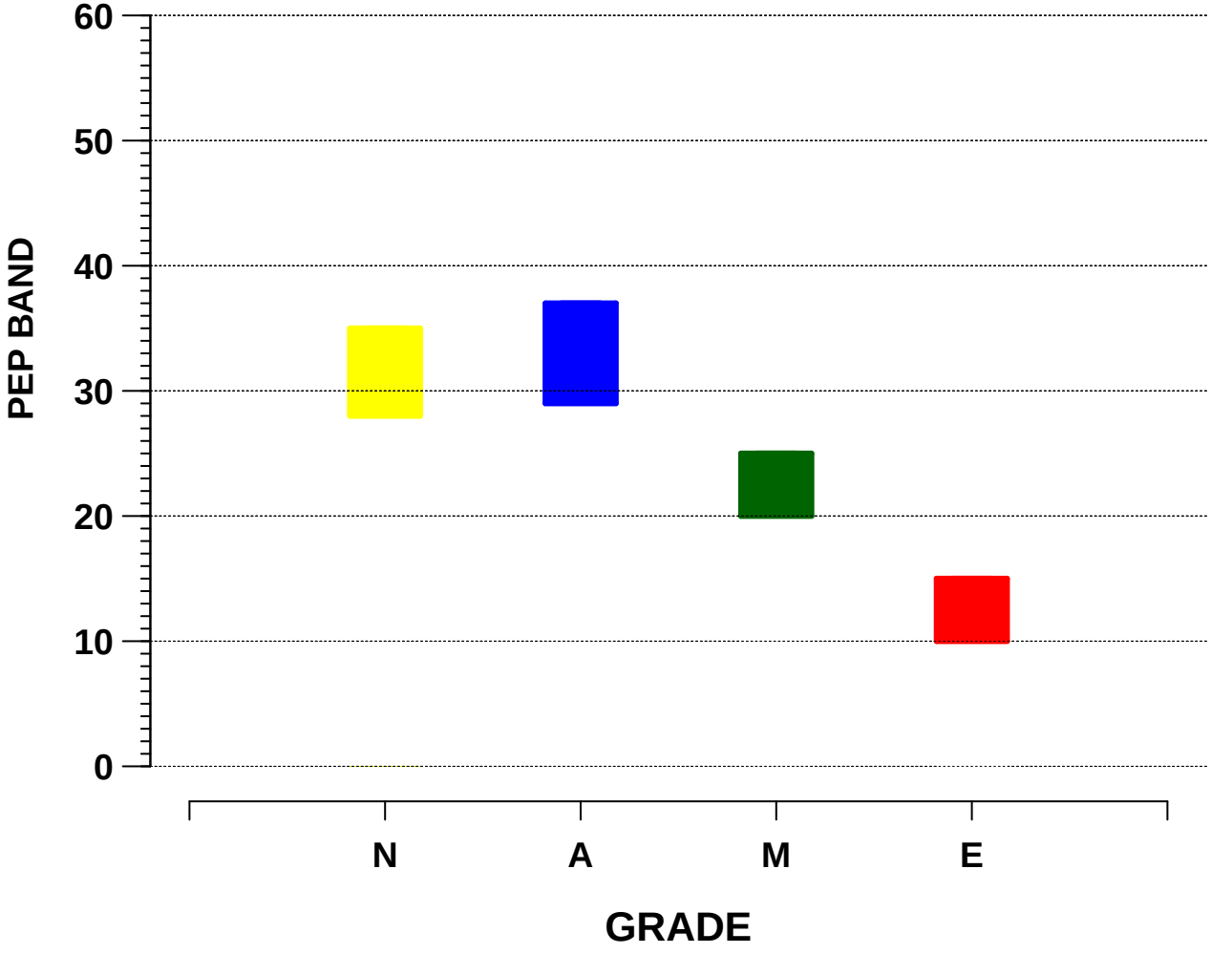DESIGN AND VISUAL COMMUNICATION 91338