

VISUAL COMMUNICATION

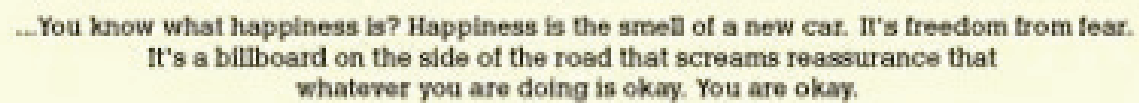
Charge Up Conference

11-14 April 2013

**WHAT IS
THE DEFINITION
OF VISUAL
COMMUNICATION?**

Visual communication is defined as *any image* that is used to *communicate* an *idea*, whether it's a *sign, poster, drawing, photograph* or *television advertisement*.

Visual message *accompanying text* has a *greater power* to *inform, educate*, or *persuade a person* or *audience*.



bp



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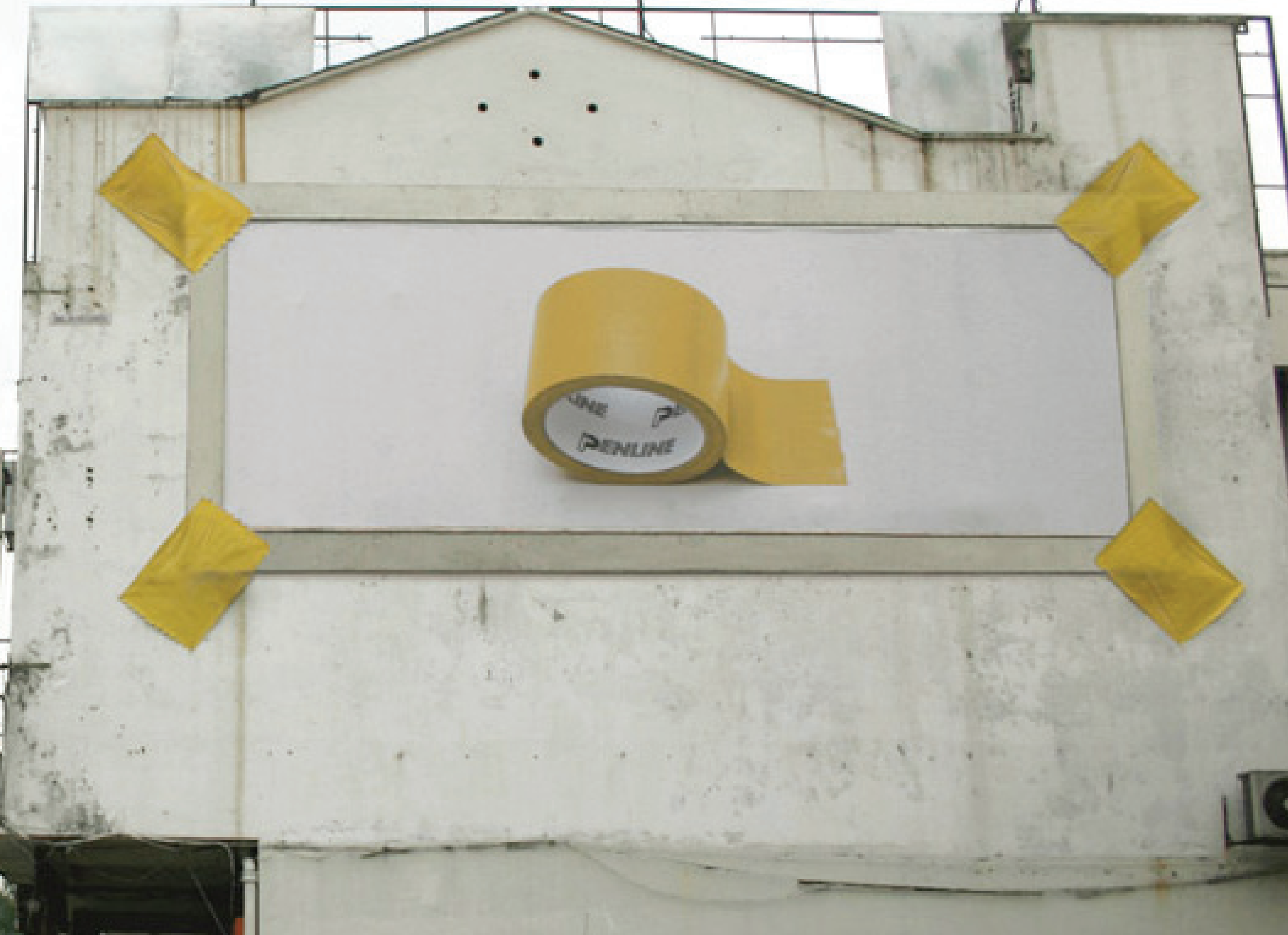
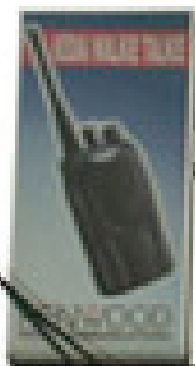
Twitter

*A sublime e notável
rede social de 140 caracteres!*

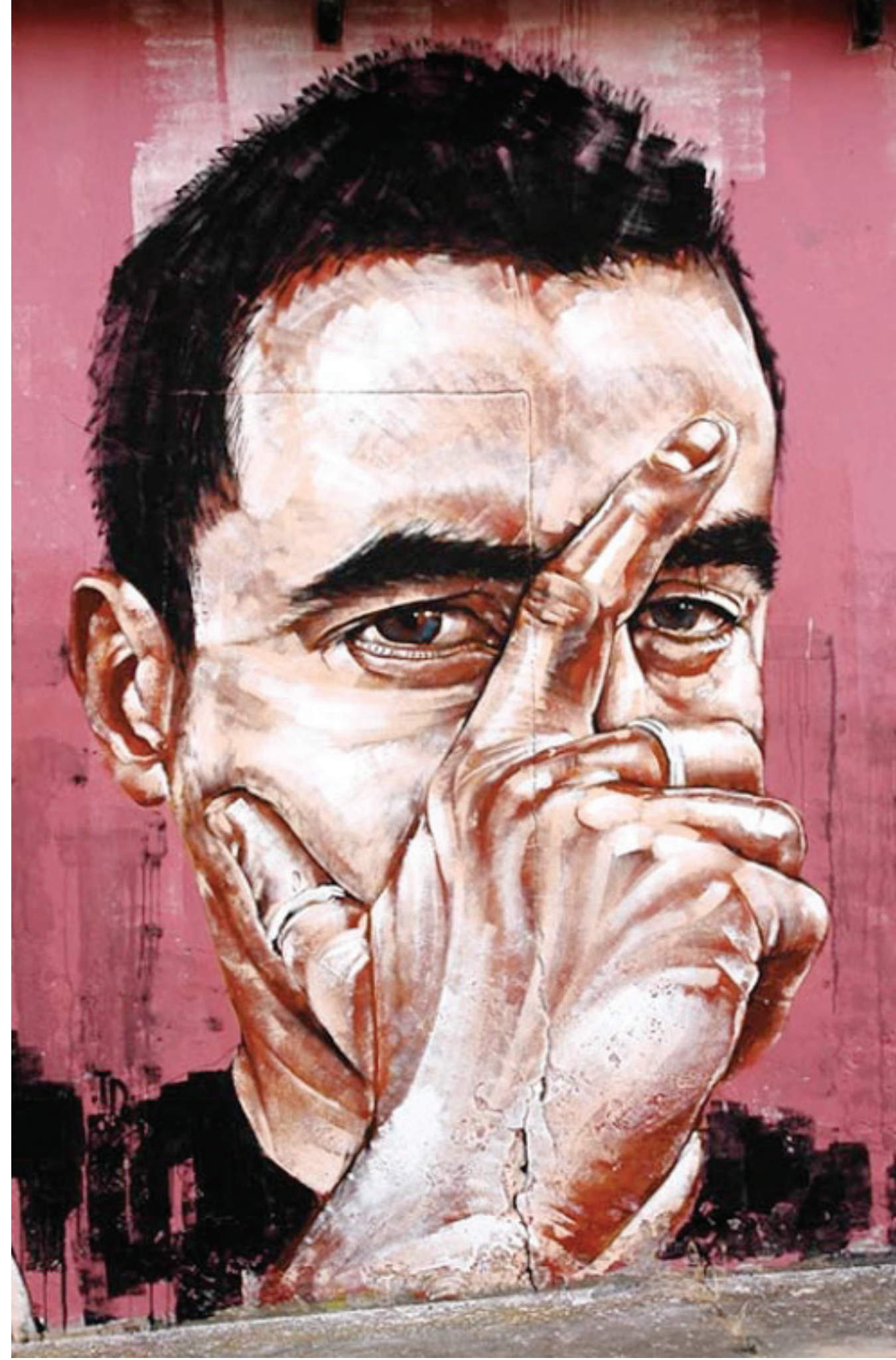
UM SÍTIO com grande sortimento de pessoas. Esse é o twitter, um célebre mecanismo de manutenção de contactos virtuais. Seguindo e sendo seguido, vossa mercê gozará da possibilidade de intercambiar uma formidável quantidade de informações, filmes, photographias, etc. O twitter é, de facto, uma ferramenta magnánima.

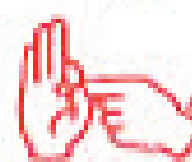
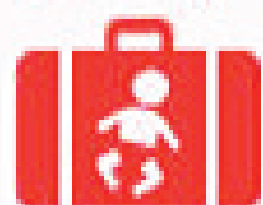
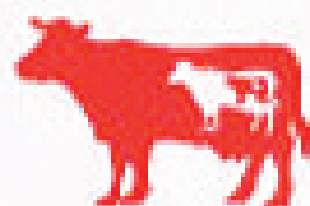
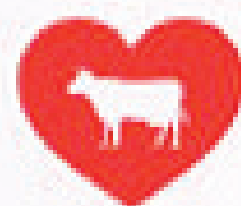
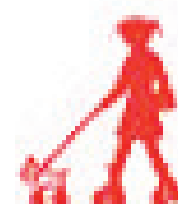
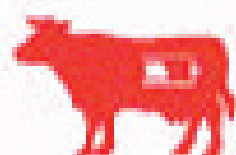
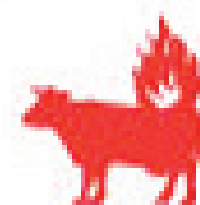
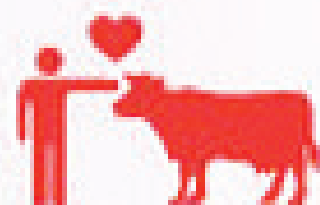
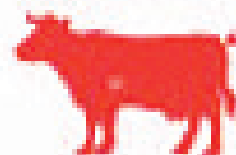
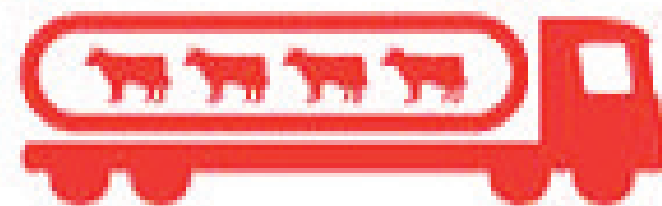
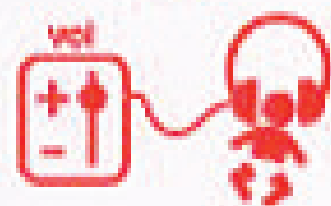
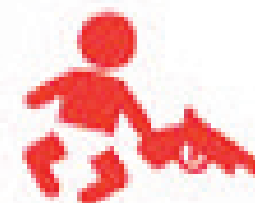
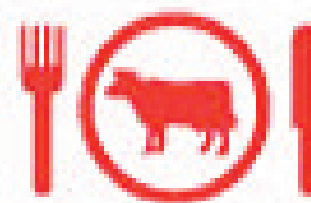
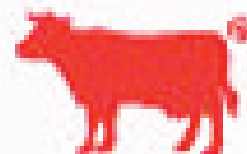
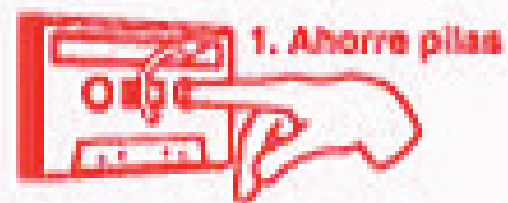


TWITTER®

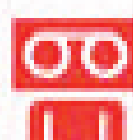








2. Guíe sus pertenencias







d Campy's Resting Place
ater Sanggar Baru
man Ismail Marzuki
Maret 2008 : 20.00
Sanggar Seni Baru



2
能感动人心的才是至高境界

【创意】+

VISUAL GRAMMAR

How to communicate without words

When we design, our goal is usually to communicate something to an audience.

Communication requires language

That language can be aural as in the *spoken word*, it can be *gestural as in sign language*, or it can be *visual as in design*. The more you understand any language the better you can communicate using that language. The visual language of design is no exception.

Design elements are like *letters*
and *words*.

When we *add design principles* and apply
them to our elements, our words, we form a
Visual Grammar.

As we learn to use both we enable
ourselves to communicate visually.

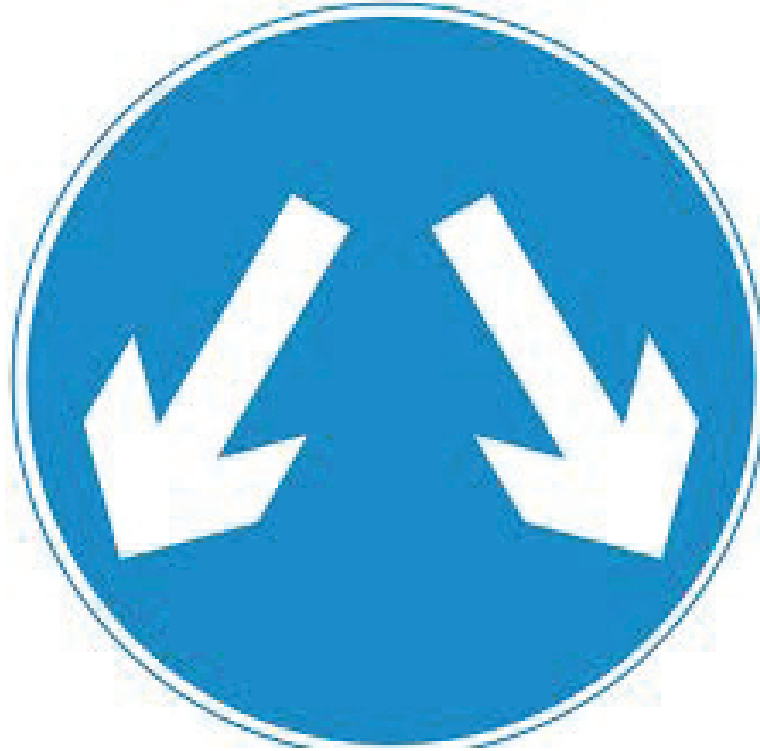
VISUAL LITERACY

- *Verbal Solutions*
- *Visual Solutions*

Defining Visual Literacy

Visual literacy is the *ability* to *interpret*, *negotiate*, and *make meaning* from information presented in the *form of an image*.

Visual literacy is based on the *idea* that *pictures can be ‘read’* and that meaning can be communicated through a process of reading.



A road sign is an examples
of communication through

Visual Literacy

Verbal Solution

Mostly communicate in pure *typography* or *text*, without photography included.

AI WEIWHY

it's time
to get orga
nized.

NATURAL BORN
ELBSTBEWEIHRÄUCHERUNGSCOMB
ETER-ALARM
LEWISCHWESTER
UPHEMISMEN
ERWACHSENEN
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RUECKRAD-FAL
DEKO-NAZIS
CH, ICH, ICH, ICH, ICH
SCHULDKULTUR
NICE-SAGEN

(n ~ e ~ z)
 \ a s /
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!TMOU

SCAREFEST. OFFICIAL MOVIE

The Others

SOONER OR LATER THEY WILL FIND YOU

A LIONSGATE RELEASE TWISTED PICTURES PRESENTS A BURGLER / KOULES / HOFFMAN PRODUCTION A FILM BY DARREN LYNN BOUSMAN "SAW"
TOBIN BELL SHAWNEE SMITH ANGUS MACFARLANE BAHAR SOOMEKH DINA MEYER ALEX KAWANAGH CHARLIE CLOUSER KEVIN GREUTERT
DIRECTED BY DAVID HACKL PRODUCED BY DAVID A. ARMSTRONG WRITTEN BY DANIEL JASON HEFFNER JAMES WAN LEIGH WHANNELL STACEY TESTRO PETER BLOCK JASON CONSTANTINE
EDITED BY GREGG HOFFMAN CREN KOULES MARK BOURG EXECUTIVE PRODUCERS JAMES WAN AND LEIGH WHANNELL PRODUCED BY LEIGH WHANNELL DIRECTED BY DARREN LYNN BOUSMAN

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SAW

OH YES, THERE WILL BE BLOOD.

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DIRECTED BY DAVID HACKL PRODUCED BY DAVID A. ARMSTRONG WRITTEN BY DANIEL JASON HEFFNER JAMES WAN LEIGH WHANNELL STACEY TESTRO PETER BLOCK JASON CONSTANTINE
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PG-13 PARENTS STRONGLY CAUTIONED
Some Material May Be Inappropriate for Children Under 13

LGF
LIONSGATE FILMS

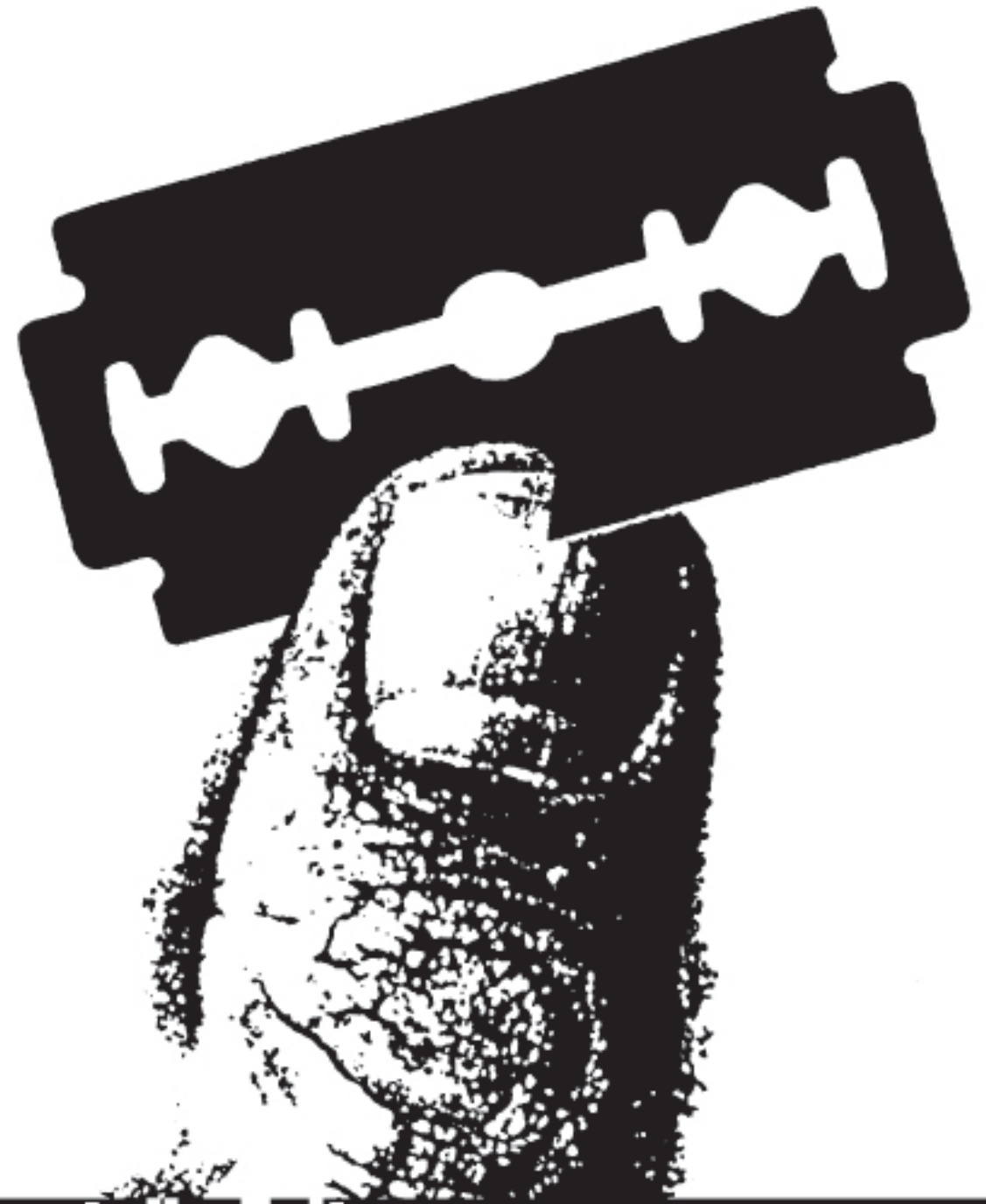
www.sawmovie.com

SCAREFEST.
OCTOBER 27-31, 2007

OFFICIAL MOVIE

Visual Solution

Very important of the part visual communication, when the interesting *visual element combined* and meets.



Stoppt die Folter.

amnesty international
Kampagne gegen die Folter
Spendenkonto 30-3417

ai

JOGJA DOG DAYS

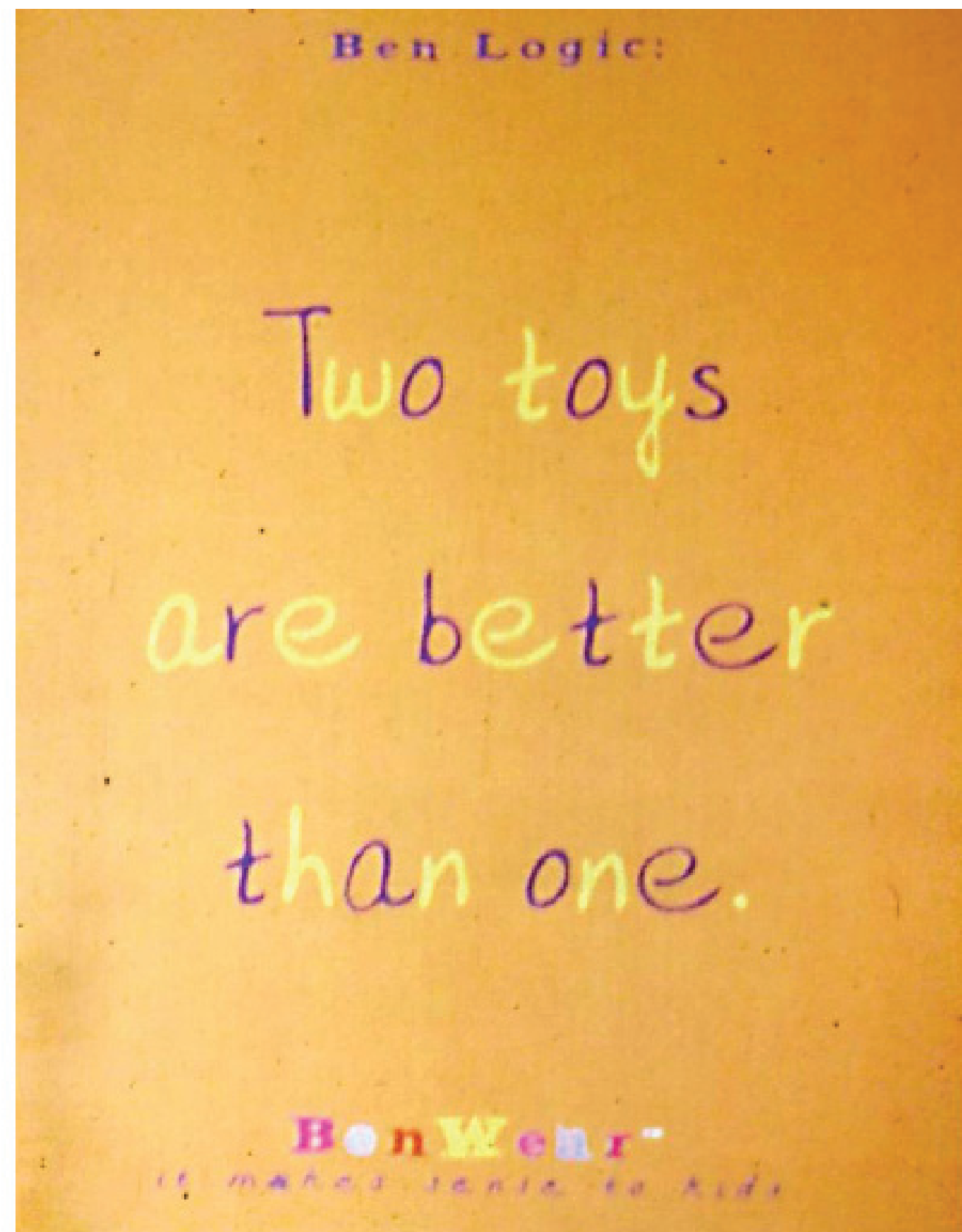
11 - 12 Maret 2006
Lembah UGM - Jogja





GET RID OF
YOUR BAD DREAMS
Disneyland
COSTUME CONTEST

Visual vs Verbal





Ben Logic:

My sister wants
longer hair.
I will help.

Ben Weir
it never takes to help



Ben Logie:

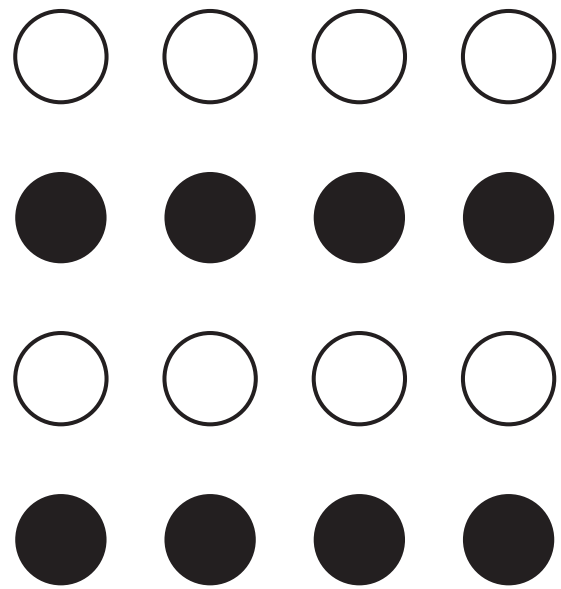
If I can't have
eight legs,
why should
anyone else?

Ben Weir

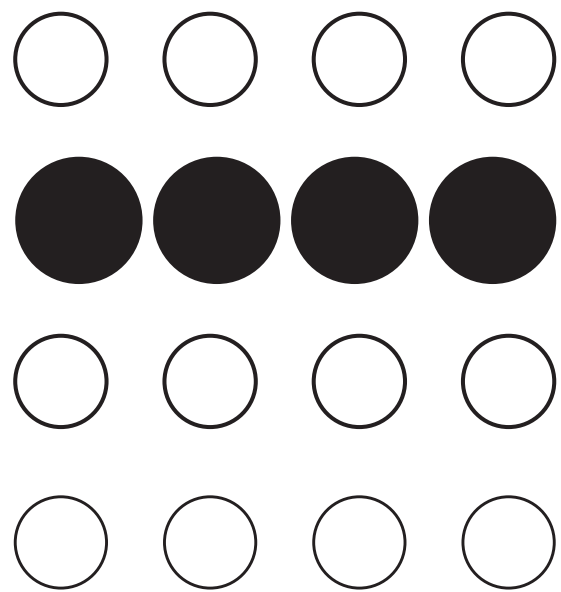
it makes sense to kids

Similarity Approach

The principle of similarity states that things which share visual characteristics such as *shape, size, color, texture, value* or *orientation* will be seen as belonging together.



In this example, the two filled lines gives our eyes the impression of two horizontal lines, even though all the circles are equidistant from each other.



In this example, the larger circles appear to belong together because of the similarity in size.

Similarity

- Concerned what the *item object look alike*
- *Imaginative / expressiveness / creativity*

8:00am

8:05am



Brings out the human in men. Braun Series 7

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Season's Greetings



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Anomaly

Intentionally and effectively incorporated in a design has a ***definite purpose***, and is used only when ***necessary***.

Here are the most common purposes for anomaly:

- ***Capturing the viewer's attention***
- ***Relieving monotony***
- ***Transforming regularity***
- ***Breaking up regularity***



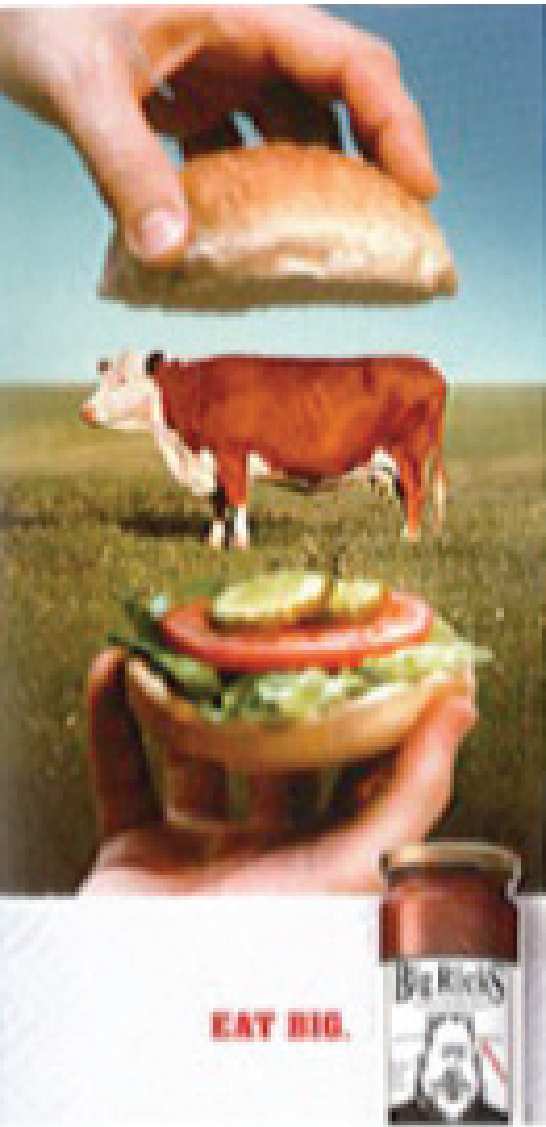


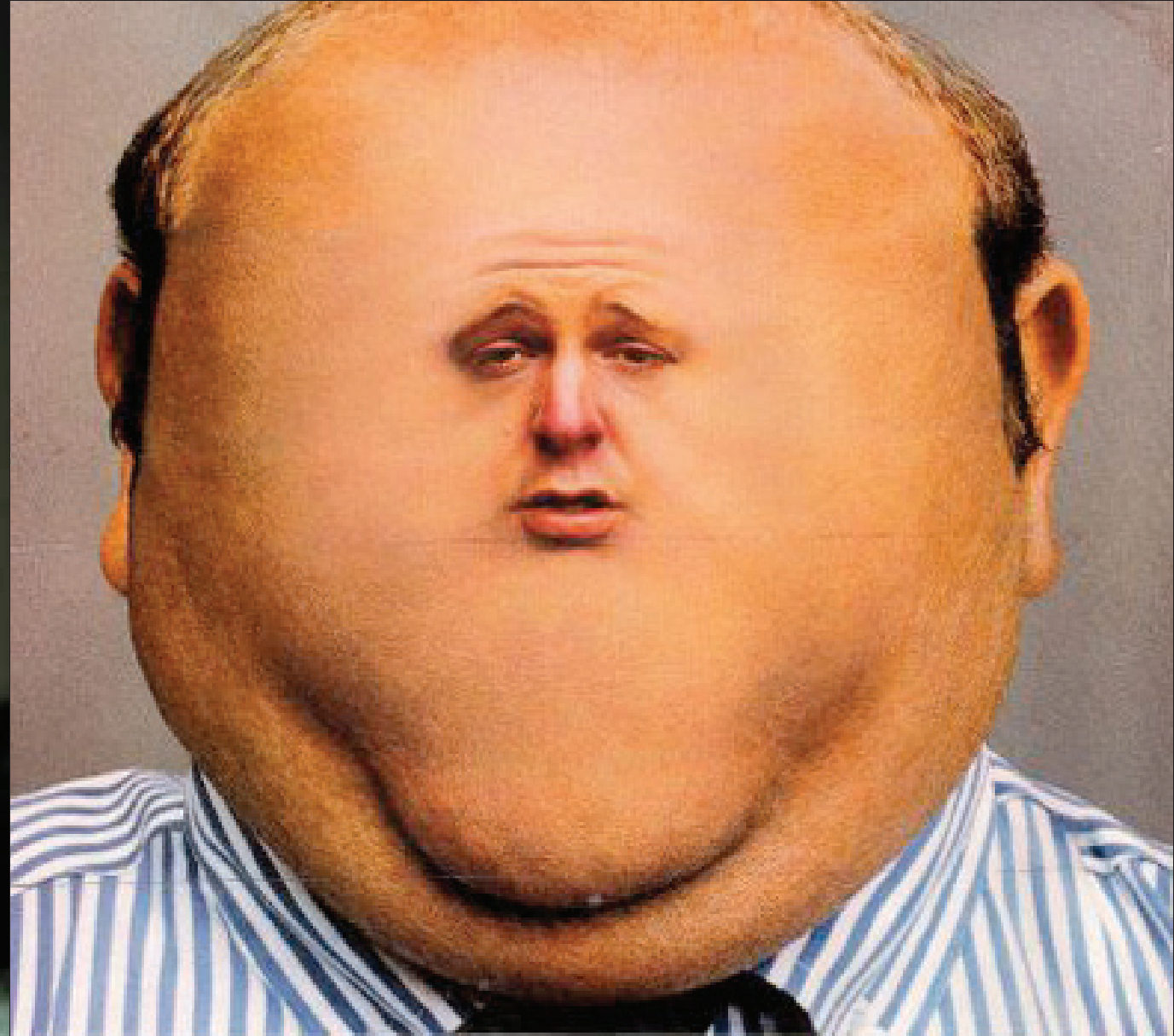
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PROTECTION
OF ANIMALS





DEFLATE NASAL CONGESTION

One of the best ways to ease your patients' discomfort is with a Benadryl® Decongestant recommendation. There are two reasons why: diphenhydramine hydrochloride, the classic antihistamine, and pseudoephedrine hydrochloride, the most recommended nasal decongestant. The efficacy of this combination was recently confirmed in a clinical study in which 94.2% of 103 subjects reported relief with Benadryl Decongestant.¹

So when your patients present with an inflated case of nasal congestion and runny nose due to colds or allergies, help them breathe clearly again. Recommend...



Benadryl® Decongestant

PARKE-DAVIS

Conscientious Health Products Group
Kenilworth, NJ 07033 USA

REFERENCE: 1. Data on file, Medical Affairs Dept., Parke-Davis Consumer Health Products Group.

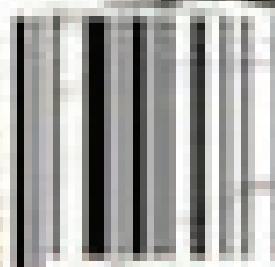
© 1988 Warner-Lambert Company

Found in Mom's Basement

FD-482-588



NOSE HAIR TRIMMER
WITH SAFETY CUTTING SYSTEM



AbyRad

COMPOSITIONAL STRATEGIES

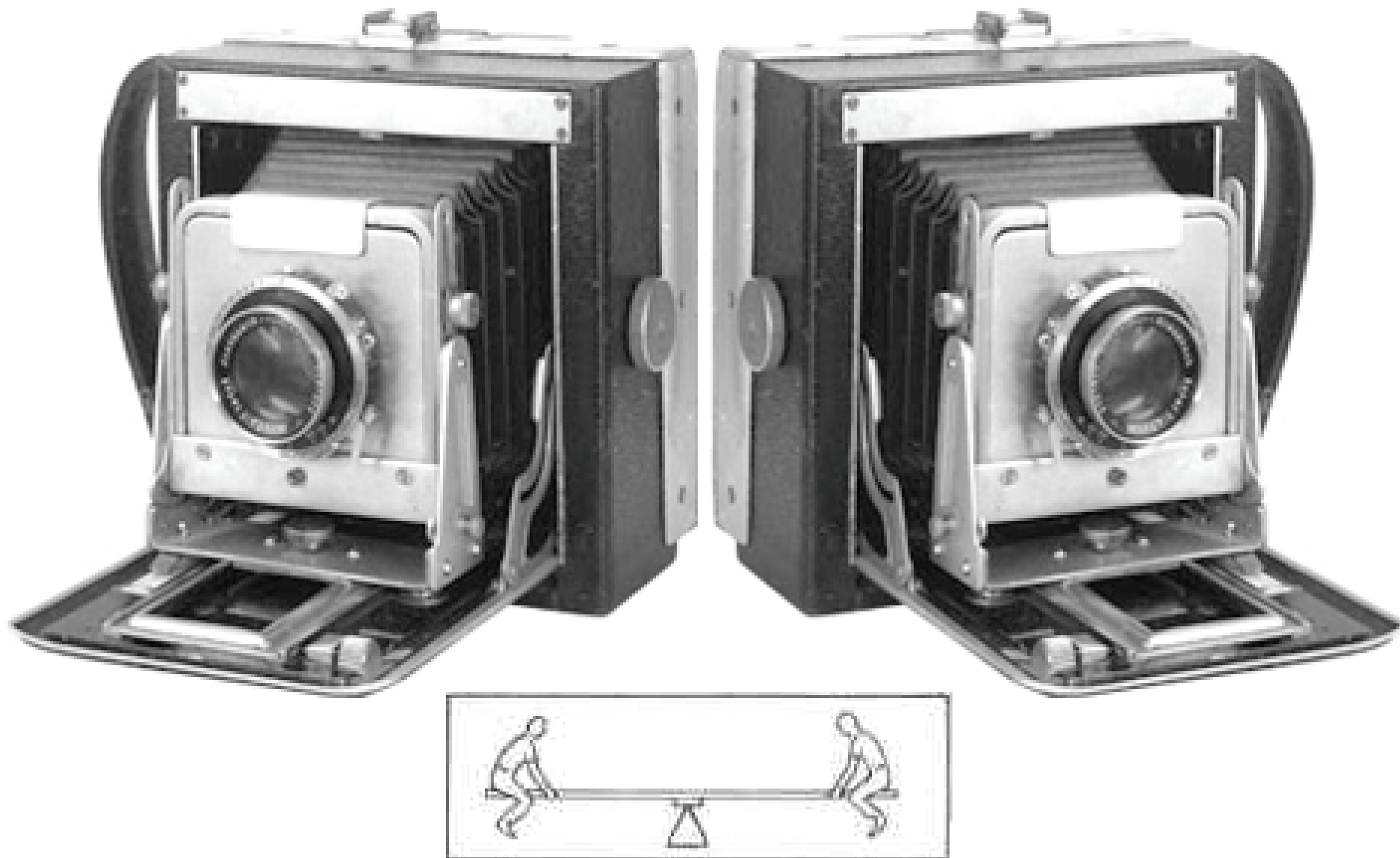
- *Balance*
- *Emphasis*
- *Harmony*

Balance

is arranging elements so that ***no one part*** of a work ***overpowers***, or seems ***heavier*** than any other part.

Symmetrical Balance

is when both sides of an artwork, if split down the middle, appear to be the *same*.





CHAMPION



The Great Dictator

is
Charlie Chaplin



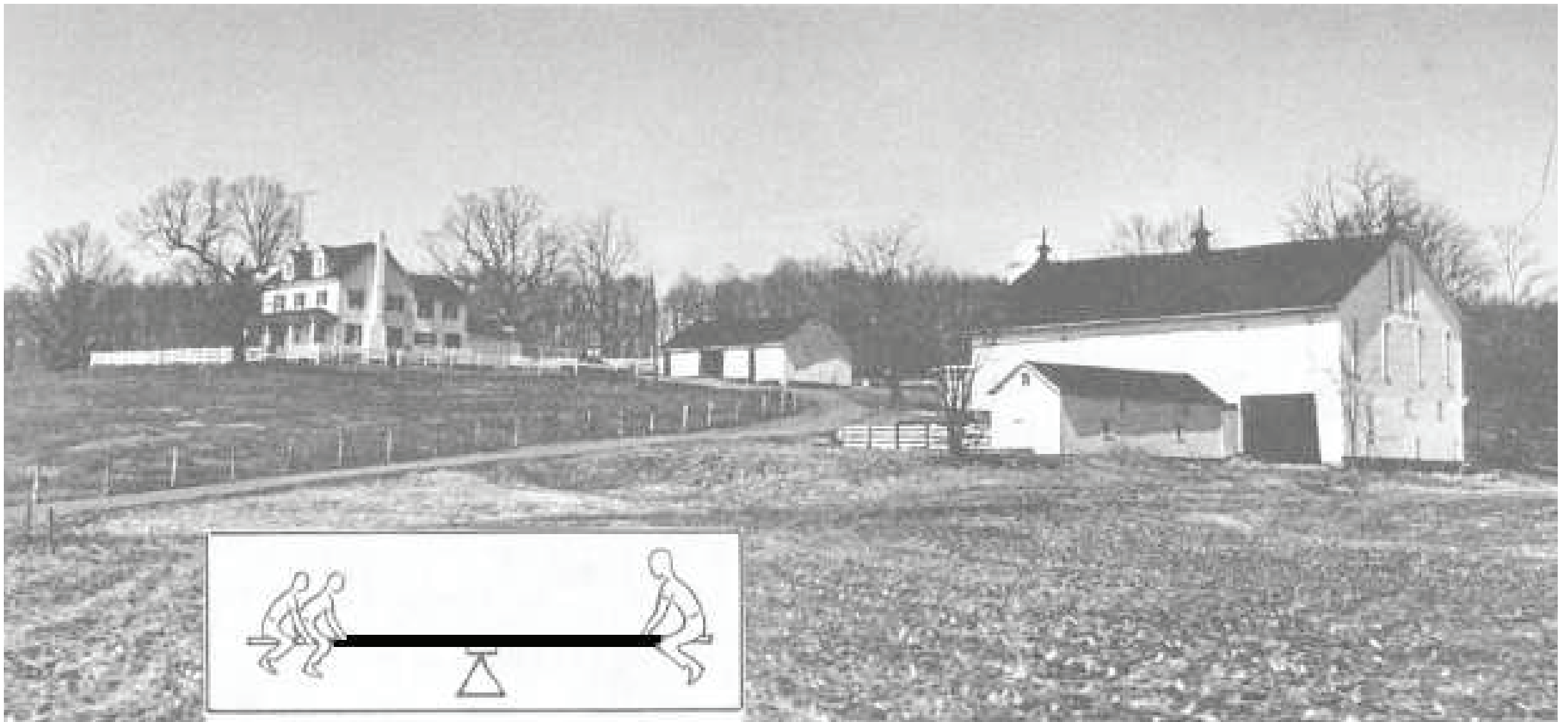
Charlie Chaplin
is

The Great Dictator



Asymmetrical Balance

is the balance that *does not weigh equally* on both sides.



The New Typography



He had converted to Modernist design principles in 1923 after visiting the first Weimar Bauhaus exhibition and became a leading advocate of these revolutionary principles; first with an influential 1925 magazine supplement; *elementare typographie*, then in 1927 personal exhibition; then with his most noted work *Die neue Typographie*. He advocated the use of standard paper size for all printed matter, and this book was followed with a series of practical manuals on the principles of Modernist typography which had a wide influence among ordinary workers and printers in Germany. Yet, despite his visits to England just before the war, only about four articles by Tschichold had been translated into English by 1945.

This book, as a manifesto of Modernist design, all but condemned any fonts but sans-serif. Tschichold's ground-breaking writing also favored non-centered page construction and codified new design solutions favoring asymmetrical arrangements of design elements such as the simple graphic rule. It effectively made some of the first clear explanations of the practical use of different size and weights of type in order to quickly and easily convey information. Tschichold's artisan background may explain why he never worked with hand-made papers and custom fonts as many typographers did, preferring instead to use stock fonts on careful choice from commercial paper stocks.

Jan Tschichold's design breakthroughs in typography were two-fold. He was the first typographer to apply the aesthetics, in his day, of the Bauhaus to ordinary, day-to-day printing.

JAN
TSCHICHOLD

The Modernist Approach and the Asymmetrical Page

Herman
Miller
Collection

Verkauf ab
9. März
Contura SA
Basel
Aeschen
vorstadt 4
Passage



Möbel unserer Zeit



Radial Balance

Is *equal in length* from the middle.





OCT. 8-10 , 2010
Austin , Texas

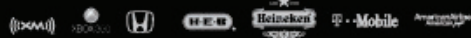
Austin City Limits hosts a 3 Day Music Festival,
on 8 stages with 130 bands, in beautiful Zilker Park. Will you be there?

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Róisín
Murphy



AUSTIN CITY LIMITS
MUSIC FESTIVAL



Thanks to our generous supporters. With their help, the ACL Festival is one of the greatest and most affordable Music experiences in the world.



Emphasis

The *focus* of attention in a composition



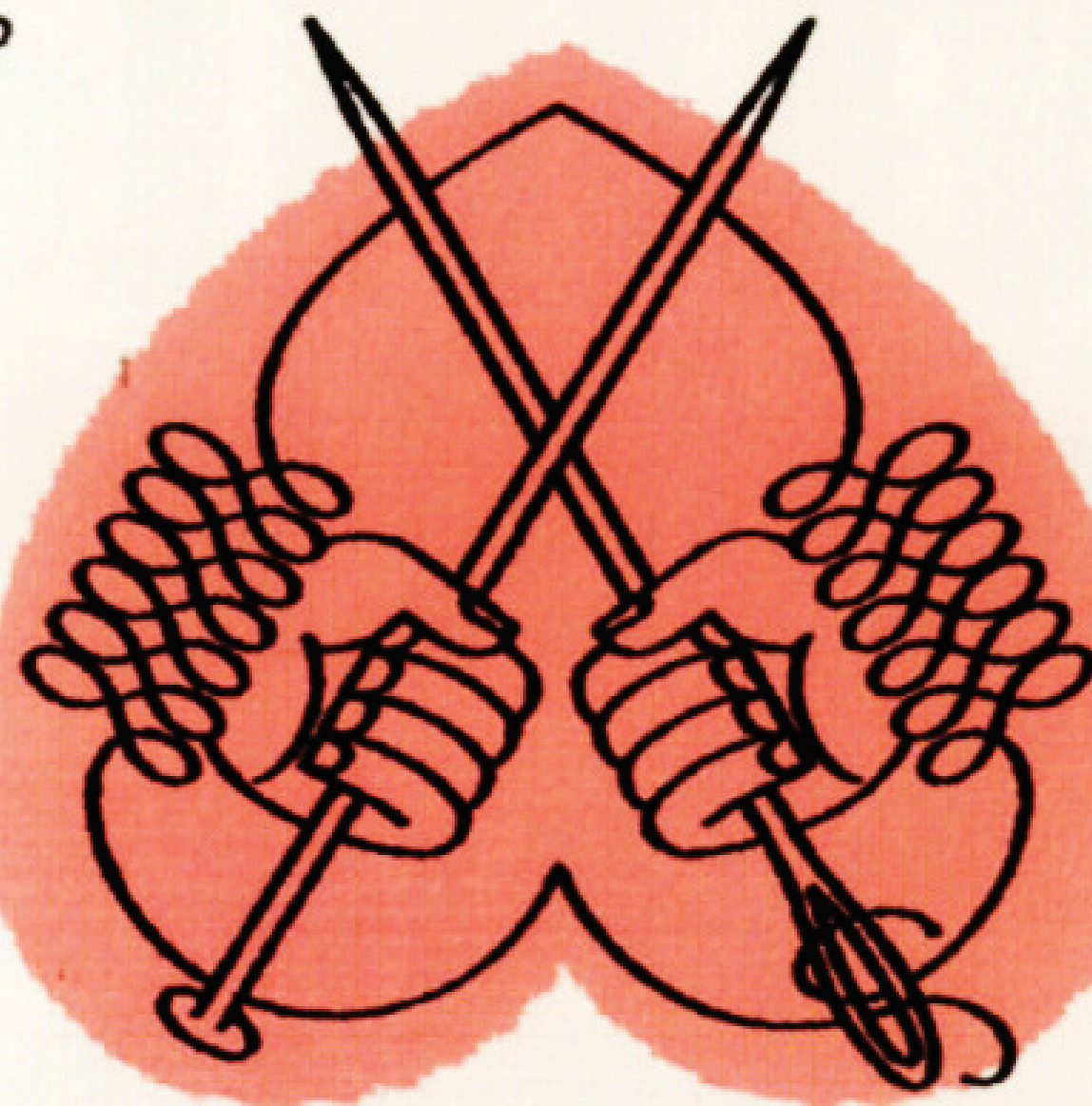
on Pins & Needles

DEC.
2-17



\$5⁰⁰
8pm

AT THE STAGEWORKS THEATRE



on Pins & Needles

DECEMBER 2-17

AT THE
STAGEWORKS THEATRE

\$5 ADMISSION • 8PM

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needs in one place!*



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Harmony

Achieved in a body of work by using *similar elements throughout the work*, harmony gives an *uncomplicated* look to a piece of artwork.






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 SPRING SALE!
 MARCH 20-24



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Repetition not only helps establish visual harmony, it is a great attracter of attention



Six Day Spring Sale

March 20-25

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ANYDAYGIFTS

Visual echo is achieved through clear correlations between the colours, style, content and typographic elements of a design



S

I

X

D

A

Y



SPRING SALE!



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THANK YOU