



VISUAL COMMUNICATION

SUMMARY

- 1. What is an image?**
- 2. Image as a visual language.**
- 3. Communication elements.**
- 4. Communication functions.**
- 5. Kinds of Images.**

1. WHAT IS AN IMAGE?

It is the representation of things out of reality.

Hands



2. IMAGE AS A VISUAL LANGUAGE

**Images communicate and express themselves
through visual language.**

**Visual communication can transmit events and
ideas.**

**WHAT ABOUT my words,
about a novel,
about a poetry.....?**

3. COMMUNICATION ELEMENTS

1. **The sender**
2. **The channel or medium**
3. **The message**
4. **The code**
5. **The purpose**
6. **The receiver**



**Think about a canvas,
a sculpture, a comic,
a map...
and even about that poster...
that is in front of you.**

3. COMMUNICATION ELEMENTS

1. Sender

It is the person who creates an image in order to communicate.



3. COMMUNICATION ELEMENTS

2. The channel or medium

It is the vehicle or means used to transmit the information.

3. COMMUNICATION ELEMENTS

3. The message

It is the content of the image- its information.



3. COMMUNICATION ELEMENTS

4. The code

They are the rules and norms that make the message understandable.



3. COMMUNICATION ELEMENTS

5. The purpose

It is the reason why the message has been created.



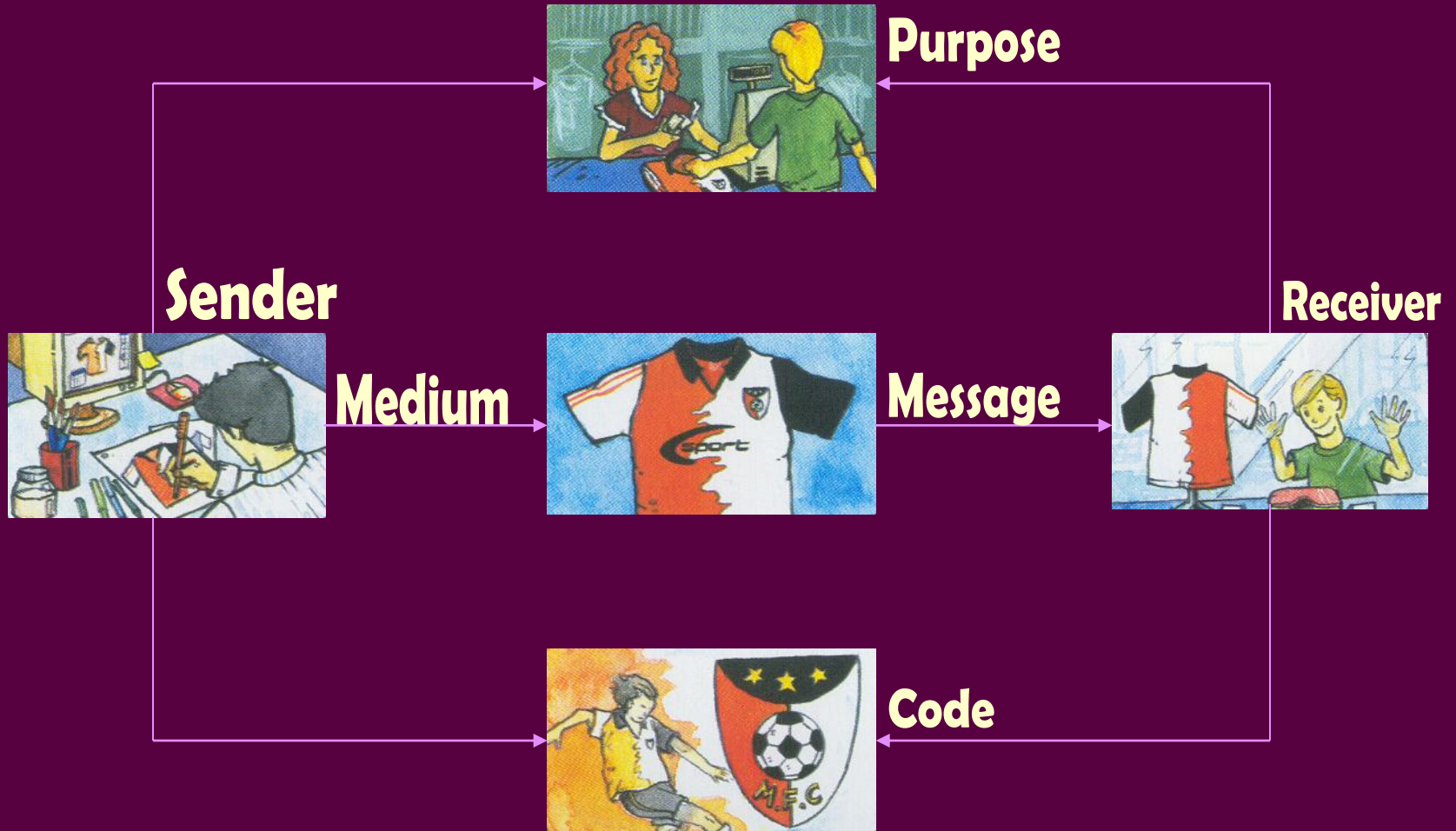
3. COMMUNICATION ELEMENTS

6. The receiver

It is the person who decodes the message to understand it.



From the sender to the user



4. COMMUNICATION FUNCTIONS

1. **Informative**
2. **Aesthetic**
3. **Exhortative**
4. **Expressive**



what are they for?:

a map,

a graphic novel,

a painting,

a toilet pictogram;

a cd cover....

??????????????

4. COMMUNICATION FUNCTIONS

1. Informative

Content is transmitted in an objective way.



4. COMMUNICATION FUNCTIONS

2. Aesthetic

Images communicate mainly beauty and harmony.(Mainly art)



4. COMMUNICATION FUNCTIONS

3. Exhortative

They try to persuade the receiver to do something, to buy a product, to believe an idea or to do a task.



4. COMMUNICATION FUNCTIONS

4. Expressive

The sender tries to express feelings and sometimes images stimulate the receiver's feelings.





**NOW, DO YOU REALLY UNDERSTAND
WHY....**

PICTURES = COMUNICATION
??????????

5. KINDS OF IMAGES

1. **Still image**
2. **Sequential image**
3. **Moving image**

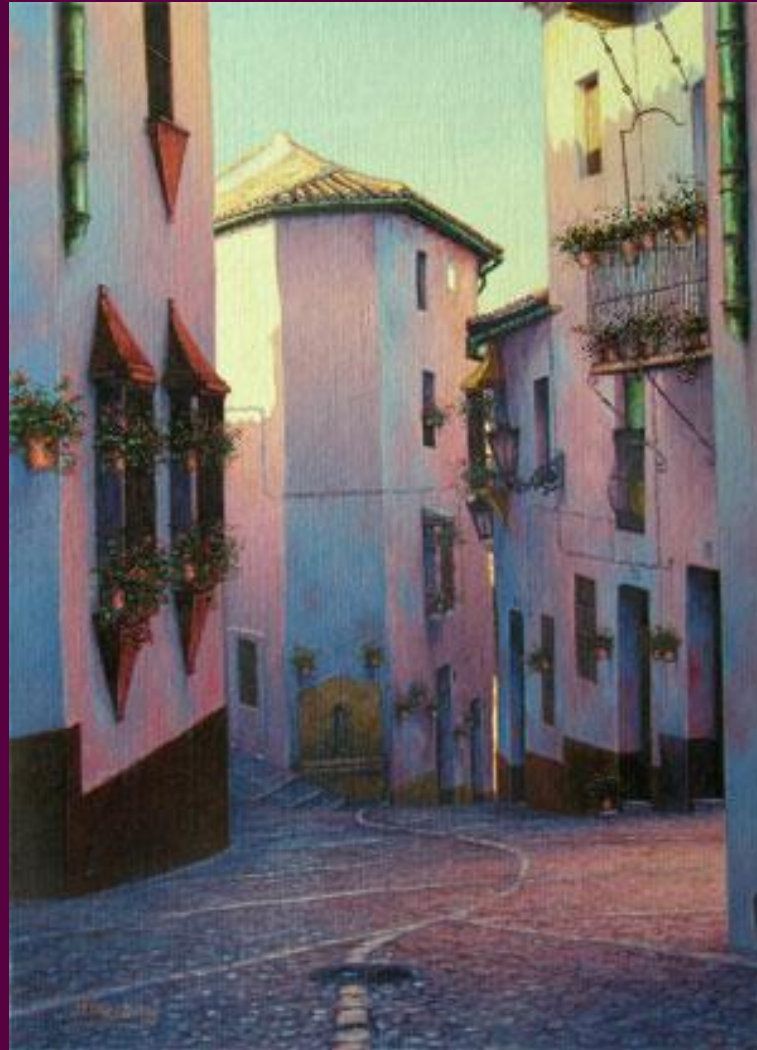
5. KINDS OF IMAGES

1. Still image

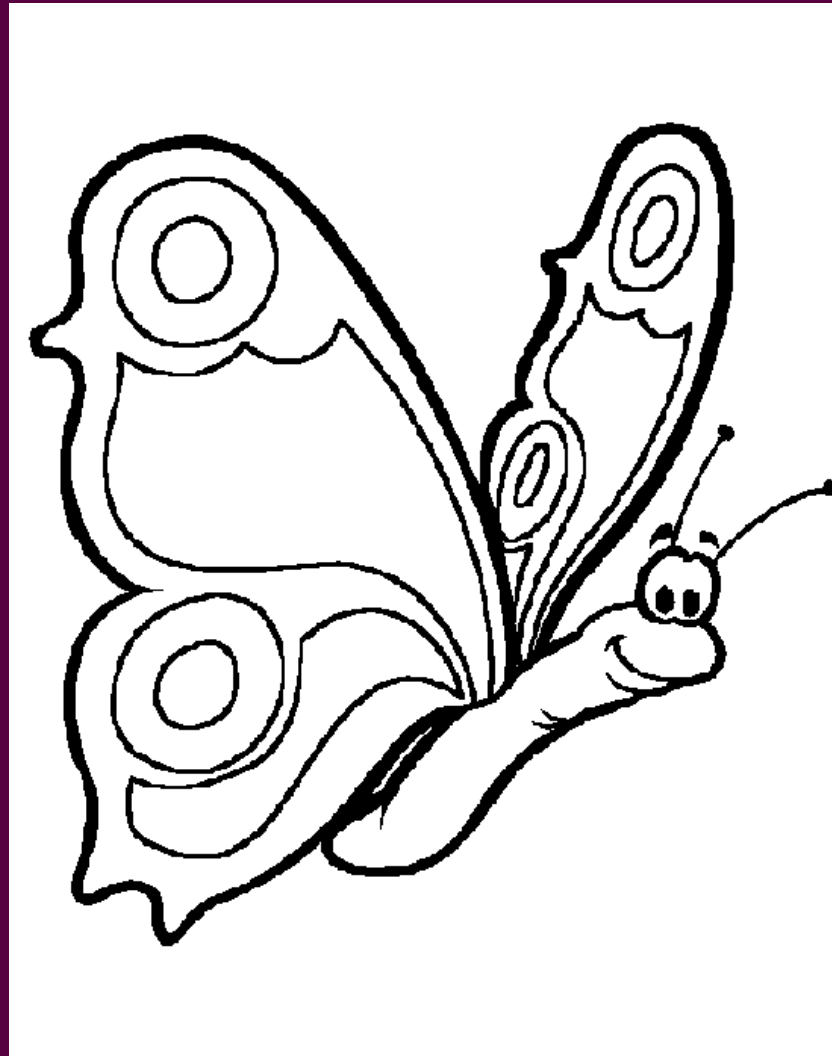
A still image is a single static image, as opposed to a moving image.

We use these images in:

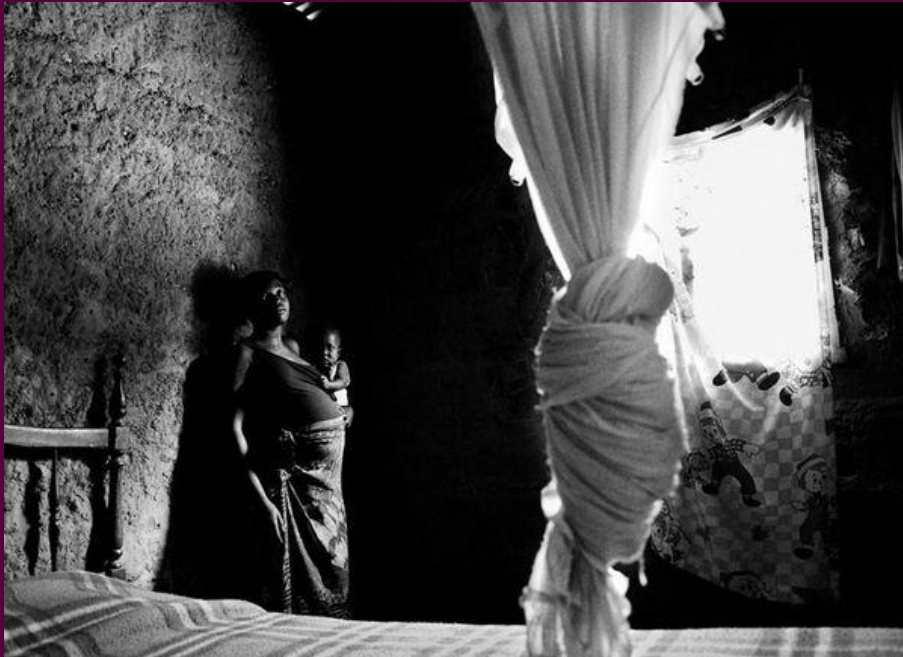
Painting



Drawing



Photography



Sculpture



Signs



Logos

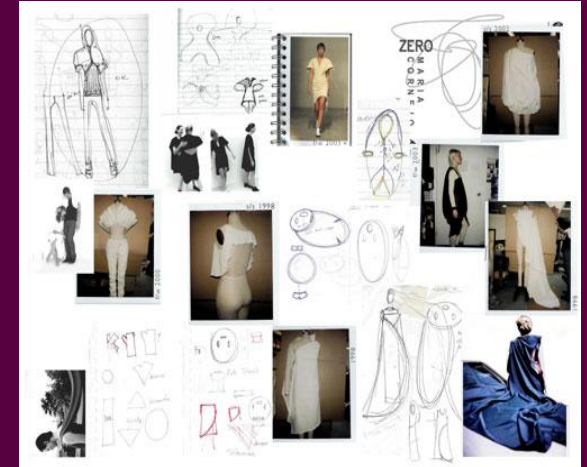
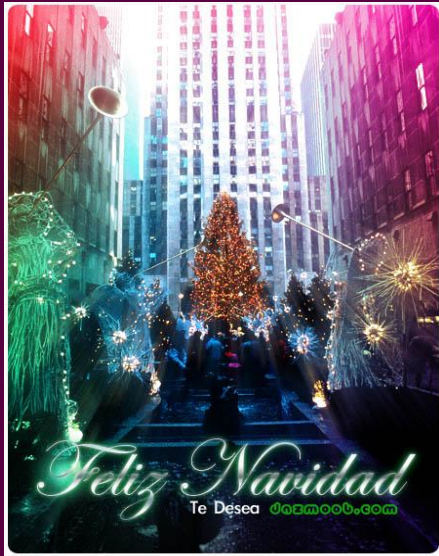


amphibian ark
2008 YEAR OF THE FROG

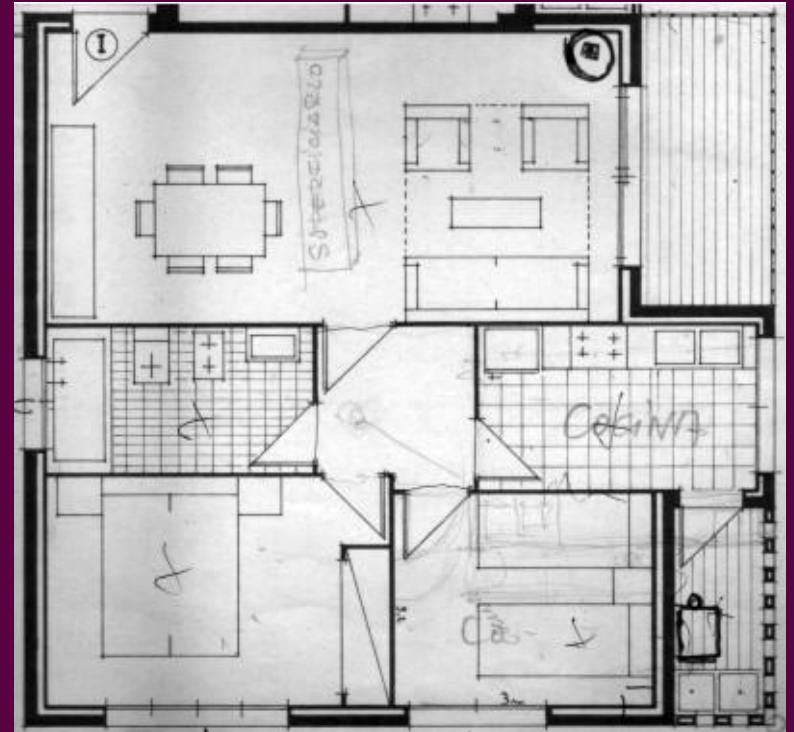
Architecture



Graphic, Industrial and Fashion design



Maps and plans



Instructions



1
Unbuckle car seat harness to a fully-opened position.



2
Undo elastic clips at A and B and lift the front of the car seat cover up as shown.



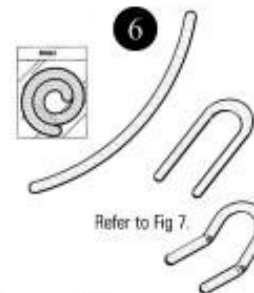
3
Place Hug Me Joey insert into recess of infant carrier with ridged areas upward.



4
Place cover back over the insert, pull harness through cover and re-attach elastic clips to seat.



5
Position the infant in the seat and follow the manufacturer's instructions for buckling. Adjust harness so the space between the infant and the harness is snug for proper positioning.



6
Refer to Fig. 7.



7
Unroll the Hug Me Rollie and place it fully around the baby. Starting at the foot end of the seat, tuck in around the side of the baby as you go, creating an arm chair shape for the baby.



P.O. Box 16616
Rocky River, OH 44116
800-238-8006
www.hugmejoey.com

5. KINDS OF IMAGES

2. Sequential image

It is a succession of images that make up a sequence with meaning. It represents the passage of time through them.

We use these images in:

Comic-Strips



3. Moving images

These types of image show reality through movement.

We use these images in:

Television



Video



Cinema



Computer animation



Some interesting links:

- [What is Visual Language?](#)
- [Visual Languages](#)
- [The Language of Design](#)
- [Visual language - Wikipedia, the free encyclopedia](#)

MORE AND MORE PICTURES....

<http://www.freepixels.com/favicon.ico>

<http://www.bigfoto.com/america/new-york/new-york/index.htm>









. THE END .