WHAT IS INCLUSIVE IMAGERY

Being Inclusive with subjects your imagery is a start but thinking outside the box of Traditional. "Roles" is how you really create something that not only resonates but helps shatter outdated stereotypes and gets people thinking.

Inclusive Imagery

A picture may be worth a thousand words, but not all pictures are created equal. It can be difficult to select imagery that accurately reflects the world around us to do so requires looking beyond the borders of our established biases and perceptions.

- We all have cognitive biases stemming from life experiences and what we see in mass media as a result, the default mental images we conjure around certain topics tend to fall into stereotypical patterns, picture an athlete and you probably imagine a lean runner or muscular weightlifter in peak physical shape.