

Usage =

Images...

Increasingly Relevant Way to Communicate

Images = Oldest Form of Transportable Communication

40K Years Ago =

*Oldest Known Image...
Painting, Indonesia*



5K Years Ago =

*Oldest Known Text...
Cuneiform, Mesopotamia*



131 Years Ago =

*Oldest Known Moving Image...
Video, United Kingdom*



For Centuries...

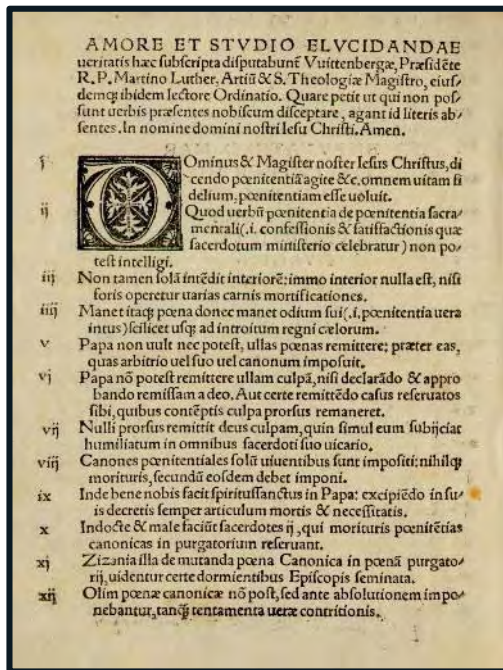
*People Have Learned to
Write & Share Words...*

Offline & One-to-One / Some...

Communication via Text (+ Numbers) = Foundational

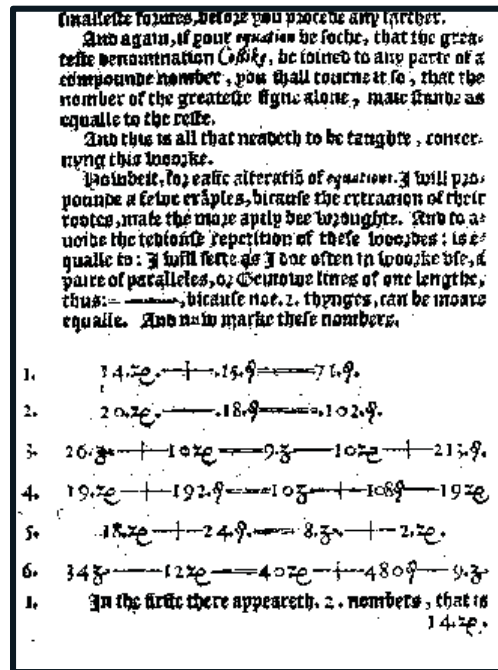
Makes Ideas Transportable...

Martin Luther's 95 Theses (1500s)



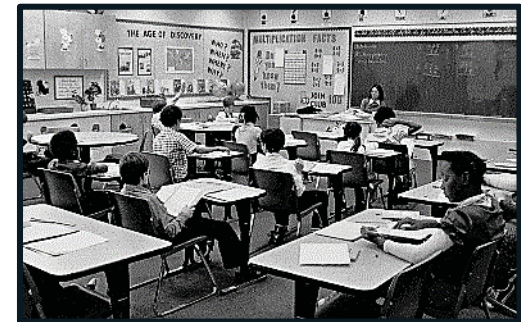
...Simplifies Concepts...

Robert Recorde's invention of '=' (1500s)



...Enables Learning

Modern 'Public' Primary Schools (1800s – Present)



Source: Wikimedia Commons, Google For Education, Boston City Archives

Note: 1800s chosen as date of 'Modern Public Schools' based on Byrk et al.'s 'Catholic Schools in the Common Good.' Though public funds had been previously used to fund primary education, reforms in USA cities during the 1800s were the first to establish open, secular education, similar to contemporary 'public schools'

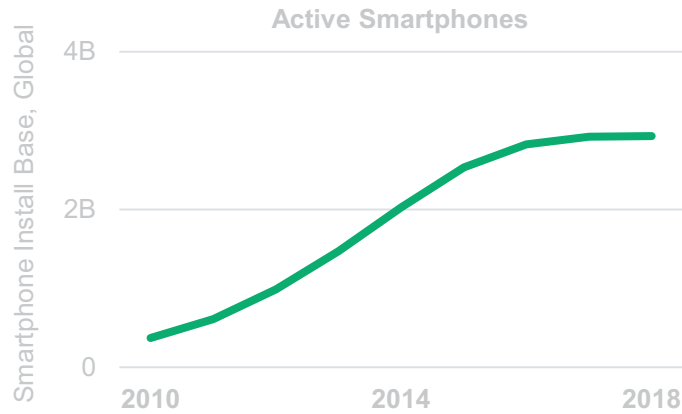
...For Two Decades...

*People Ramping
Image + Video Creation / Sharing...*

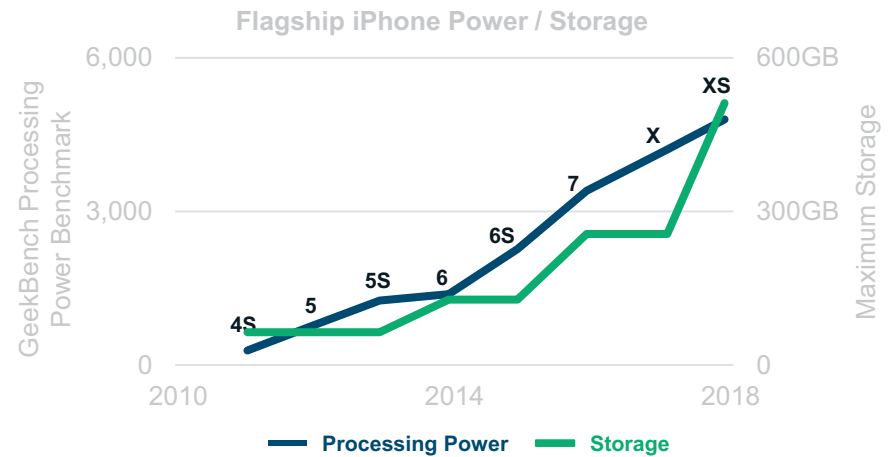
Online & Often One-to-Many

Image Creation = Foundations Continue to Ramp

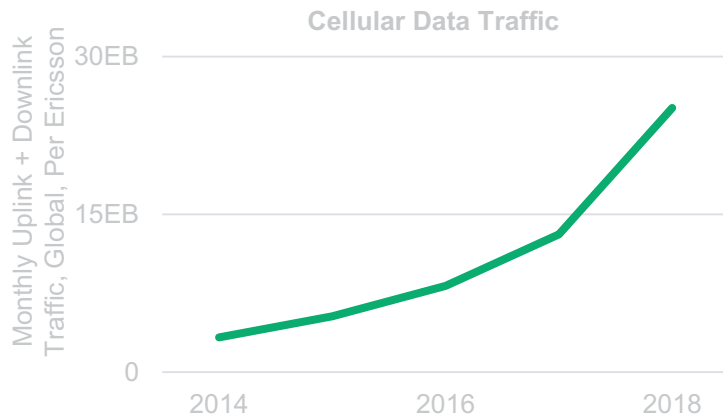
Smartphone / Camera Base...



...Smartphone Power...



...Cellular Data Use...



...WiFi Reach

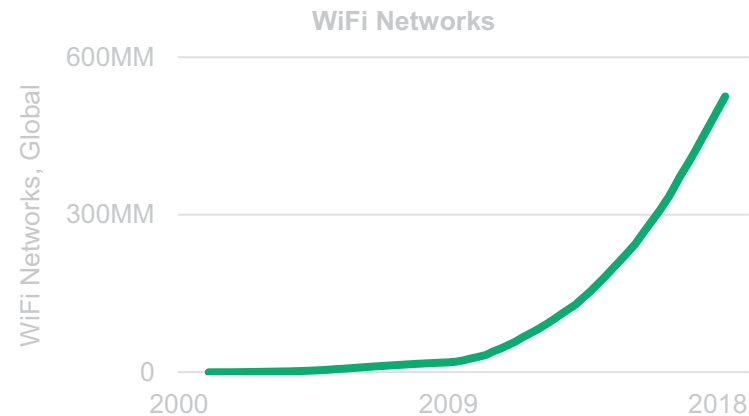


Image Sharing = Foundations Continue to Ramp

Image Creation

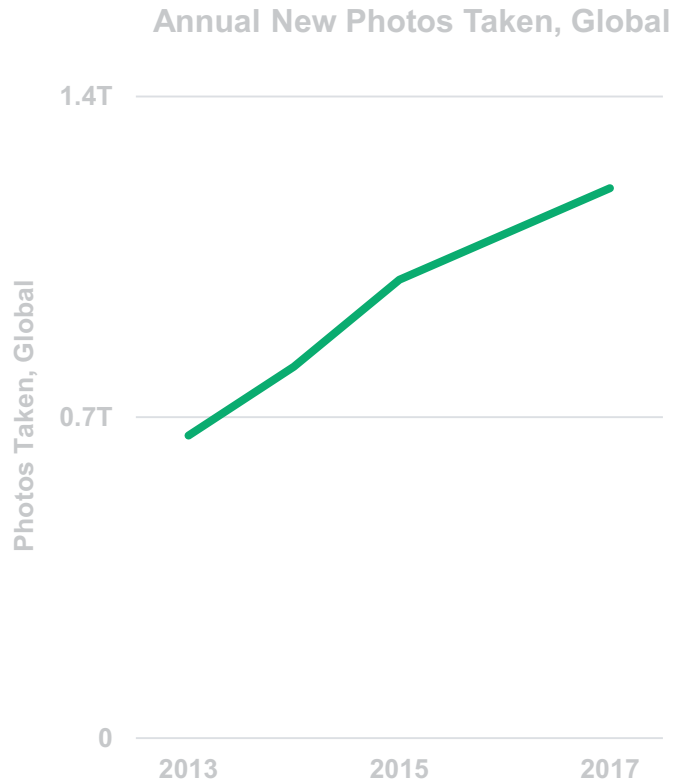


Image Sharing

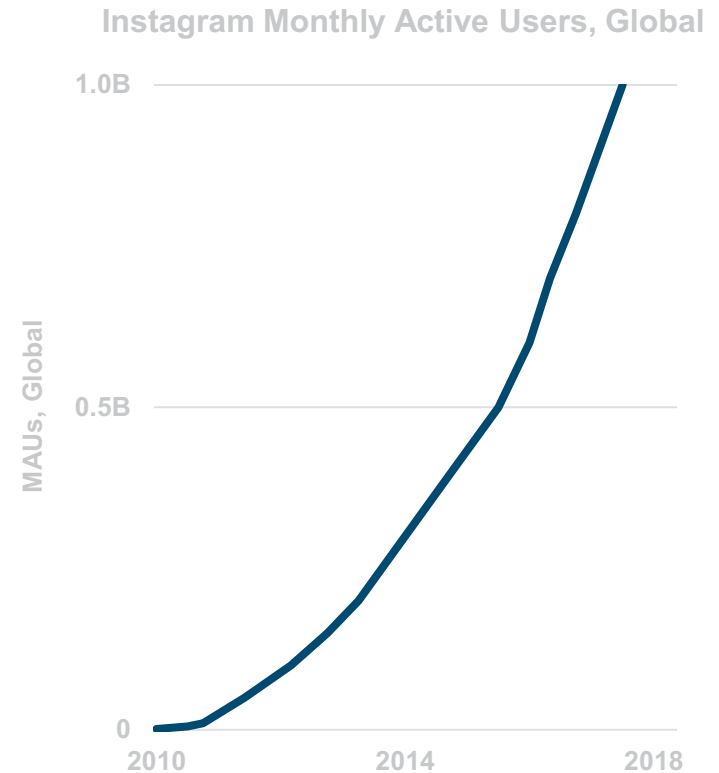


Image Creation + Sharing = Engagement Continues to Ramp...

Twitter (2006) = Text-Only



Twitter (2019) = Text + Images + Video



**>50% of Tweet Impressions =
Images / Video / Other Media**

...Image Creation + Sharing = Platform Functionality + Usage Continues to Ramp...

Instagram Image Sharing Enhancement Evolution

Image Editing /
Sharing



Data-Driven
Discovery



Image + Video
Stories



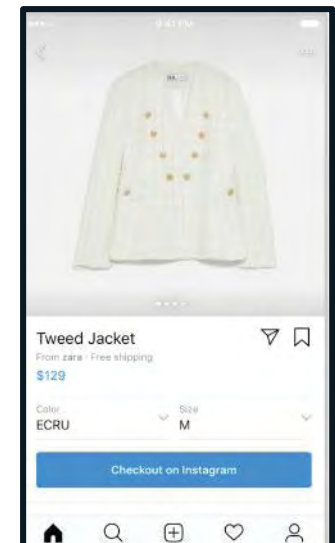
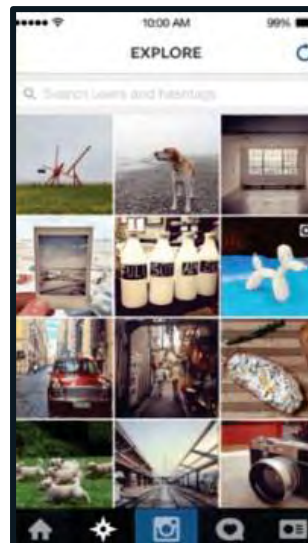
Commerce

2011

2015

2016

2019



...Image Creation + Sharing = Platform Functionality + Usage Continues to Ramp

Pinterest Image Sharing Enhancement Evolution

Image Organization / Sharing



Video Organization / Sharing



Image-Powered Search



Image-Driven Discovery / Commerce

2011

2012

2015

2019

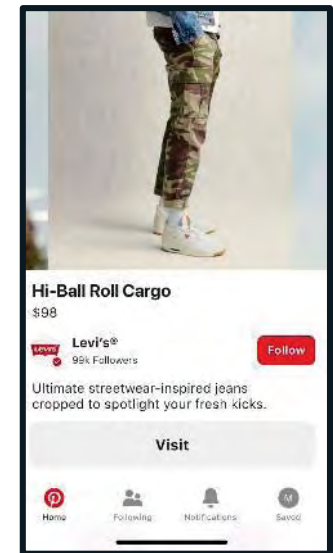
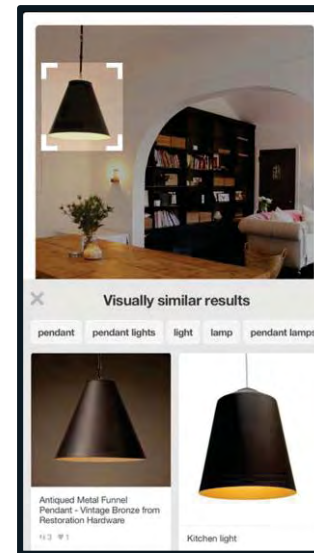
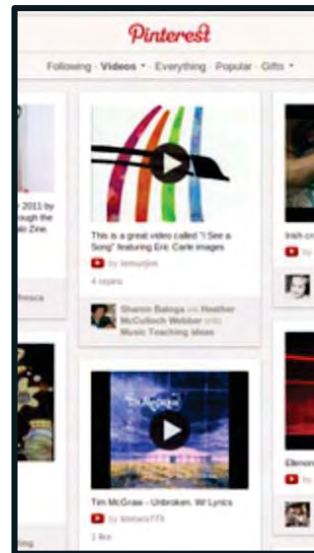
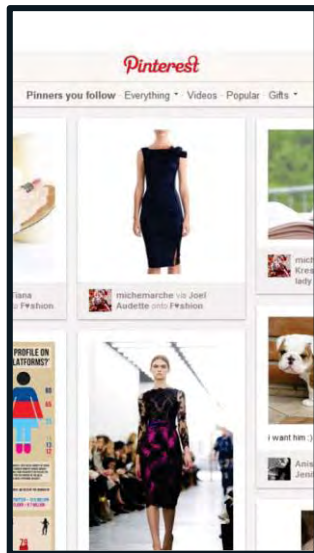


Image-Based Communication = Enabled by Computer Vision + Artificial Intelligence

Google Lens + AR Image Analysis / Communication Evolution

Visual Text Identification / Processing

2017

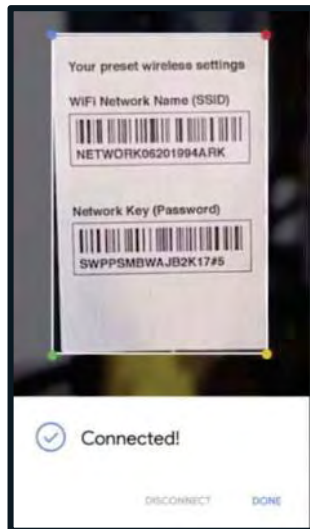
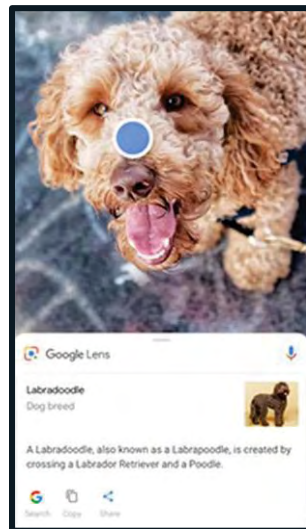


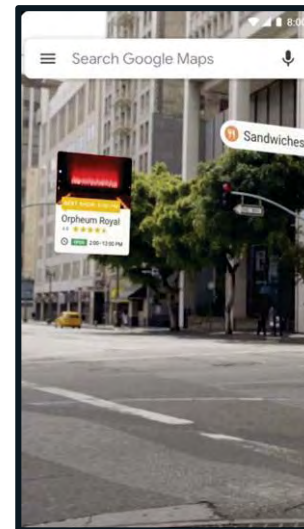
Image Identification / Context

2017



Contextual Augmented Reality

2018



Real-Time Visual Text Translation

2019



People =

*Increasingly Telling Stories via
Edited Images / Videos*

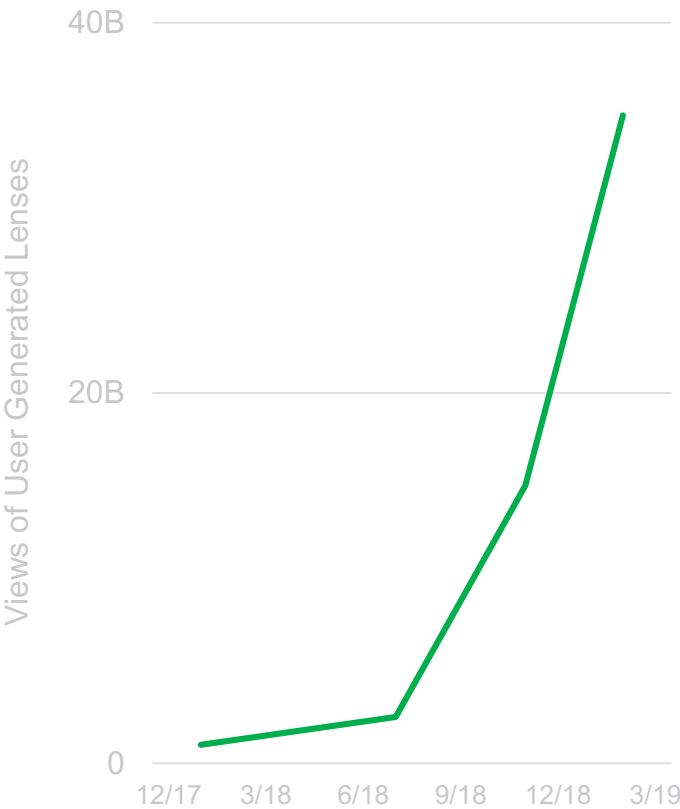
Edited Images = Growing Rapidly

Snap Lens Studio

User Generated / Custom Augmented Reality



Snap Community Lens Views

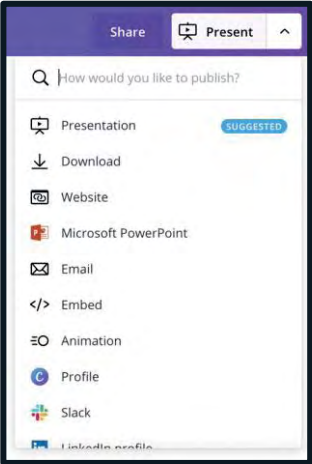


Source: Snap Inc. Q4:17 Earnings Call (2/18), Snapchat Blog Post (7/18), Adweek (11/18), Engadget (2/19)

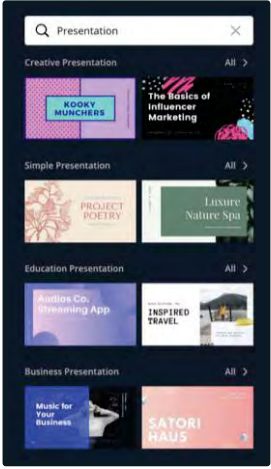
*Image-Based Design Fluency + Story-Telling =
Increasingly Self-Taught + Collaborative...
Still Early Innings*

Design Fluency + Story-Telling (Canva) = Simple / Collaborative / Feedback-Driven Design

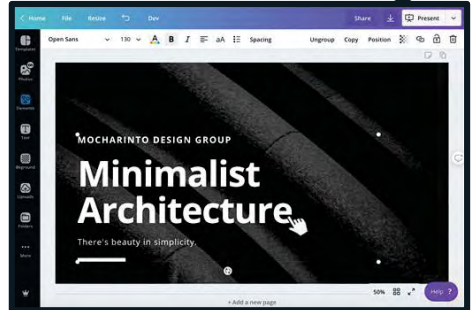
Publish Anywhere



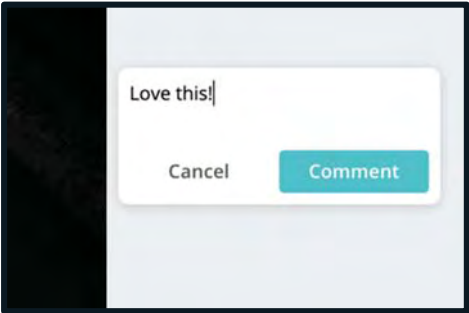
Choose Template



Customize Design



Collaborate in Teams



People have always been visual – our brains are wired for images. Writing was a hack, a detour. Pictorial languages are how we all started to communicate – we are coming full circle.

We are reverting to what is most natural.

Instagram has always been a communication platform, not an image sharing tool.

Instagram challenges the notion that beauty comes in a traditional, artsy form...

it's not about beauty, it's about the story you tell.

Instagram's inherent feedback systems help users continuously improve communication skills.

Kevin Systrom – Instagram Co-Founder, 5/19

Picture or 1,000 Words?



Mallard Duckling making a running leap into the water from the rock ledge at Argyle Lake, Babylon, Long Island. Mallard ducks are the most common & recognizable wild ducks in the Northern Hemisphere. They spend most of their time near natural bodies of water (ponds, marshes, streams, & lakes) where they feed on plants, invertebrates, fish, and insects. Mallards are dabbling, or surface-feeding, ducks because they eat by tipping underwater for food—head down, feet and tail in the air—rather than diving. Mallards also forage and graze for food on land. The male mallard duck, called a drake, sports a glossy green head, a white ring around its neck and a rich, chestnut-brown breast. The mallard duck's outer feathers are waterproof, because of an oil that's secreted from a gland near the tail. Soon after birth, baby ducks, called ducklings, open their eyes. A little more than a day after hatching, ducklings can run, swim, and forage for food on their own. They stay in the nest for less than a month. A group of ducklings is called a brood. Outside the nest, the brood sticks close by the mother for safety, often following behind her in a neat, single-file line. Mallard Duckling making a running leap into the water from the rock ledge at Argyle Lake, Babylon, Long Island. Mallard ducks are the most common & recognizable wild ducks in the Northern Hemisphere. They spend most of their time near natural bodies of water (ponds, marshes, streams, & lakes) where they feed on plants, invertebrates, fish, and insects. Mallards are dabbling, or surface-feeding, ducks because they eat by tipping underwater for food—head down, feet and tail in the air—rather than diving. Mallards also forage and graze for food on land. The male mallard duck, called a drake, sports a glossy green head, a white ring around its neck and a rich, chestnut-brown breast. The mallard duck's outer feathers are waterproof, because of an oil that's secreted from a gland near the tail. Soon after birth, baby ducks, called ducklings, open their eyes. A little more than a day after hatching, ducklings can run, swim, and forage for food on their own. They stay in the nest for less than a month. A group of ducklings is called a brood. Outside the nest, the brood sticks close by the mother for safety, often following behind her in a neat, single-file line. Mallard Duckling making a running leap into the water from the rock ledge at Argyle Lake, Babylon, Long Island. Mallard ducks are the most common & recognizable wild ducks in the Northern Hemisphere. They spend most of their time near natural bodies of water (ponds, marshes, streams, & lakes) where they feed on plants, invertebrates, fish, and insects. Mallards are dabbling, or surface-feeding, ducks because they eat by tipping underwater for food—head down, feet and tail in the air—rather than diving. Mallards also forage and graze for food on land. The male mallard duck, called a drake, sports a glossy green head, a white ring around its neck and a rich, chestnut-brown breast. The mallard duck's outer feathers are waterproof, because of an oil that's secreted from a gland near the tail. Soon after birth, baby ducks, called ducklings, open their eyes. A little more than a day after hatching, ducklings can run, swim, and forage for food on their own. They stay in the nest for less than a month. A group of ducklings is called a brood. Outside the nest, the brood sticks close