

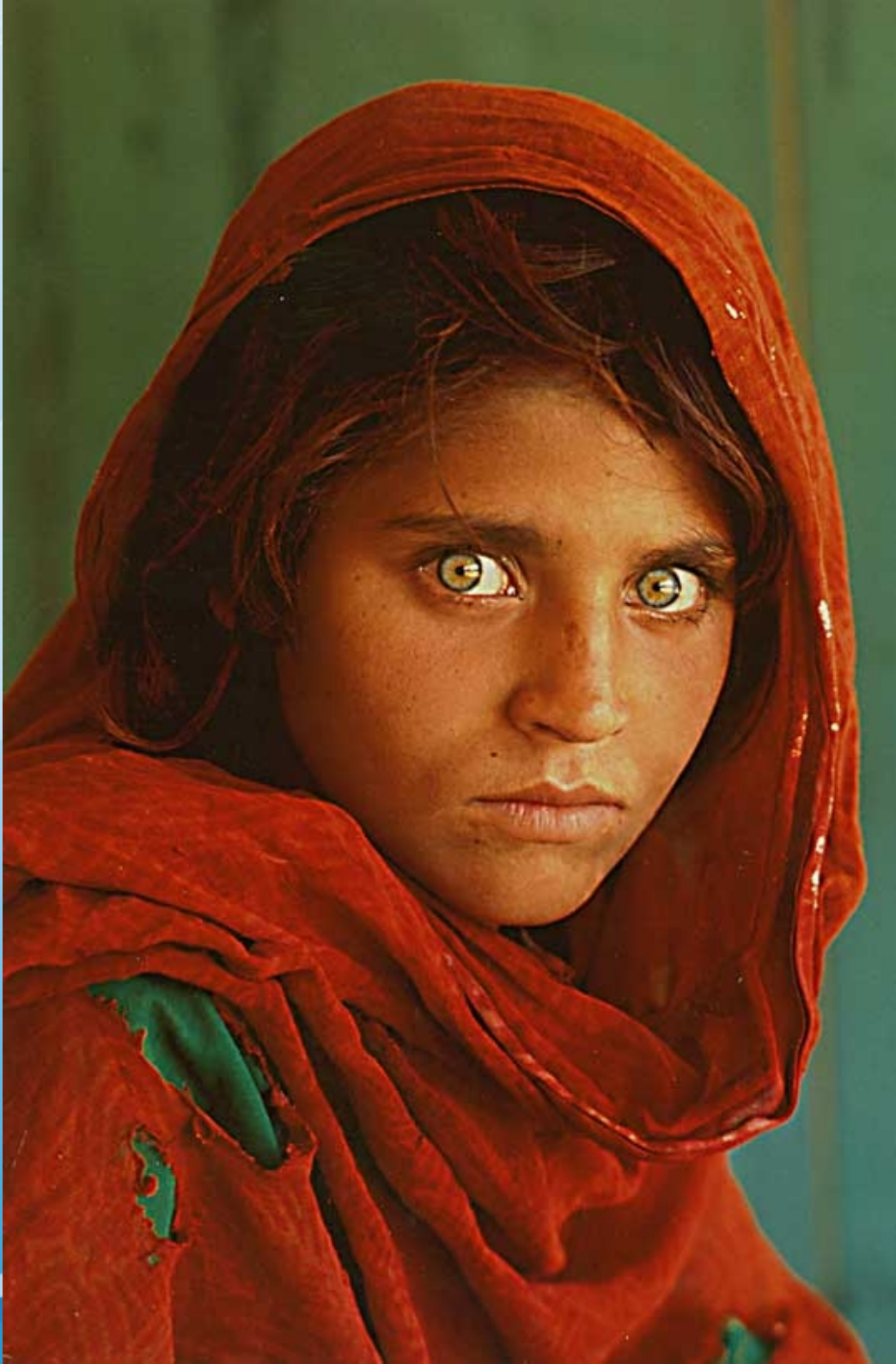
The background is a light blue gradient with abstract white and light blue curved shapes. In the bottom left, there are several dark blue upward-pointing arrows of varying sizes. A prominent white arrow points upwards from the bottom center towards the right. The text is centered in the upper half of the image.

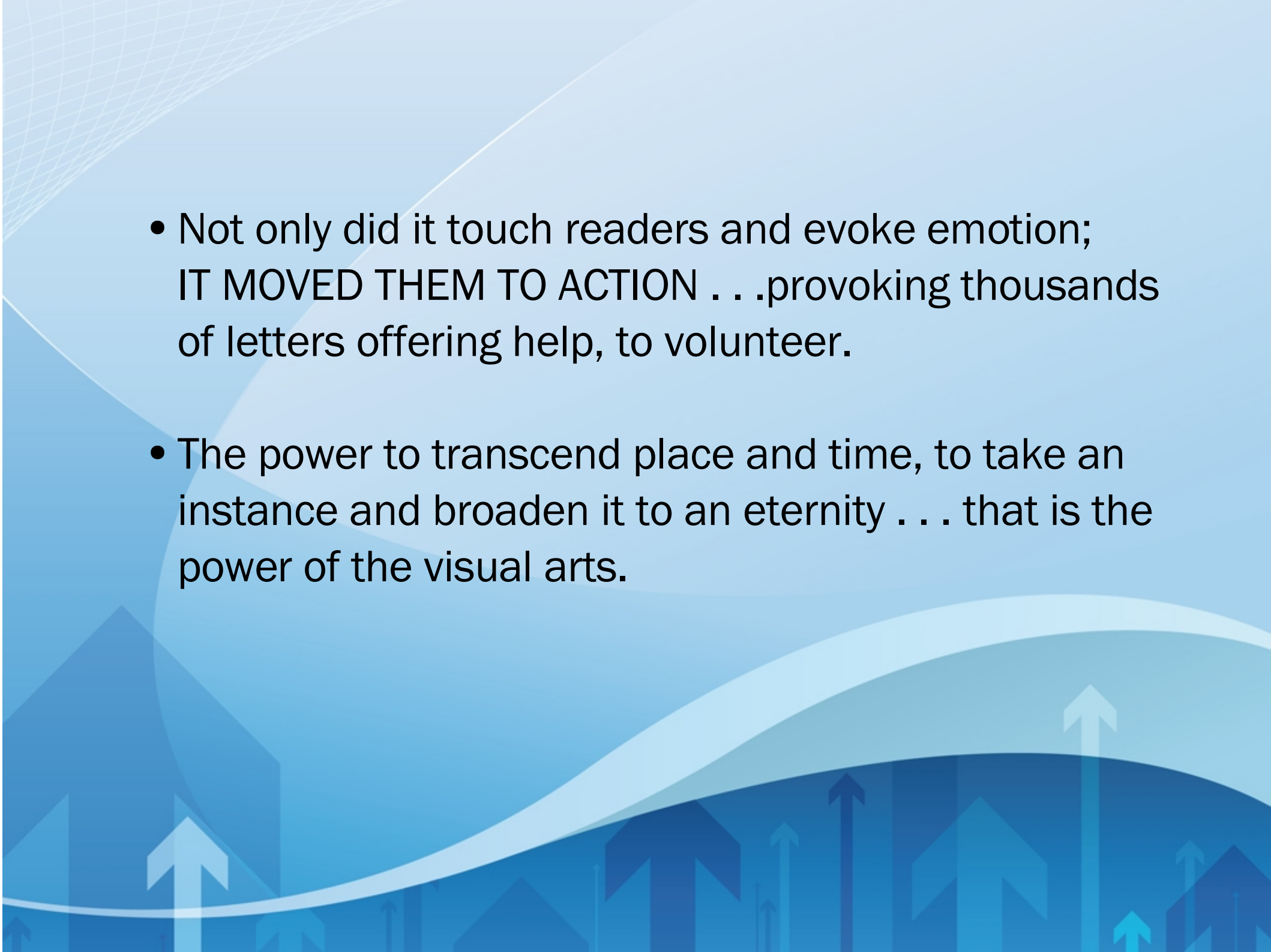
Visual Communications

Antonelli Institute
Ed Zawora

The Power and Magic of Graphic Communications

- The visual arts are central to our lives.
- They leave an indelible impression in our minds.
- They are employed to attract our attention and to persuade us.
- Take for example this portrait of a young Afghan refugee with haunting green eyes by _____.



- 
- The background is a light blue gradient with abstract geometric shapes. In the top left, there are white curved lines forming a grid-like pattern. A large, light blue wave-like shape curves across the middle. At the bottom, there are several dark blue and light blue arrows pointing upwards, some of which are partially obscured by the wave shape.
- Not only did it touch readers and evoke emotion; IT MOVED THEM TO ACTION . . .provoking thousands of letters offering help, to volunteer.
 - The power to transcend place and time, to take an instance and broaden it to an eternity . . . that is the power of the visual arts.

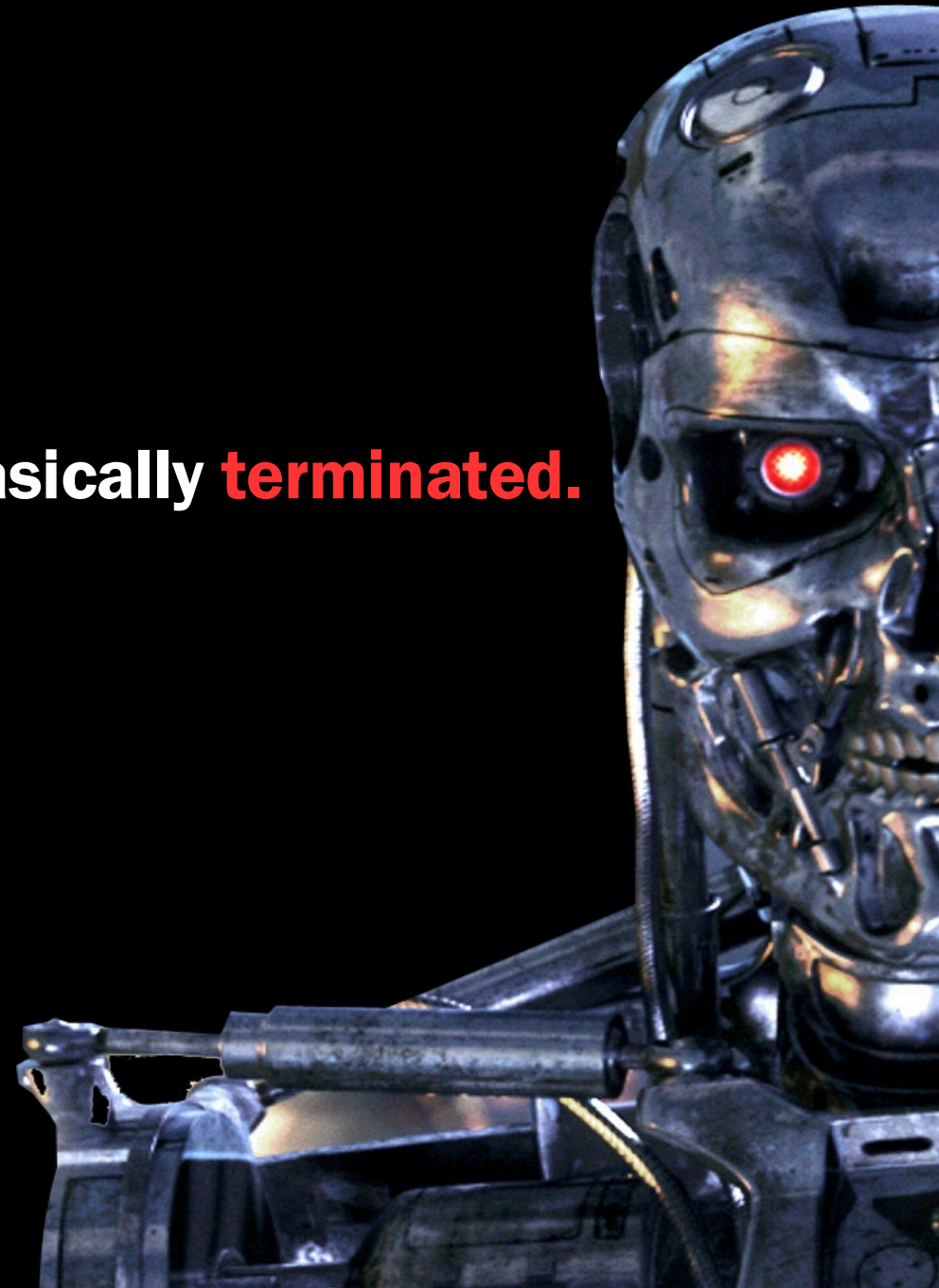
The background is a light blue gradient with several overlapping, semi-transparent white and light blue curved shapes. In the bottom left corner, there is a stylized graphic of a city skyline with several buildings of varying heights. In the bottom right corner, there is a graphic of several upward-pointing arrows of varying heights and shades of blue, suggesting growth or progress. The overall aesthetic is clean, modern, and professional.

Are you a visual illiterate?

Most likely the answer is yes.

- From the time you start Kindergarten you are taught the value, structure, and meaning of words and how to put them together to compose thoughts, essays, reports, and stories. *Writing is central to education.*
- But somewhere around third grade your crayons and brushes are taken away and unless you study art/design in a separate class . . .

Your visual education is basically **terminated.**




Visual communication is a _____.

- Like any language it has its own rules.
- Visual literacy demands the same study, experience, and understanding as any form of literacy.
- You will need to learn how to read and write this visual language, and you will learn from trial and error and by studying its most celebrated writers.

**Developing your
Designer's Eye.**



The background is a light blue gradient with abstract geometric shapes. In the top left, there is a white grid pattern. A large, light blue curved shape is on the left side. At the bottom, there are several dark blue upward-pointing arrows of varying heights and widths, some overlapping a white curved line that spans across the bottom of the slide.

You need to learn to see like a designer.

We all know (or should know) that light passes through the eye via the pupil and lens to the retina where it stimulates the optic nerve which transfers the image sensations to the brain which then translates what we are looking at.

However . . .

- The other half of our vision involves perception - how we understand and filter what we see.
- Seeing something blankly is one thing; understanding its meaning is entirely different.

THE MORE YOU KNOW; THE MORE YOU _____.

Take for example this photo . . .





Has there been a fight?

Was he hit with a foul ball?

Is he a protester at the G-8 summit?

Actually it is none of these.


The Communication Process

The background is a light blue gradient with several overlapping, semi-transparent white and light blue curved shapes. In the bottom left corner, there is a stylized graphic of a building with a white arrow pointing upwards. Along the bottom edge, there is a row of various blue arrows pointing upwards, some solid and some outlined, of different sizes and shades of blue.

Complete communication consists of 5 parts:

Sender
Message
Medium
Receiver
Feedback (Action)

Omit any of these components and
your communication will most likely fail.

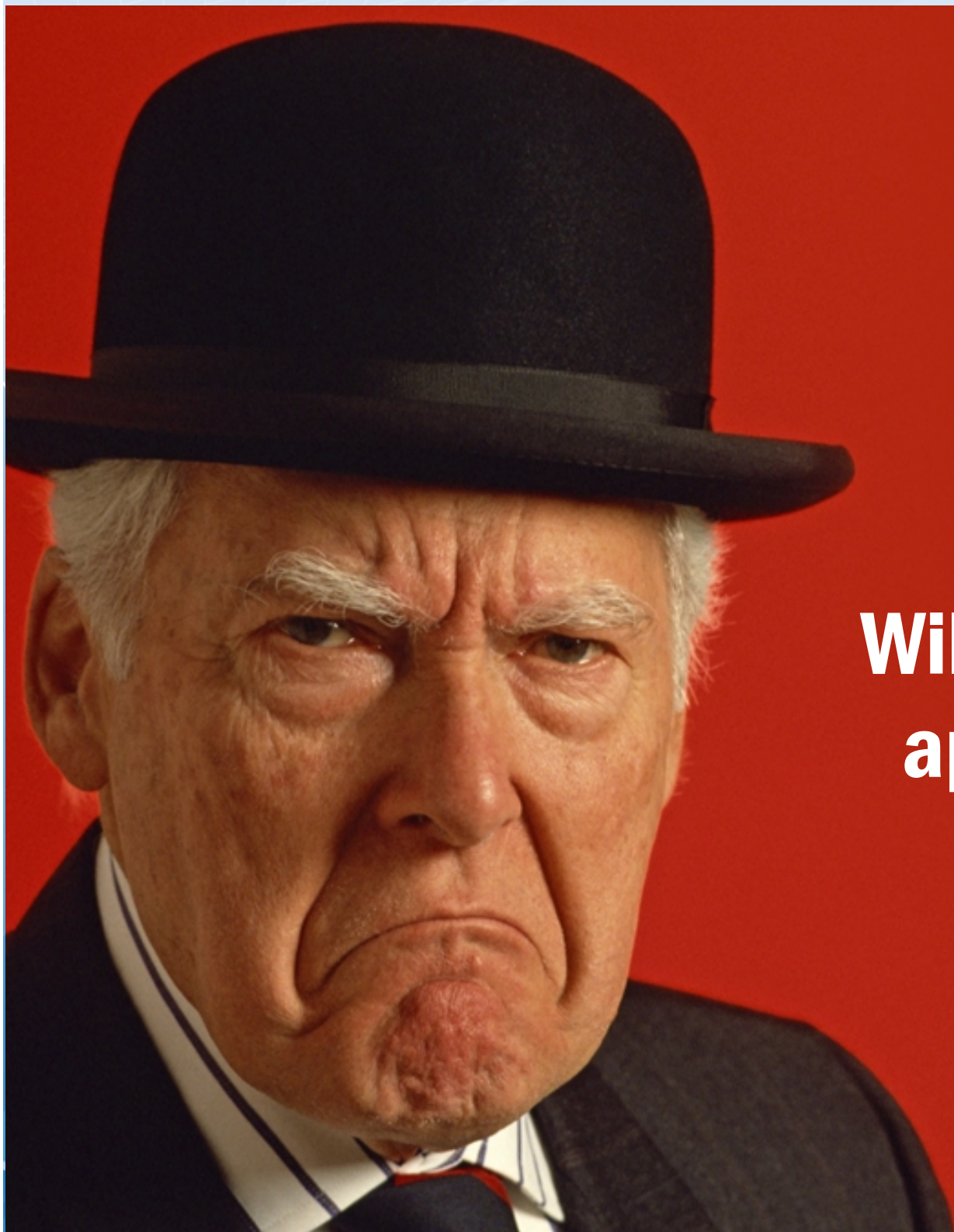
The background features a light blue gradient with white wavy lines at the top. The bottom half is dominated by a dark blue area containing several upward-pointing arrows in various shades of blue, suggesting growth or progress.

As a designer you are the
_____ of the message.

You will need to speak clearly
(simple, clean).

You need to know what you
want to say (concept, message).

You need to know who you
are speaking to (audience).



**Will your audience
applaud or Boo?**

Defining who your audience is the first and the most important step in creating a successful communication.

Your message will fail if it misses its target (audience), no matter how well crafted or designed.

Good communication comes down to a _____ interaction.

You can't speak convincingly if you do not have a common understanding and frame of reference between yourself and you audience.

KAZI brand identity

Hornall Anderson Design Works created the brand identity, a six-pack carrier and bottles, printed collateral and promotional applications for KAZI. Careful that it not be viewed as a “woman’s drink” (as has happened to most of the other products in the category) they created for it a masculine and contemporary look—the type of drink a guy would feel comfortable taking to a party. In order to introduce some humor, each bottle contains a pick-up line on the backside of the label.



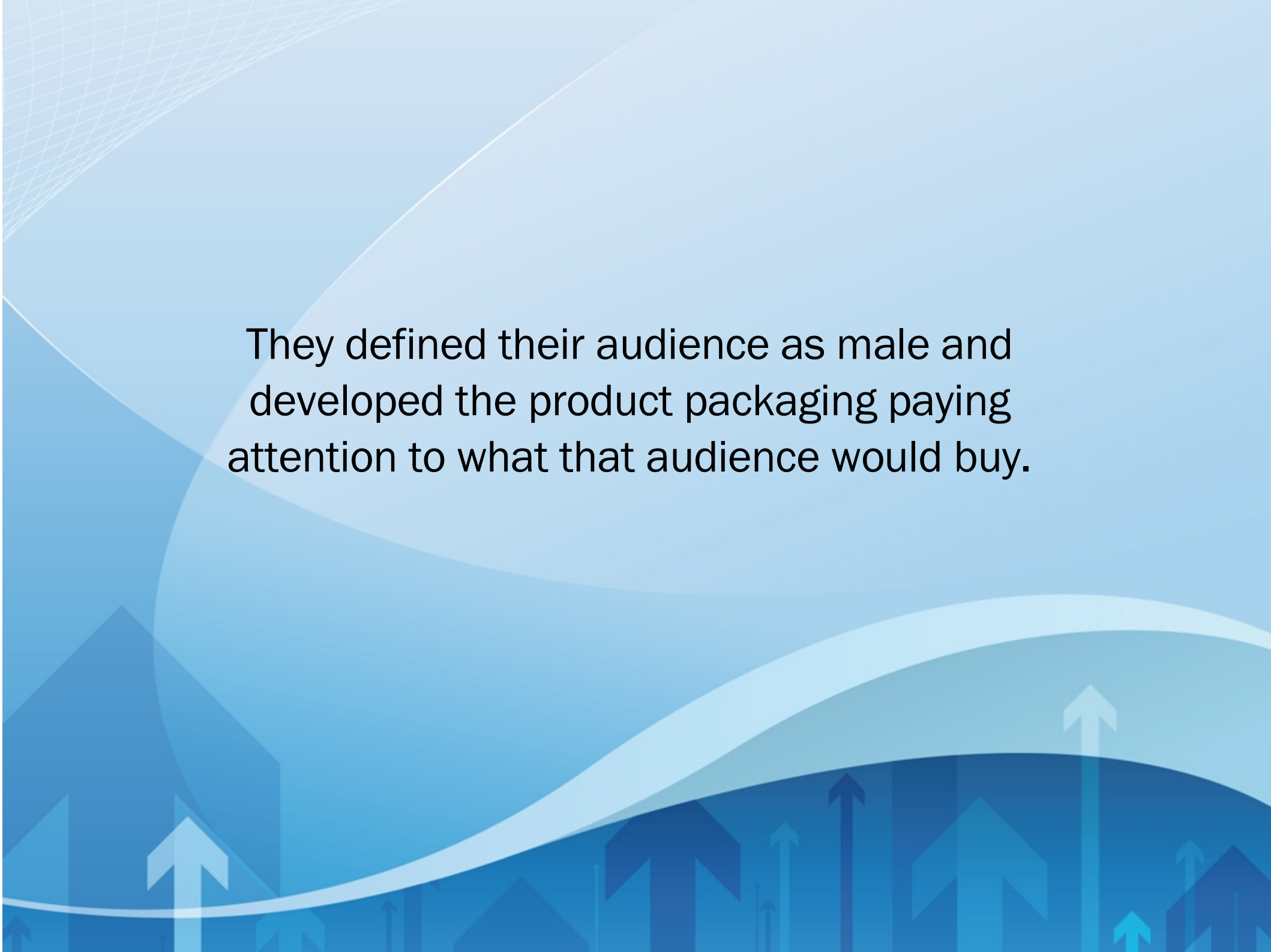
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KAZI
REFRESHING
CRANBERRY
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5.0% ALC/VOL BY VOL

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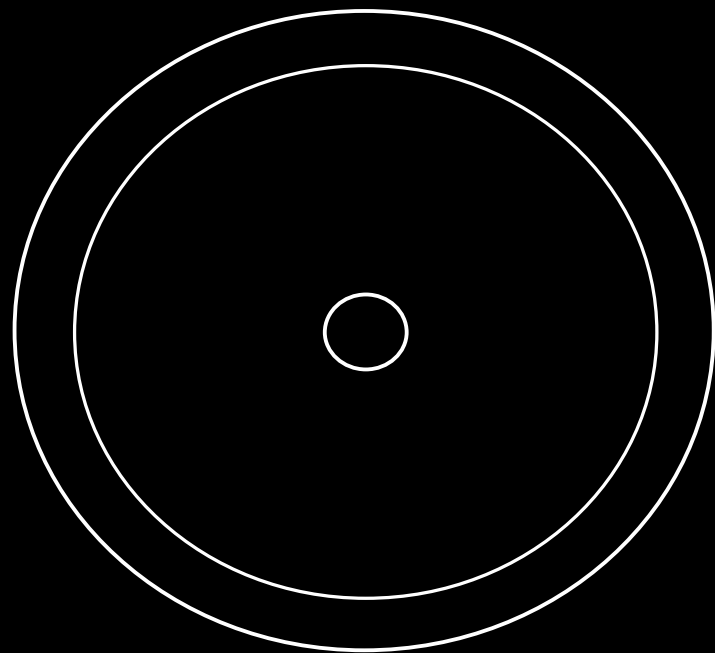
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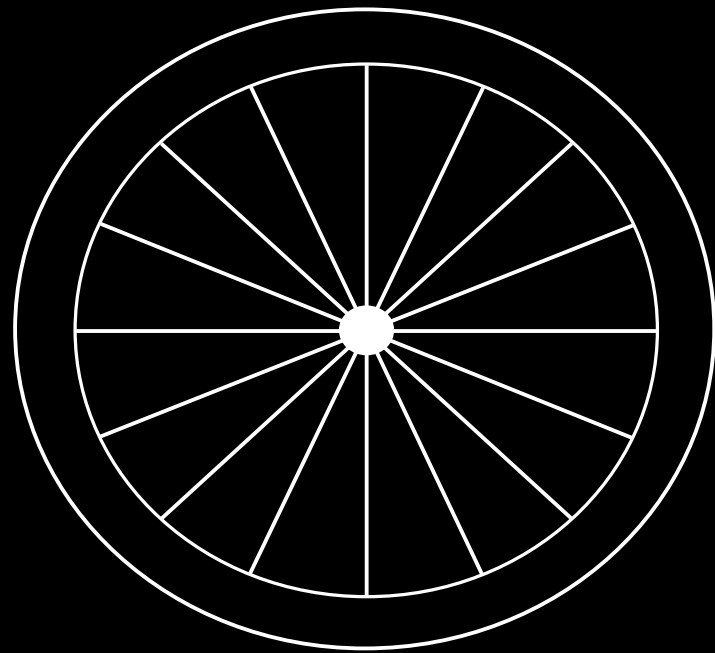
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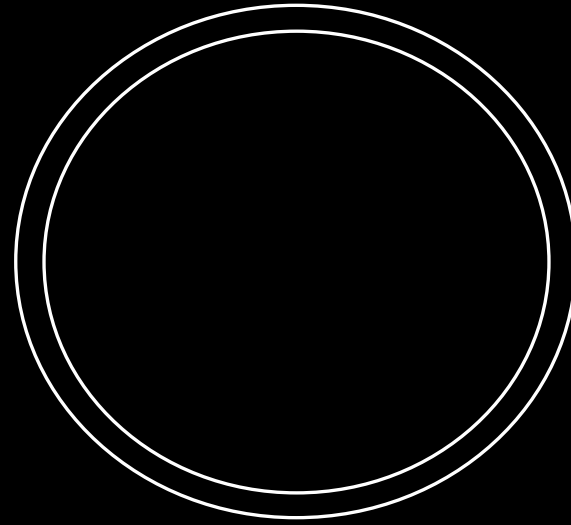
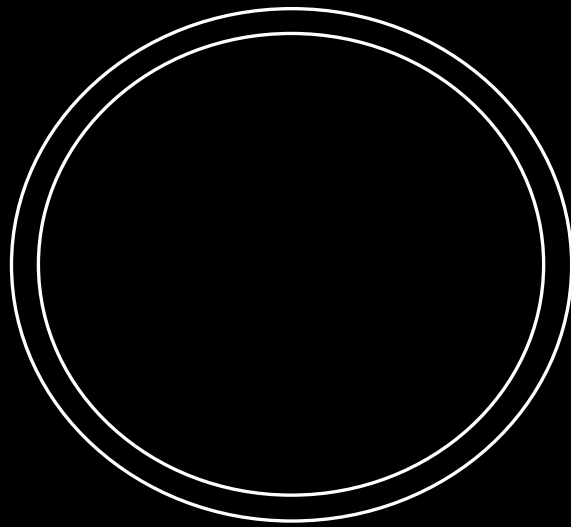
They defined their audience as male and developed the product packaging paying attention to what that audience would buy.

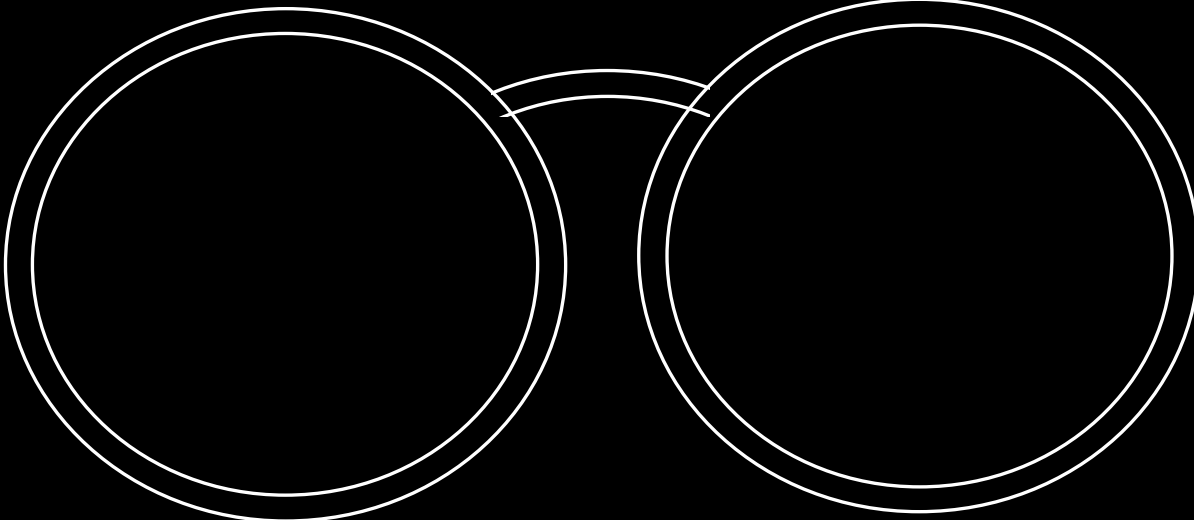
Visual Communication Theory.

We are going to cover a few theories of how the human brain can see and perceive images.









When we see this object we focus first on the circular shapes, tire and axle, then see the lines (spokes) and think bicycle tire!



We see two circular rims and glass shapes, because of the curved lines of the nose bridge our brain reads “Glasses”

The background is a light blue gradient with several overlapping curved shapes in various shades of blue. In the bottom left, there is a dark blue geometric shape resembling a house or a stylized building. At the bottom, there are several upward-pointing arrows in different shades of blue, some solid and some outlined. A white grid pattern is visible in the top left corner.

How can we employ this in design?

IDENTIGENE[®]

Peace of Mind Through DNA Testing



The science of signs.

From a semiotic point of view,
a sign is anything that
stands for something else.

There are three kinds of signs . . .

Iconic

Resemble what they signify.

Pictures, illustrations, photographs
and films are **ICONIC**.



Indexical

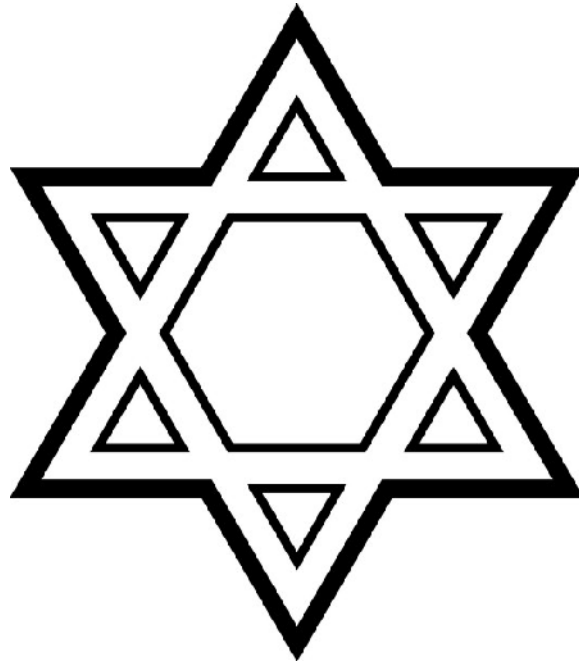
Suggest a casual or other connection to something that we can figure out.

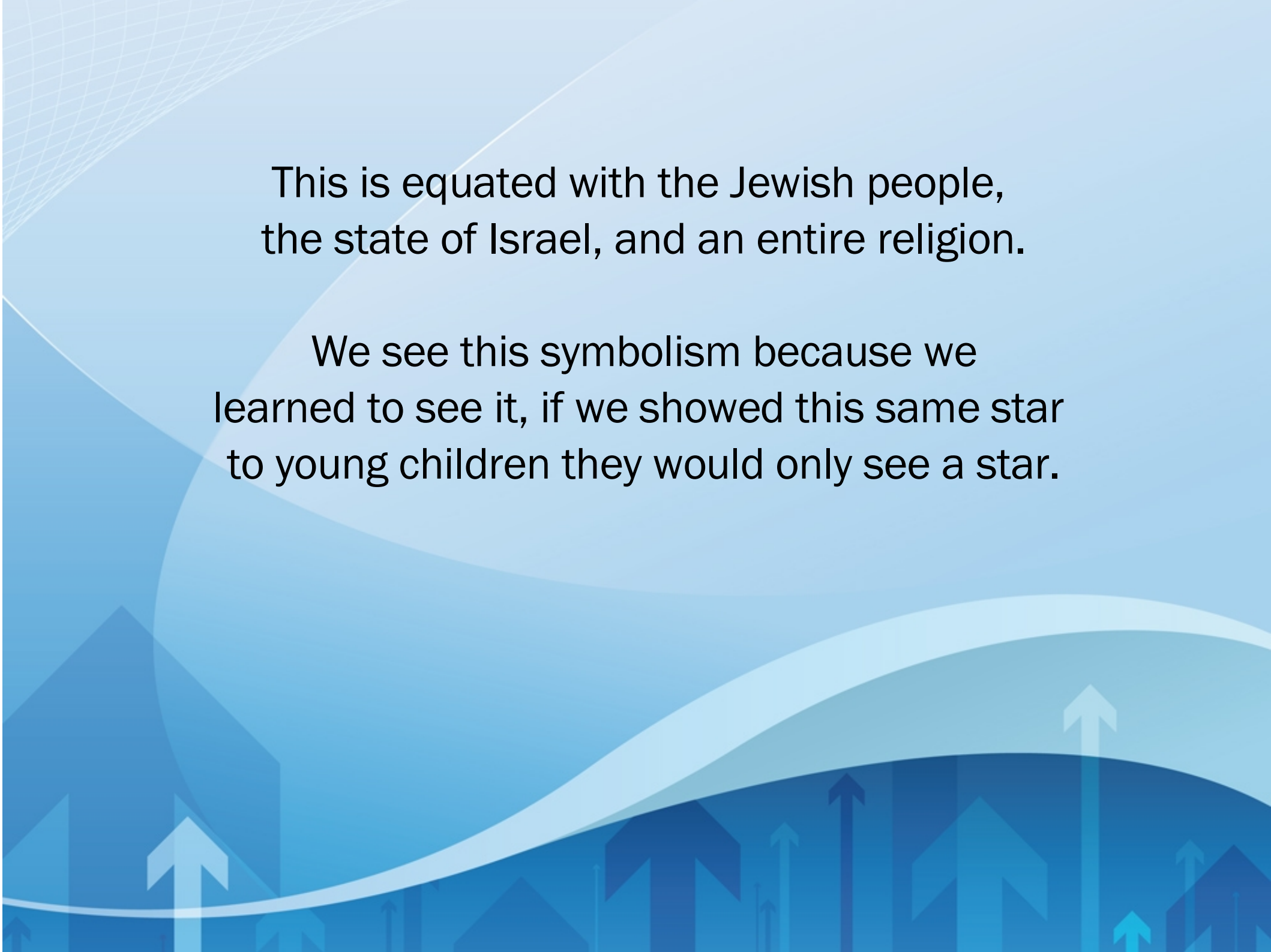
Ashes are a symbol for fire, layers of color a sunset or a blue gradient can suggest sky.



The background is a light blue gradient with abstract geometric shapes. A white grid pattern is visible in the top-left corner. A thick white curved line sweeps across the middle. At the bottom, there are several upward-pointing arrows in various shades of blue, some overlapping a dark blue curved shape.

Have to be learned.



The background features a light blue gradient with white, wavy lines that resemble a globe or a stylized sky. At the bottom, there are several dark blue, upward-pointing arrows of varying heights, suggesting growth or progress. The overall aesthetic is clean and modern.

This is equated with the Jewish people,
the state of Israel, and an entire religion.

We see this symbolism because we
learned to see it, if we showed this same star
to young children they would only see a star.



The background features a light blue gradient with abstract white and light blue curved lines. At the bottom, there is a dark blue band containing several upward-pointing arrows in various shades of blue, suggesting growth or progress.

This is the logo for Mercedes-Benz.

But it also represents far more . . .
its a status symbol.

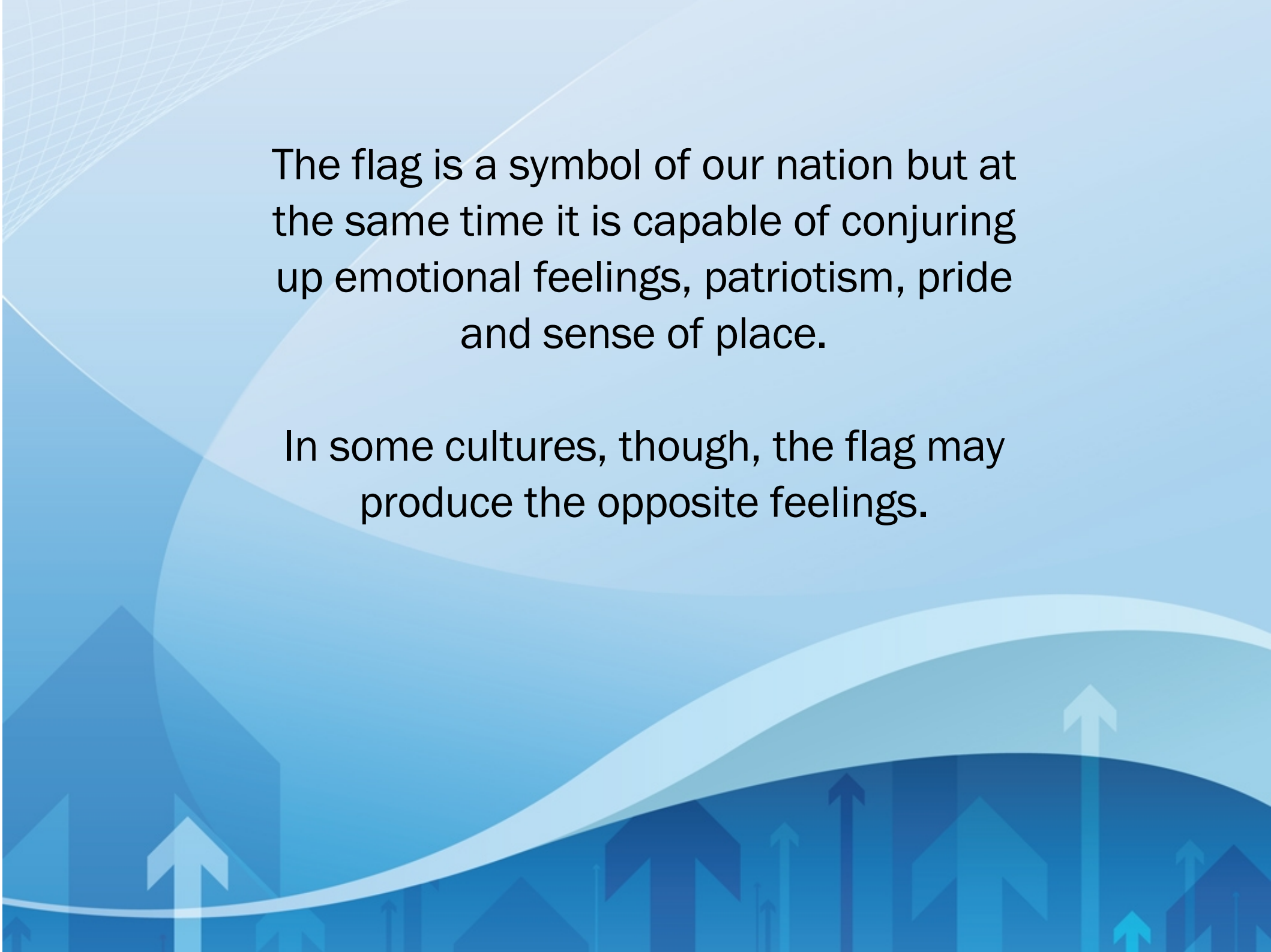


The background is a light blue gradient with abstract geometric shapes. In the top left, there is a white grid pattern. A large, light blue curved shape frames the text. At the bottom, there are several dark blue upward-pointing arrows of varying sizes, some overlapping a white curved line.

The sheriff's badge is more than
a simple star shaped shield.


It symbolizes law and order.



The background features a light blue gradient with abstract white and light blue wave-like shapes. At the bottom, there are several upward-pointing arrows in various shades of blue, suggesting growth or progress.

The flag is a symbol of our nation but at the same time it is capable of conjuring up emotional feelings, patriotism, pride and sense of place.

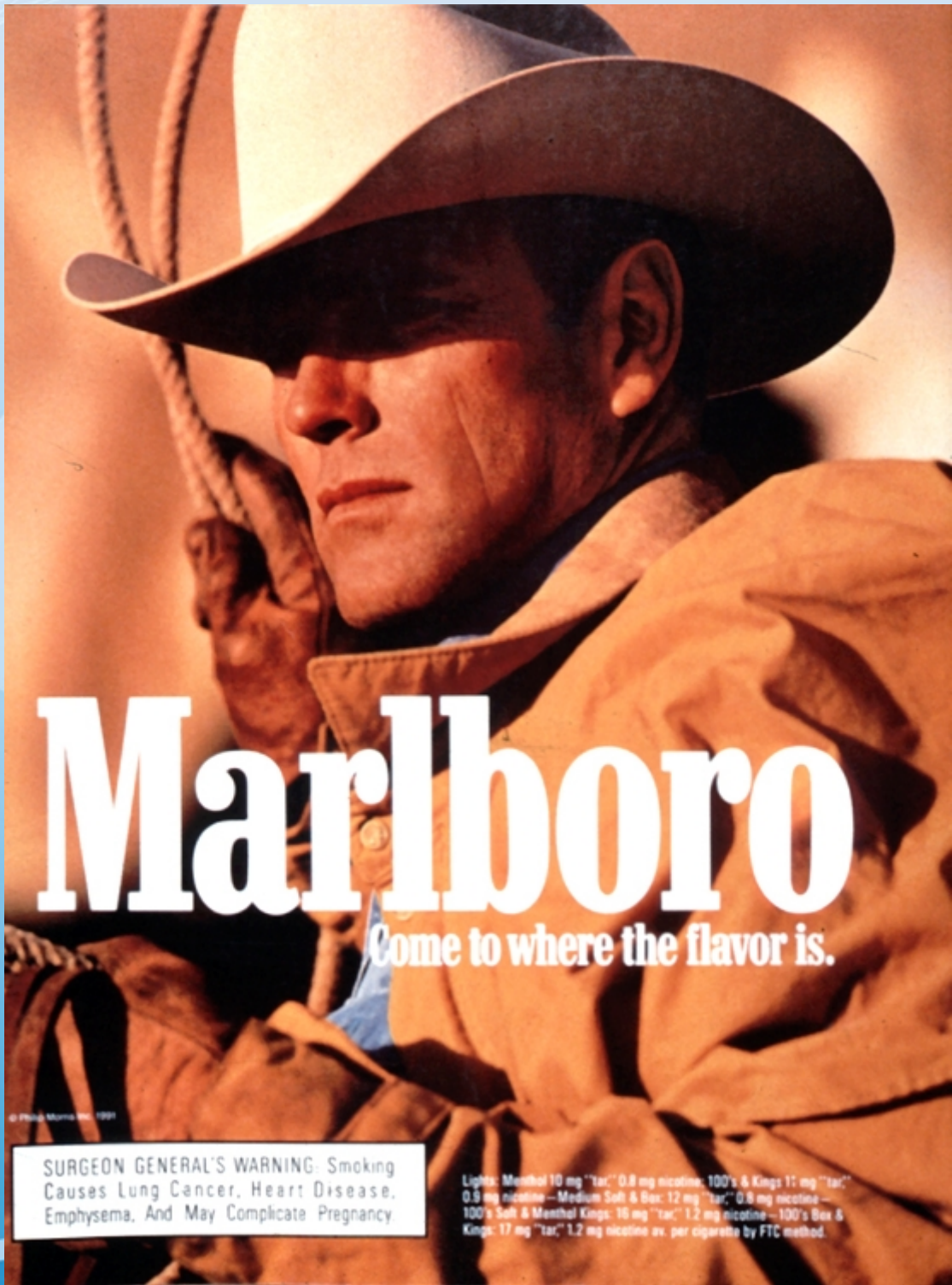
In some cultures, though, the flag may produce the opposite feelings.

The background is a light blue gradient with several overlapping, semi-transparent white and light blue curved shapes. In the bottom left corner, there is a dark blue geometric shape resembling a house or a mountain. At the bottom of the image, there are several upward-pointing arrows in various shades of blue, some solid and some outlined, suggesting growth or progress. The overall aesthetic is clean, modern, and professional.

In all of these instances we have
to learn the association of the sign.

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How can we employ Semiotics in Design?



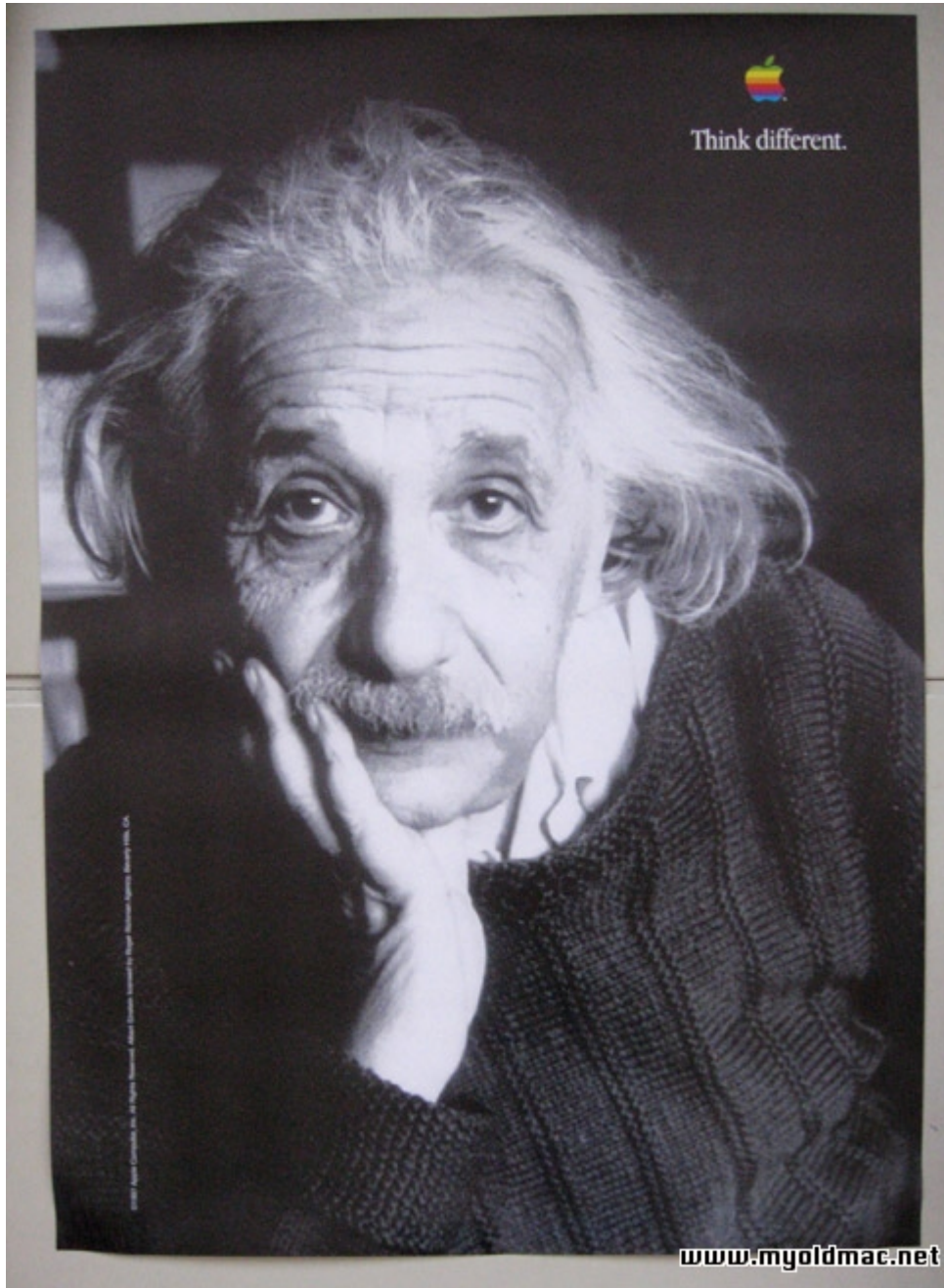
Marlboro

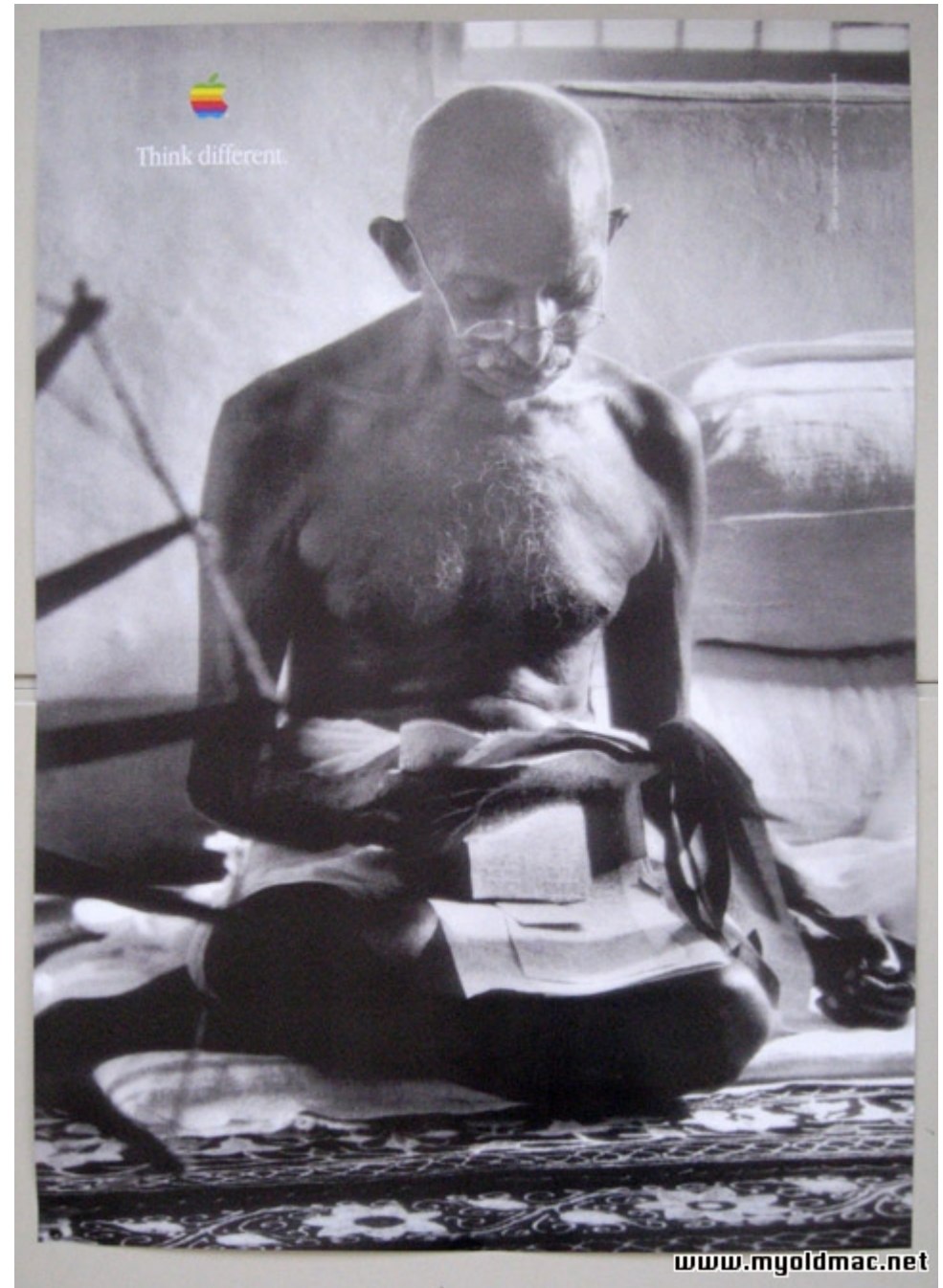
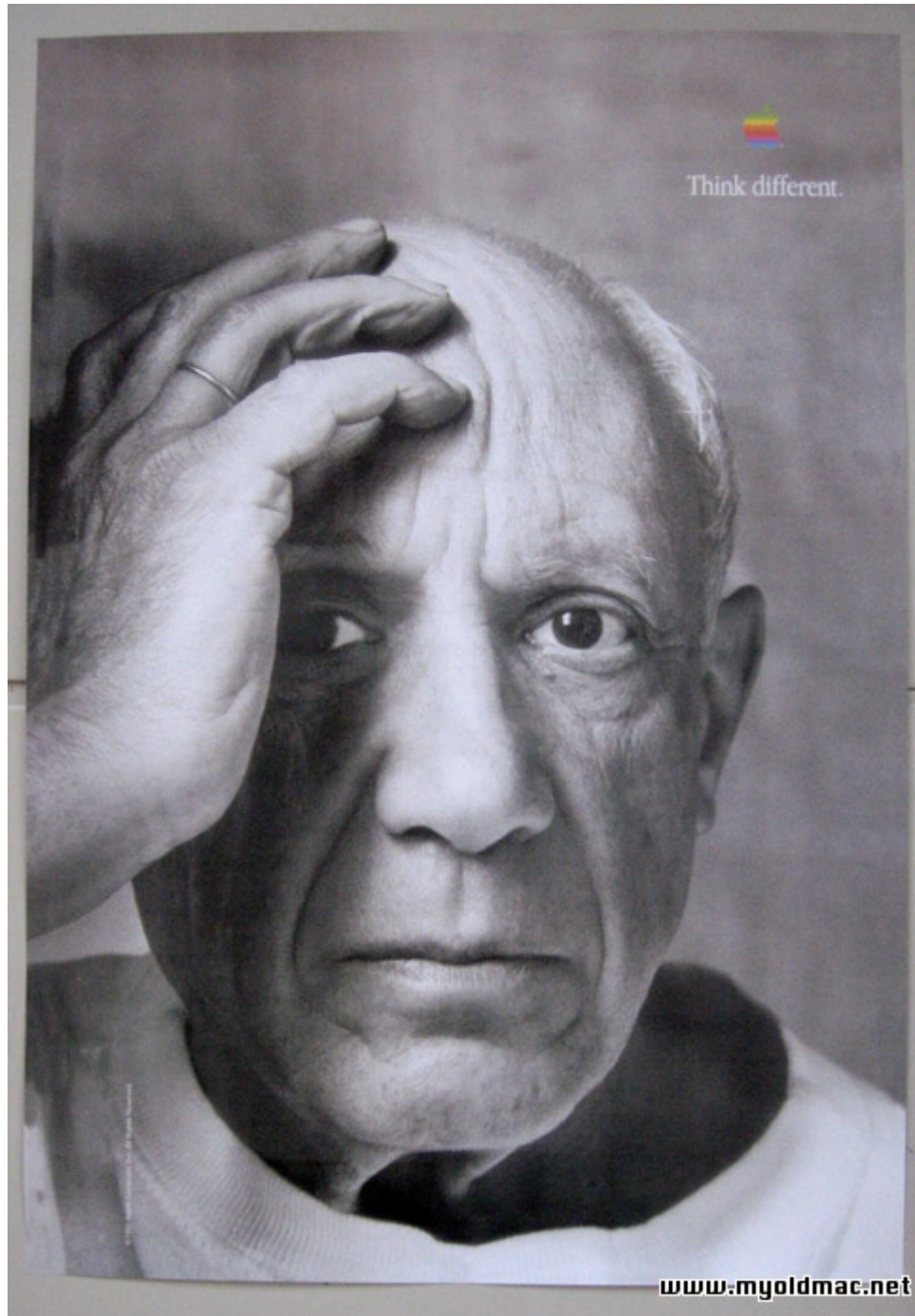
Come to where the flavor is.

© Philip Morris Inc. 1997

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Lights: Menthol 10 mg "tar," 0.8 mg nicotine; 100's & Kings 11 mg "tar," 0.9 mg nicotine—Medium Soft & Bar: 12 mg "tar," 0.9 mg nicotine—100's Soft & Menthol Kings: 16 mg "tar," 1.2 mg nicotine—100's Box & Kings: 17 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

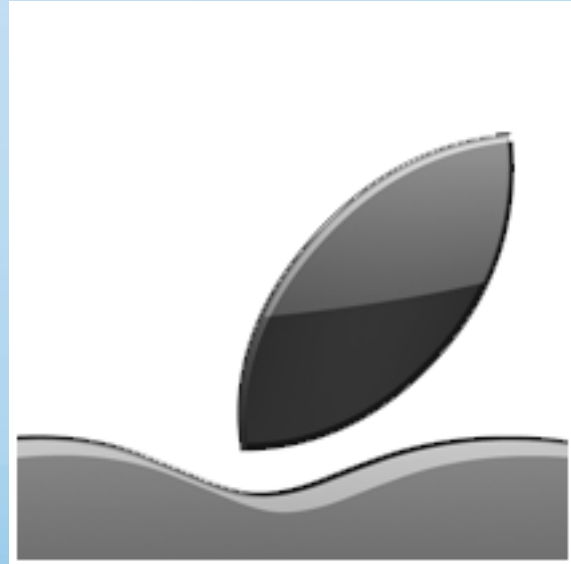




Constructivism

Relating a pattern of shapes.

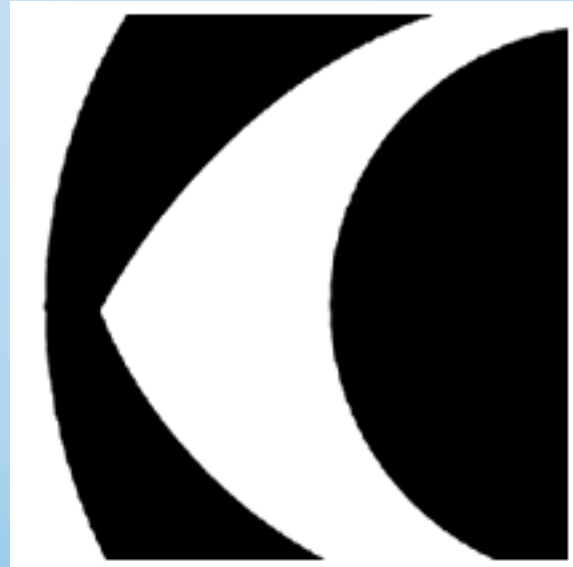
Visual blueprinting. Constructivism states that our eyes are constantly plotting and scanning objects to piece them together. This is especially true when we only see parts of the whole. Our Eyes trace the shapes that are available and _____ the rest mentally.







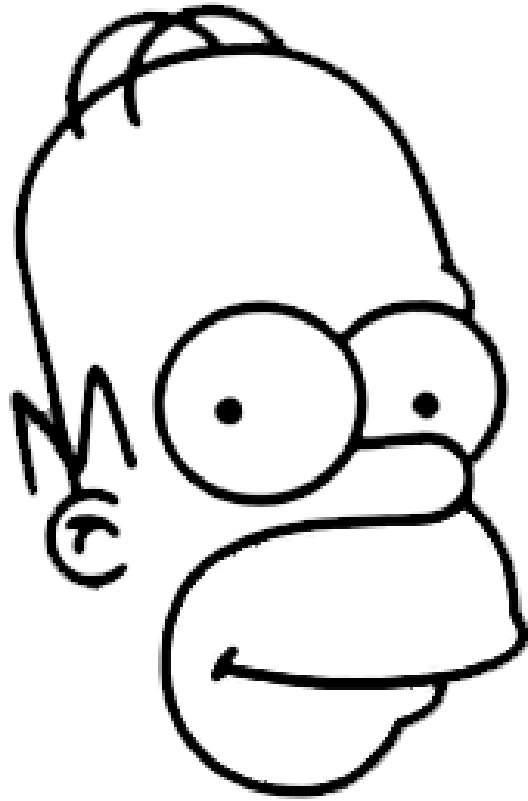


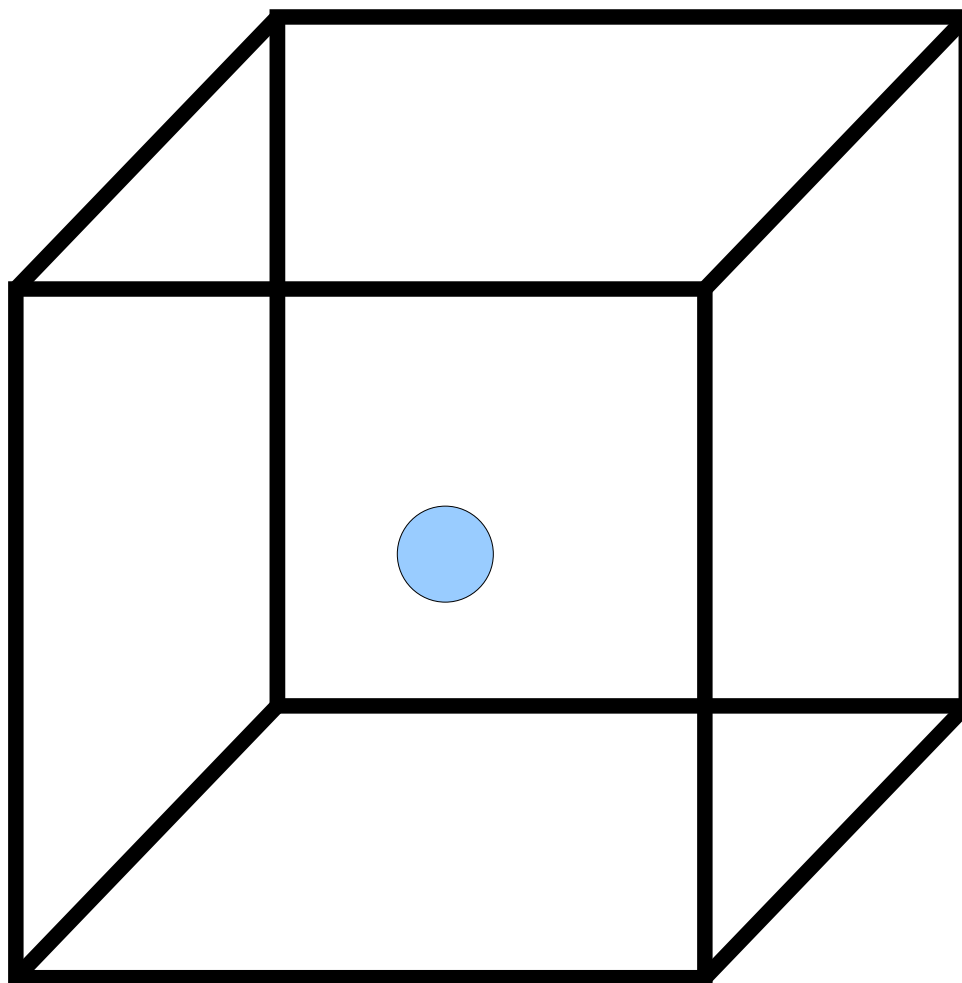


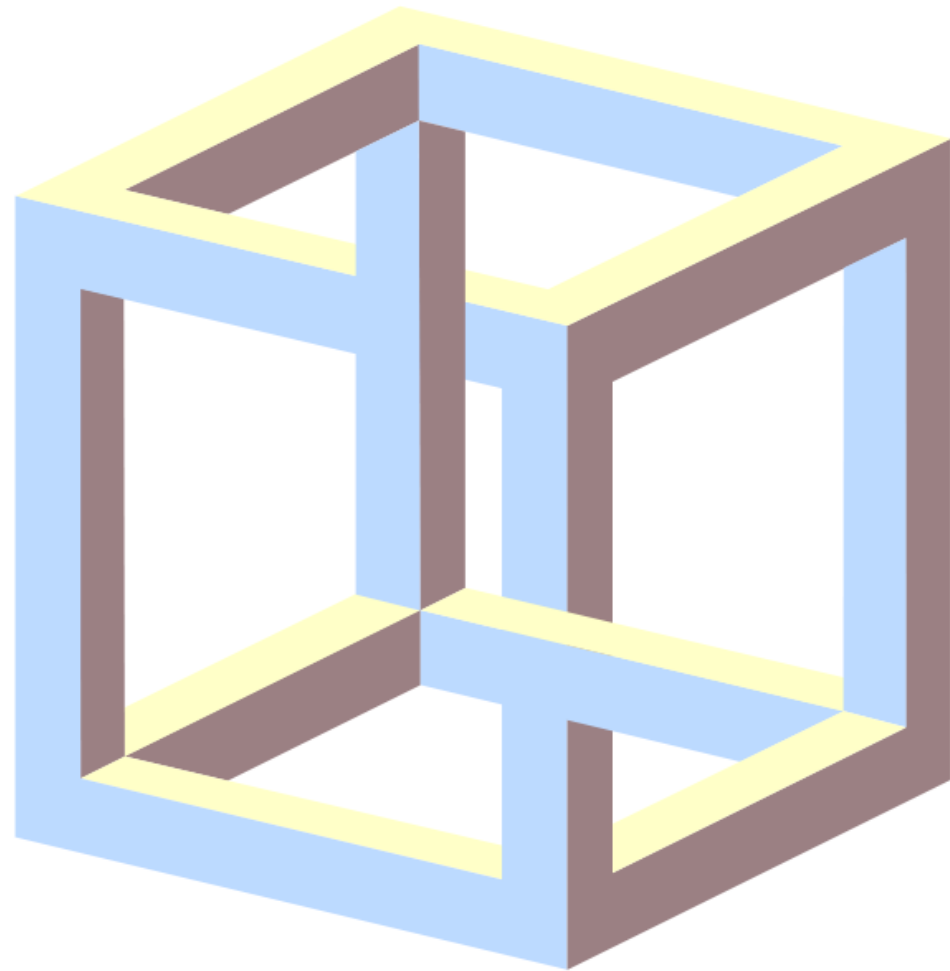
Cognitive Theory

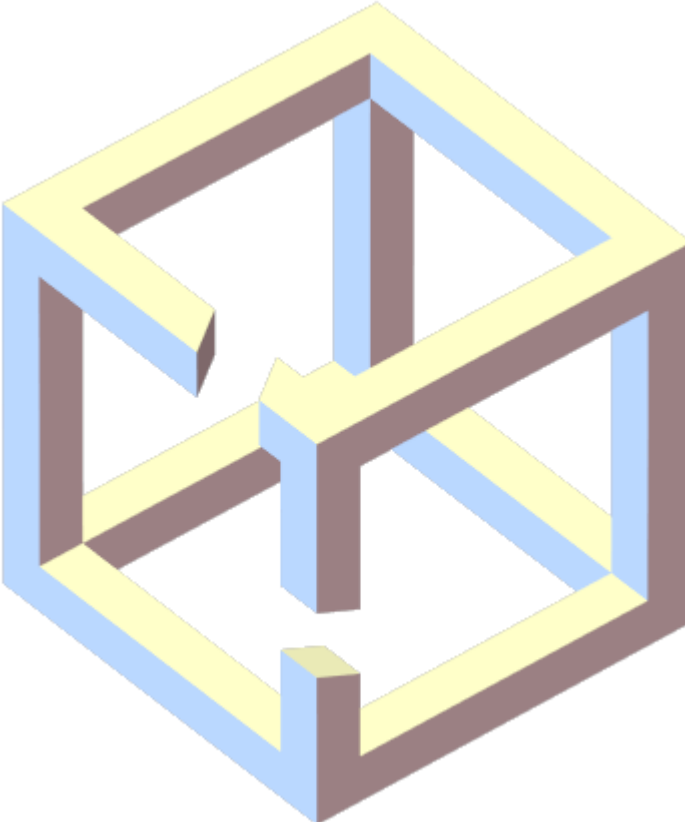
We understand what we see because our brain is constantly “_____” for things with which it is familiar.

We see this in cartoons, only a few lines are required for us to see eyes and a face, our brains fill in the rest!










Huxley-Lester Model

This model states seeing is:
Sensing + Selecting + Perceiving = Seeing

Sensation: physical act of eyes taking in light

Selection: concentrating & isolating the focus of your vision

Perceiving: grasping or understand what you see.

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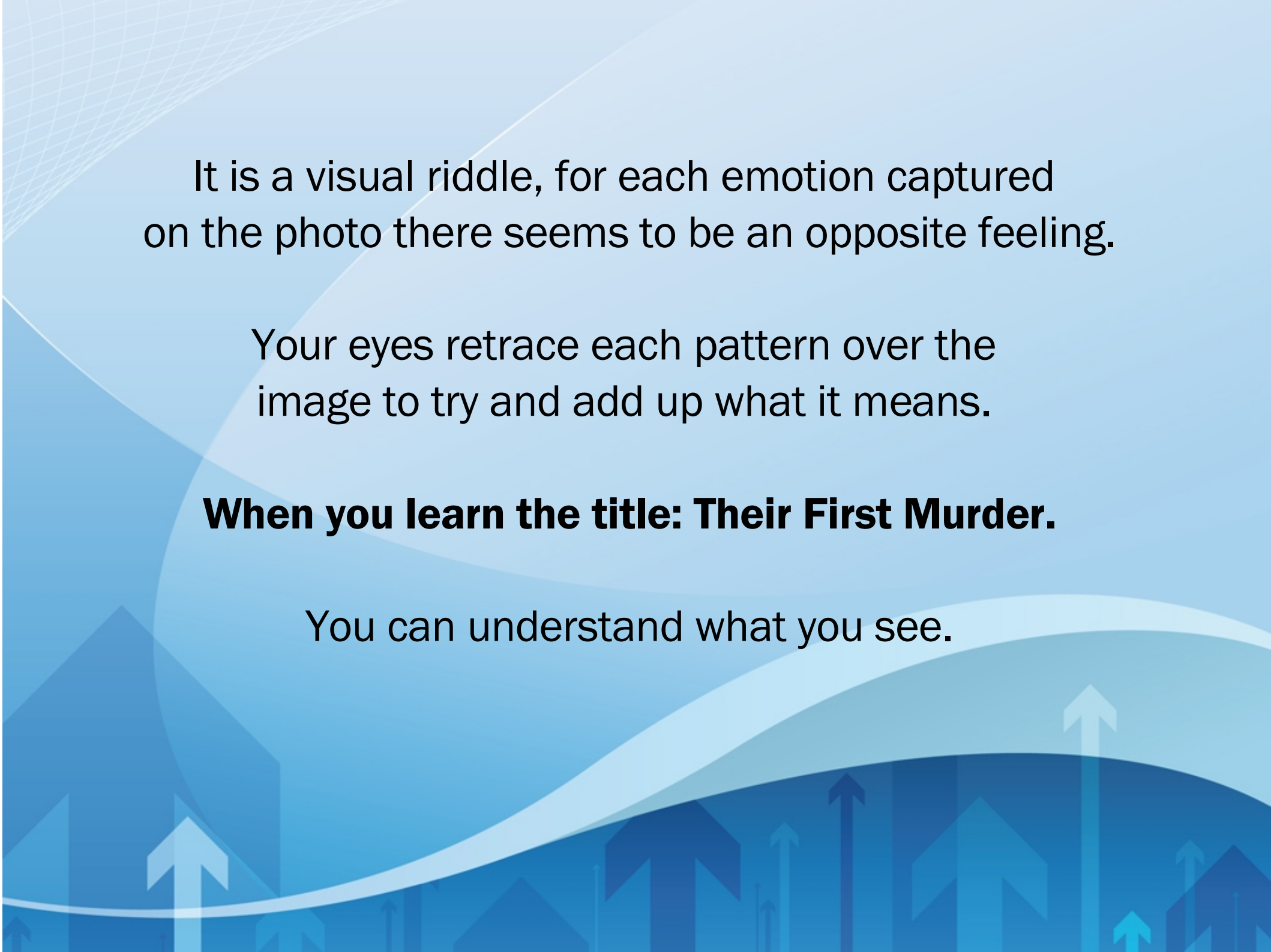
As we covered earlier, the other half of our vision involves perception - how we understand and filter what we see.

Again, seeing something blankly is one thing; understanding its meaning is entirely different.

THE MORE YOU KNOW; THE MORE YOU SEE.

Here is another example . . .




The background features a light blue gradient with white wavy lines. At the bottom, there are several upward-pointing arrows in various shades of blue, some overlapping the wavy lines.

It is a visual riddle, for each emotion captured on the photo there seems to be an opposite feeling.

Your eyes retrace each pattern over the image to try and add up what it means.

When you learn the title: Their First Murder.

You can understand what you see.



These Visual Theories help us
understand how people see.

We tend to take sight for granted
because it is effortless and instantaneous.

Summary

As a graphic designer we should understand how people see, it will help us deliver our message.

Remember

“there is a direct line from the eye to the heart.”