WIT

This is where designers take something familiar and give it a twist, playing off an idea which makes the viewer think a little before they get the actual message. Usually when the message is short and direct, it becomes clear of a statement to be understood, almost a clue. WIT may be used in a number of ways, either verbally or visually, it is anything that makes the viewer go through a journey of thought to get through the twist or the hint before arriving at the answer.

WIT is something you didn’t think of at first it makes you realize that nature is important in communication. It makes the message all the more interesting. What we realize is the present, there is actually more to the thought than just the present. There’s so much more behind that thought than what is visible.

There is More Beyond What is Visible.