**Graphic communication** as the name suggests is [communication](https://en.wikipedia.org/wiki/Communication) using [graphic](https://en.wikipedia.org/wiki/Graphic) elements. These elements include symbols such as [glyphs](https://en.wikipedia.org/wiki/Glyph) and [icons](https://en.wikipedia.org/wiki/Icon), images such as drawings and photographs, and can include the passive contributions of [substrate](https://en.wikipedia.org/wiki/Substrate_%28printing%29), color and surroundings. It is the process of creating, producing, and distributing material incorporating [words](https://en.wikipedia.org/wiki/Word) and [images](https://en.wikipedia.org/wiki/Image) to convey [data](https://en.wikipedia.org/wiki/Data), [concepts](https://en.wikipedia.org/wiki/Concept), and [emotions](https://en.wikipedia.org/wiki/Emotion).