out from the competition, reach your target audience more effectively, and build trust while fostering consumer engagement.

### III. CONCLUSION

The use of visual strategy in advertising reveals a genuine resurgence of interest in this discipline. In a world where audience attention is saturated by the rapid flow of messages, the use of graphic elements becomes essential to differentiate one's communication. Visual design activates powerful cognitive and perceptual mechanisms.

Apple's advertising campaigns create meaning and shape the desire to buy through a rigorous combination of

*Copy Strategy elements* : promise, proof, consumer benefit, and tone .

Apple's visual strategy, analyzed through a semiotic lens, proves to be sophisticated and effective. It doesn't just sell a product, but an imaginary world; it doesn't simply inform, it influences by simultaneously engaging the consumer's emotions and reason to guide their final decision.

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