

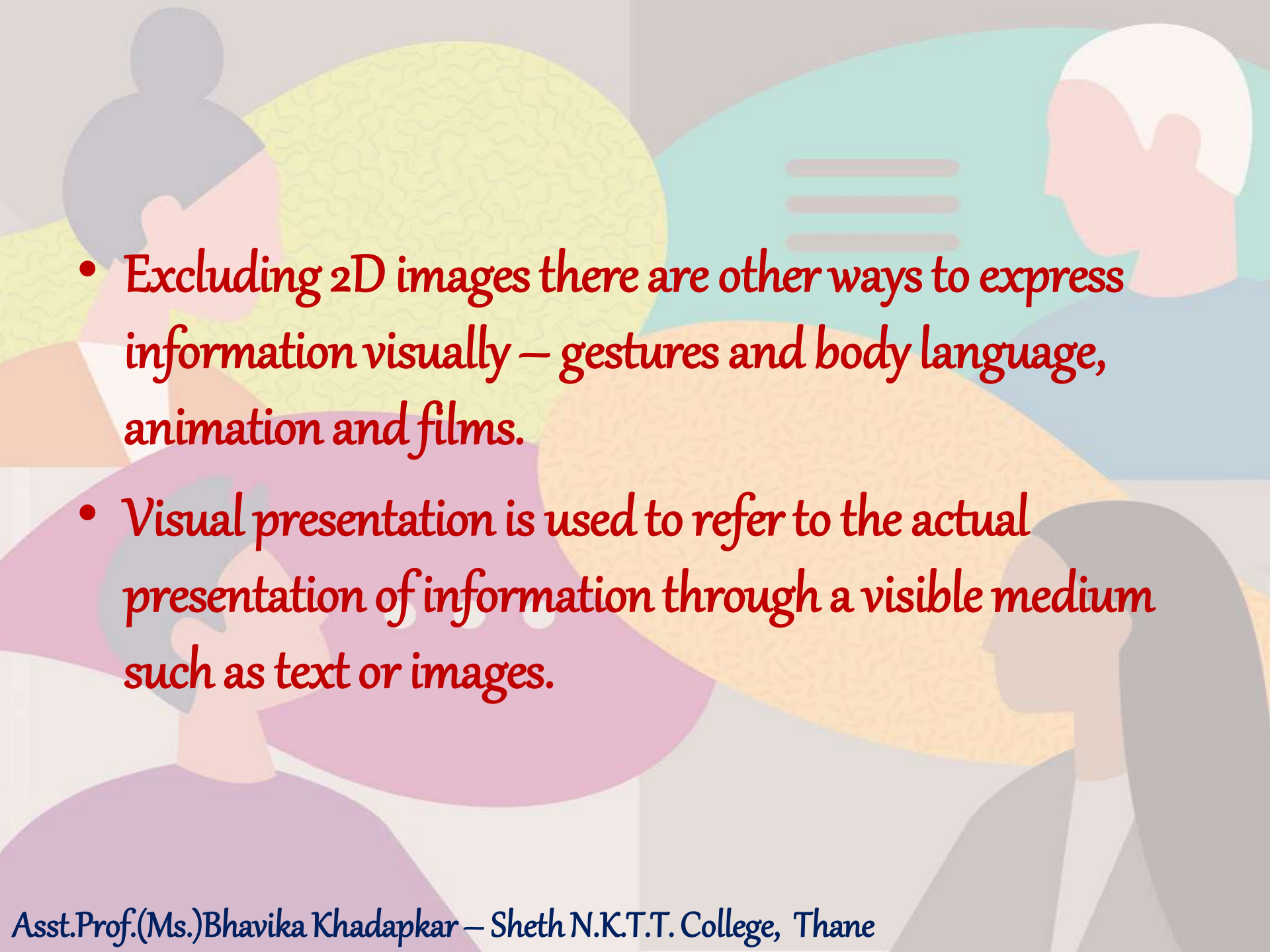


# Development of Visual Communication

## • • Module – 1

# Introduction to Visual Communication

- **Visual Communication – Described as conveyance of ideas and information in forms that can be read or looked upon.**
- **Relies solely on vision and is presented or expressed with 2D images which includes signs, typography, drawing, graphic design, illustration, colour and electronic resource.**
- **It is a process of sending and receiving messages using images.**

- 
- Excluding 2D images there are other ways to express information visually – gestures and body language, animation and films.
  - Visual presentation is used to refer to the actual presentation of information through a visible medium such as text or images.

# AIDA Principal

**A-**  
**Attention**(gaining attention of people)

**I-**  
**interest**(generating interest)

**D-**  
**Desire**(Create desire)

**A-**  
**Action**(urge people to take action)

# Paul Martin Lester's Image Analysis

- **Personal Perspective** – Having opinion about an image on personal thoughts and personal response depends on the viewer's thoughts and values and individuality. May have conflicts with cultural values also as it is viewed with personal perspective its hard to change the view of the image on viewer even though the image can be in other ways





## Historical Perspective

- View arising out of the history of the use of media.
- Ex- Using the computer edited images (photoshop) is quite different when comparing images that are made and edited by craft.

## Technical Perspective

- View is influenced by the use of lights, position and presentation of image.
- Right usage of lights, position and presentation of image can improve the view of the image.

## Ethical Perspective

- Maker and viewer of the image must be responsible morally and ethically to the image.

## Cultural Perspective

- Involves identity of symbols.
- Ex- uses of words that are related with image, uses of heroes in the image.

## Critical Perspective

- It is when viewers criticize the image but critics have been made in the interests of the society

# Visual Aids – Simple to Advanced

- Chalkboard or whiteboard – Useful when advanced media types are unavailable. Cheap and allow more flexibility. Very convenient but not a perfect visual aid. Can create confusion or boredom
- Poster board – Simple and easy visual aid. Displays charts, graphs, pictures or illustrations. Drawback – Appears unprofessional as poster board paper is relatively flimsy, paper will bend or fall over, best way to present is hang it up or tape it to a wall.
- Video excerpts – A great visual aid and attention grabber, however a video however a video is not a replacement for an actual speech.

Drawbacks – if video is playing which includes audio speaker will not be able to talk



- Projection equipment – types of projectors are slide projectors (oldest form not in use anymore), overhead projectors (still used but causes inconvenience) & computer projectors (technologically advanced- pictures and slides are easily taken right from a computer either online or from a saved file and are blown up and shown on large screen)
- Computer-assisted presentations – Powerpoint presentations most useful visual aid for longer presentations and to keep the audience engaged and speaker on track.
- Social media – Most effective way to communicate. Incorporation of text and images deliver messages quicker and more simplistic through social media platforms.

An illustration featuring four stylized human profiles in profile, facing right. The profiles are rendered in shades of grey, pink, and purple. Each profile is accompanied by a large, colorful speech bubble. The top-left bubble is yellow with a wavy pattern. The top-right bubble is teal with three horizontal lines. The bottom-left bubble is purple with three white dots. The bottom-right bubble is orange with a wavy pattern. The background is a light grey grid.

# History and Development of Visuals

# Scream by Edward Munch



- Was depicted in Munch's 1893 canvas resembles meaning in today's digitised world.
- In recent years this painting has joined the "Mona Lisa" as one of art history's most reproduced icons.



*7 centuries of mass communication  
chronologically putten as follows*



# Rocks and Cave Inscriptions



- Umachal rock inscription is one of the earliest epigraphic sources discovered in Assam
- Dated to the 5<sup>th</sup> century, was discovered in north-eastern slopes of Nilachal Hills near Guawahati city.
- Artifact is dated on the basis of identification of Surendravarman and Mahendravarman of Varman Dynasty.
- It is in the eastern variety of the Gupta script and the language in Sanskrit prose.
- Though the Nilachal Hills is known for the Kamakhya Temple, as shakta/tantra site, this temple was for Balbhadr a God of the Vaishnavite.



# Gopika Cave Inscriptions



- Gopika cave inscription (Nagarjuni Hill Cave Inscription II) of Anantavarnam is a 5<sup>th</sup> or 6<sup>th</sup> century CE sanskrit inscription in Gupta Script found in Barabar Caves group in Gaya district of Bihar.
- Inscription is from Shaktism tradition of Hinduism. Known for dedicatory verse to Durga and including symbol of Om in Gupta era.

# Pictograms



- Disconnected and fragmented drawings of fundamental objects and ideas such as man, woman, fire, food etc.
- Combined to form stories, songs and epics

# Ideograms



- Simplified pictures selected by agreement or custom to become fixed pictorial symbols of an object or concept.
- Ex- a number of tree symbols were unified to make a forest, or symbol of man, woman and child were combined to single family symbol.
- Name of object is closely identified with the picture.
- All written languages have halted at this stage.

# Phonograms

The Phoenician alphabet c. 1500 B.C.



- Syllabic signs and symbols representing primary oral sounds.
- As time has passed, they have diminished in resemblance to their original forms.



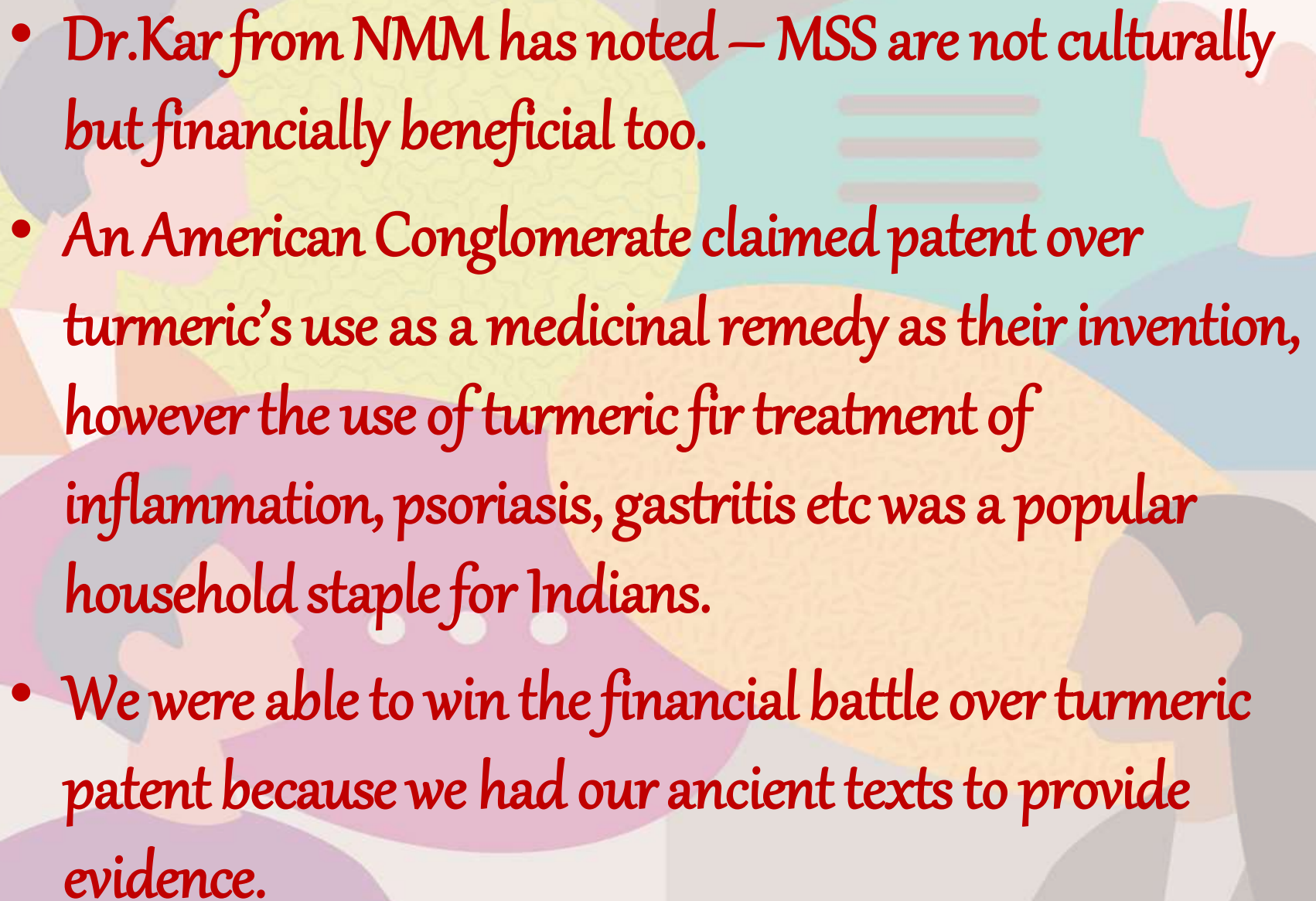
# Manuscripts



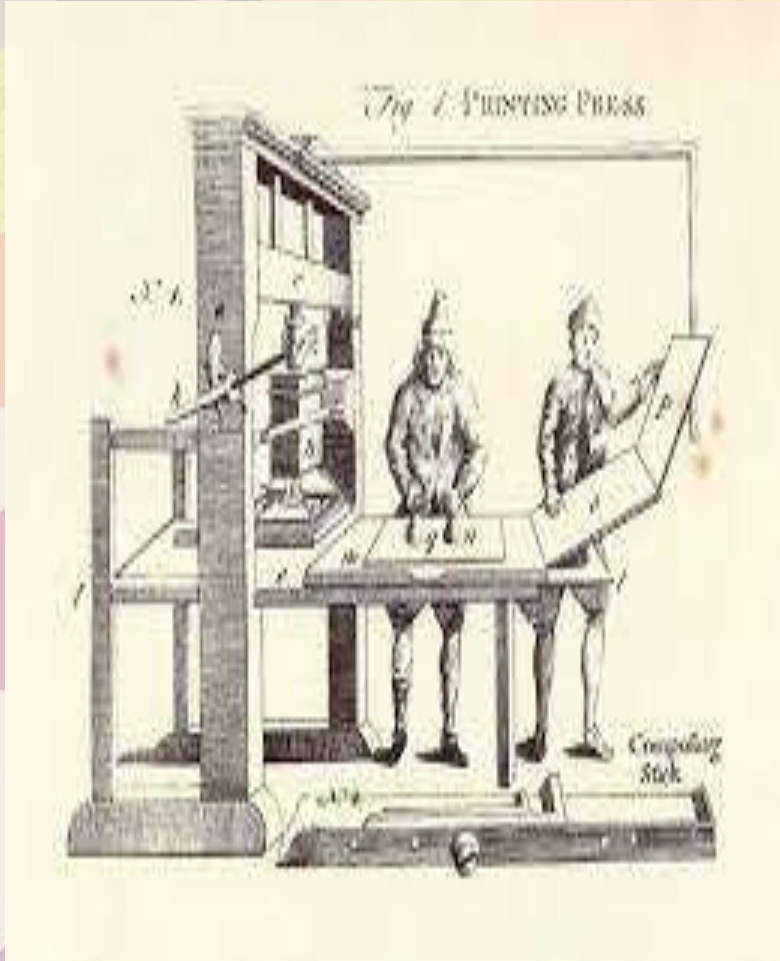
- *Abbreviated MS for singular and MSS for plural.*
- *It is any document that is written by hand – or once practical typewriters became available they were in typewritten form.*
- *Before the invention of printing all documents and books were manuscripts.*



- They are in book form, scrolls or in codex format.
- Illuminated manuscripts are enriched with picture, border decorations, elaborately embossed initial letters or full-page illustrations.
- 300-400 MSS exist on different types of yoga in India's treasure box. Maximum number of MSS relate to yoga, ayurveda, astronomy and astrology.
- Then there are unpublished Bhagwad Gitas, several versions of Ramayana, Mahabhartar and also a wide range of illustrated manuscripts.

- 
- Dr.Kar from NMM has noted – MSS are not culturally but financially beneficial too.
  - An American Conglomerate claimed patent over turmeric's use as a medicinal remedy as their invention, however the use of turmeric for treatment of inflammation, psoriasis, gastritis etc was a popular household staple for Indians.
  - We were able to win the financial battle over turmeric patent because we had our ancient texts to provide evidence.

# Printing Press



- A mechanical device for applying pressure to an inked surface resting upon a print medium such as paper or cloth thereby transferring the ink.
- It marked a dramatic improvement on earlier printing methods in which cloth, paper or other medium was brushed or rubbed repeatedly to achieve the transfer of ink and accelerate the process.



# Paintings



- Paintings as an art form flourished in India from early times as it is evident from the remains that have been discovered in caves and literary sources.
- History of art begins with pre-historic rock paintings at Bhimbetka caves in Madhya Pradesh. 1000 of years ago paintings and drawings had already appeared on the seals of Harappa Civilization.

# Warli Paintings



- Oldest form of art in history.
- A tribal art which originated from Maharashtra in India.
- Created by Tribal people of North Shayadri Region in India.
- It encompasses cities such as Dahanu, Talasari, Jawahar, Palghar, Mokhada and Vikramgad of Palghar district where this art is still practiced today.



# Mona Lisa



- Also known as La Gioconda (1503-1519) is a half length portrait painting by the Italian Renaissance artist Leonardo da Vinci that has been described as “the best known, the most visited , the most written about, the most sung about, the most parodied work of art in the world.”

# Photography



- It is the art, application and practice of creating durable images by recording light or other electromagnetic radiation, either electronically by means of an image sensor, or chemically by means of a light sensitive material such as photographic film.
- First photograph / the earliest photograph made in a camera was taken by Joseph Bicephore Niepce in 1826 or 1827 which depicts the view from an upstairs window at Niepce's estate, Le Gras in the Burgundy region of France.

# Posters

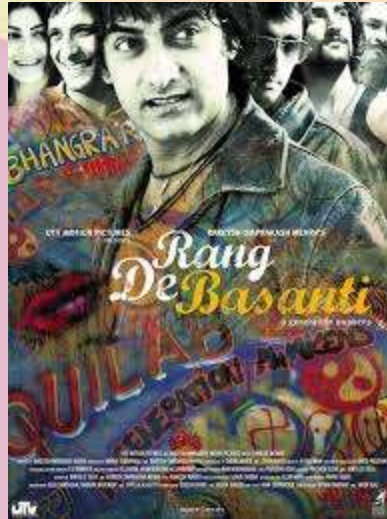
- A temporary promotion of an idea, product or event put up in a public space for mass consumption.
- Include both textual and graphic elements.
- Frequent tool of advertisers, protestors and other groups trying to communicate a message.
- Used for reproduction of artwork and are generally low cost compared to original artwork.
- Modern posters dates back to 1840s and 1850s when printing industry perfected colour lithiography and made mass production possible.



# Types of posters



Vintage Poster



Cinema Poster



Entertainment-Comic Poster



*Product Poster*



*Political Poster*



*Educational Poster*



# Brochures



- Informative paper document that can be folded into a template, pamphlet or leaflet.
- Set of related unfold papers out into a pocket folder or pocket.
- They are promotional documents used to introduce a company, organization, products and services and inform people of the benefits.
- Distributed in many different ways:
  - newspaper inserts, handed out personally, by mail or placed in brochure racks in high traffic locations specially in tourist places.
- Usually folded and only includes summary information that is promotional in character. Also considered as grey literature.

# Need and importance of visual communication

- Supportive element for oral communication.
- Understood by people who have no formal education
- Complex information can be easily understood through, maps, pictures etc.
- Effective visuals convey messages easily
- Simplifies information of ideas



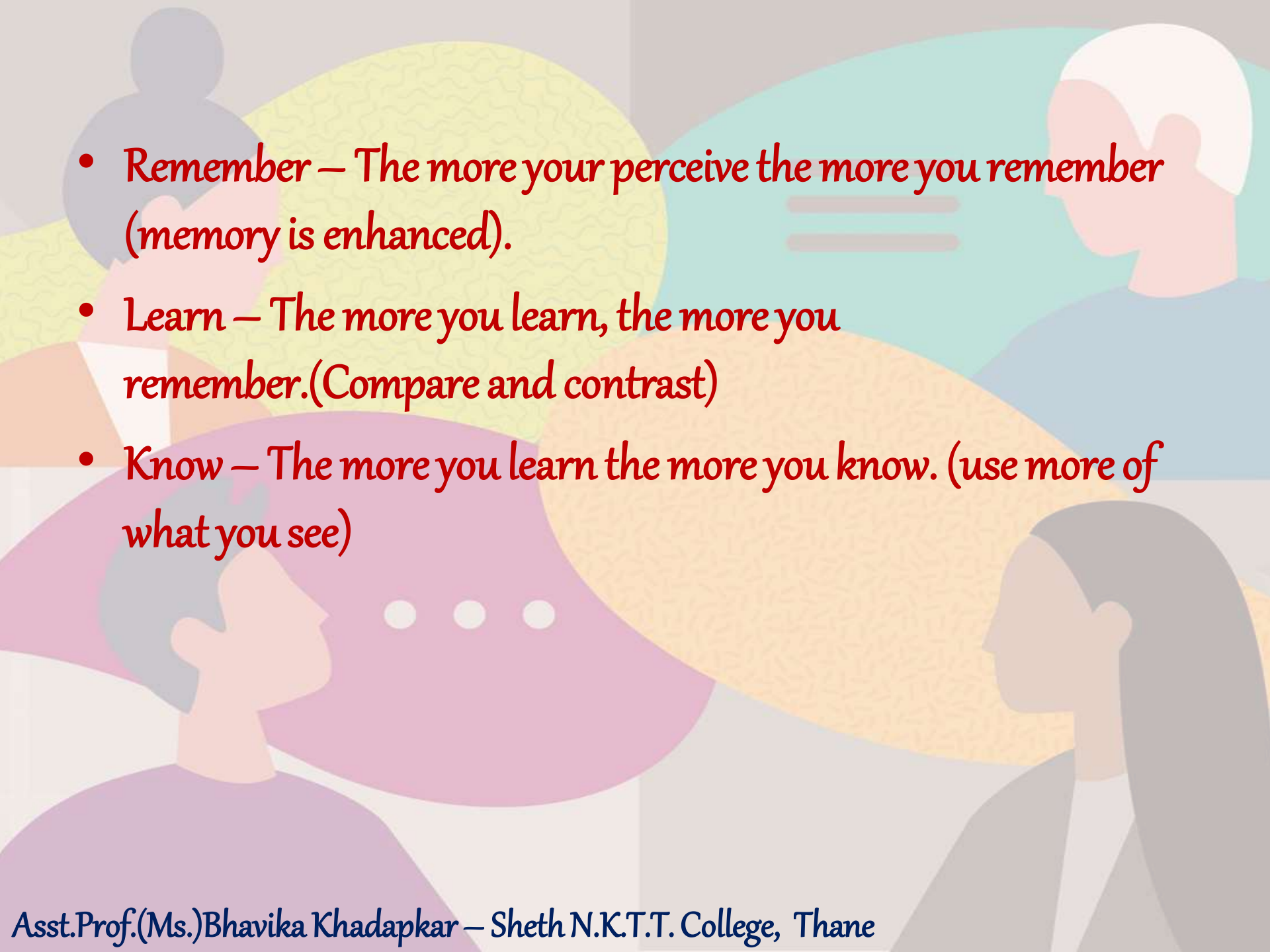
# Visual communication as a process and as an expression

*We process information directly via sensory experiences, via own mental activity like imagination and via mediated imagery scenes like scenes from TV, internet, movie and etc.*

# Process

- *Sense – The more you know the more you notice. This is done using our senses to detect signals from immediate environment.*
- *Select – The more you sense the more you will pay attention to. Selection making is a conscious, intellectual act where one chooses to pay attention to something.*
- *Perceive – The more you select the more and more you understand. It is making sense of what is selected i.e. Creating meaning.*



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- The background features a stylized illustration of a classroom. In the top left, a grey silhouette of a person stands. In the top right, a person with white hair is shown in profile. In the bottom left, a person with grey hair is shown in profile. In the bottom right, a person with long dark hair is shown in profile. Large, colorful speech bubbles in shades of yellow, green, orange, and purple are scattered across the scene, some containing small icons like an equals sign and three dots. The text is written in a red, serif font.
- Remember – The more you perceive the more you remember (memory is enhanced).
  - Learn – The more you learn, the more you remember. (Compare and contrast)
  - Know – The more you learn the more you know. (use more of what you see)

# Visible Concepts

The background features stylized silhouettes of people in various colors (grey, pink, blue, purple) and large, overlapping abstract shapes in yellow, orange, and purple. Some shapes have a textured pattern. There are also three horizontal lines in the upper right area.

- **Objects**
- **Models**
- **Graphs**
- **Maps**
- **Photographs**
- **Videos**
- **Presentation**

# Objects

Involves bringing the actual object to demonstrate on during the speech

- Pros –

It is necessary when demonstrating how to do something so that audience can fully understand procedure

- Cons –

Some objects are too large for a speaker to bring them.

# Models

Representations of another object that serve to demonstrate that object when use of the real object is ineffective for some reason. Ex- solar system, human skeletal system.

- Pros –
  - Can serve as substitute that provides a better example of the real thing to the audience when the object being spoken about is of an awkward size for use in the demonstration.
- Cons –
  - Model may take away reality at times of what is being spoken about. Ex- vast size of solar system cannot be seen with the help of a model.



# Graphs

*Used to visualize relationships between different quantities*

- *Pros –*
- *Helps to visualize statistics so that they make a greater impact than just listing them verbally would.*
- *Cons –*
- *Can become cluttered during their use if too much details are used.*

# Maps

*They show geographic areas. Used to show differences of location.*

- *Pros –*

- *If they are simple and clear they can be used to effectively make points about certain areas.*

- *Cons –*

- *Inclusion of too much details can cause confusion*

# Photographs

Good tools to make emphasize to a point or to explain a topic.

- **Pros –**

- **Attractive visuals catches the attention of the viewers.**

- **Cons –**

- **If it is too small it just becomes a distraction.**

# Tables

They are columns and rows that organize word, symbols or data.

- Pros –
  - Good tables are easy to understand.
  - Better way to compare facts and to gain a better overall understanding of topic being discussed.
- Cons –
  - Not very interesting or pleasing to the eyes.
  - Can create boredom and confusion if data is not organized in a proper way.



# INVISIBLE CONCEPTS

- **GENERALISATION THEORIES –**
- *Visual culture*
- *Aesthetics theory*
- *Artistic perspective*
- *Scientific perspective*
- *Interdisciplinary perspective*

# Visual Culture

- As an academic subject it is a field of study that generally includes some combination of cultural studies, art history, critical theory, philosophy and anthropology by focusing on aspects of culture that rely on visual images.
- It often overlaps with film studies, gender studies, study of TV and video games, comics, advertising internet etc.
- Due to changing technological aspects of visual culture as well as scientific method derived desire to articulate what visual is many aspects of visual culture overlap with the study of science and technology.

# Aesthetics theory

- *An important piece of visual communication puzzle is aesthetics.*
- *Images like sunset or half-opened rose affect us very powerfully*

# Artistic Perspective

- Science provides explicit explanations of aesthetic response, art gives visually based perspective on the role of aesthetics in communication.
- Artists are makers of visual communication and are connected to subtle aesthetic clues, their selection, manipulation and ultimate refinement.
- Knowledge of aesthetic relationships, gained through visual performance provides a permanent visual record of decisions made and wordless aesthetic relationships established.



# Scientific Perspective

- *Scientific research on aesthetics has been generated in the biological and social sciences.*
- *Dr.Samir Zeki has said – All visual art is expressed through brain and must therefore obey the laws of brain, whether in conception, execution or appreciation, no theory of aesthetics that is not substantially based on the activity of the brain is ever likely to be complete.*

# Visual Rhetoric

- It is the term used to describe the study of visual imagery within the discipline of rhetoric
- As a branch of knowledge rhetoric dates back to classical Greece and is concerned with the study of the use of symbols to communicate in the most basic sense rhetoric is an ancient term for what now typically is called communication. It includes the following –
  - Symbolic actions
  - Human intervention
  - Presence of audience

# Symbolic actions

- It is a system of signs.
- Sign communicates when it is connected to another object. Ex- Traffic signal.
- For qualifying as a visual rhetoric, an image must go beyond serving as a sign and be symbolic and be indirectly connected to its referent. Ex- The shape and colour of traffic signal have no natural relation to the act of stopping car, this was invented by someone who needed a way to regulate traffic.

# Human intervention

- Some human actions turn out to be visual rhetoric.
- Humans are involved in generation of visual rhetoric when they engage in process of image creation – Ex- painting a water colour, taking photographs.



# Presence of audience

- *Visual Rhetoric implies an audience and is concerned with an appeal either to a real or ideal audience.*
- *Visual elements are arranged and modified by the creator but to communicate with the audience.*

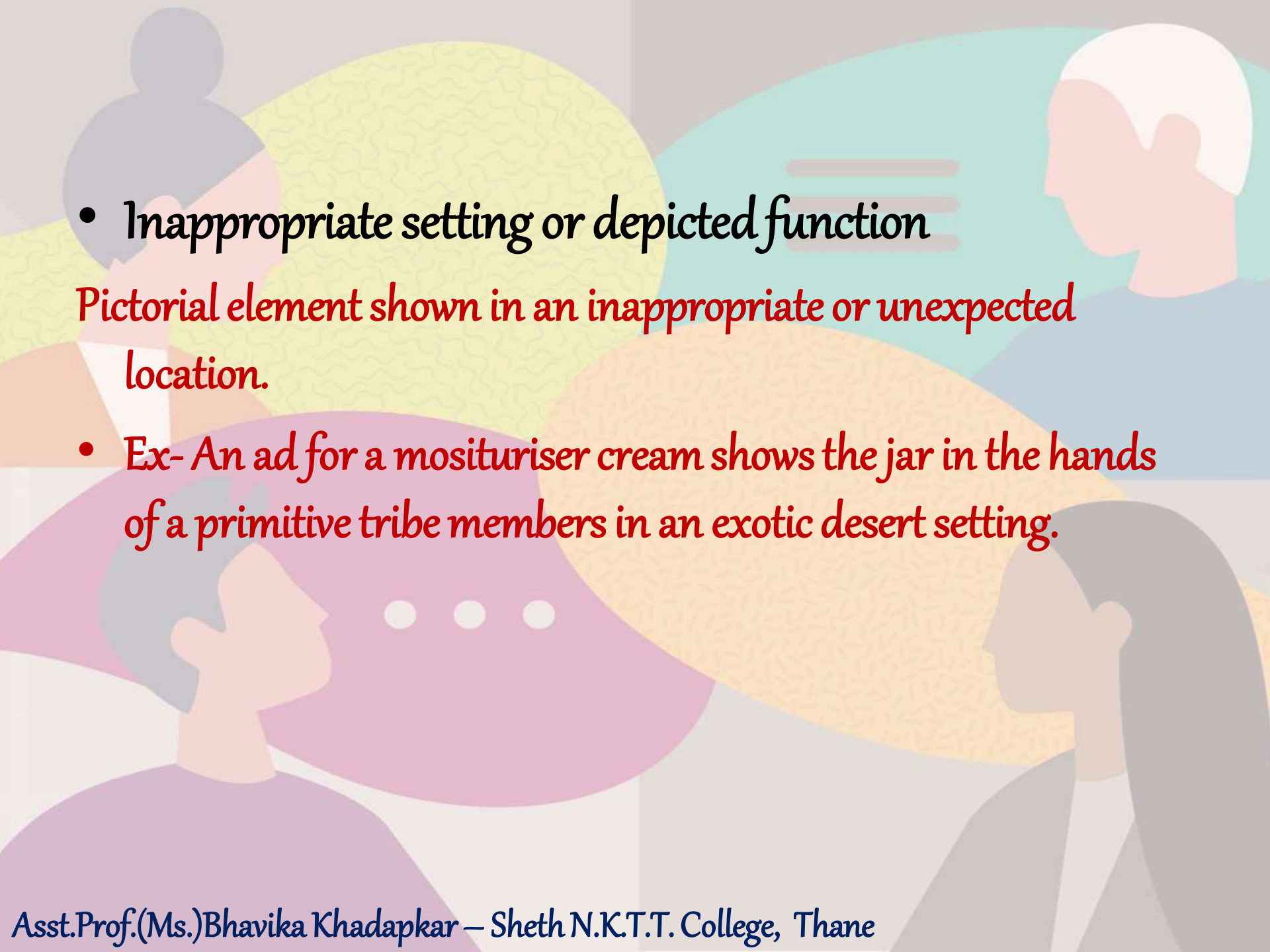
# Visual Metaphors

- They generally concentrate on advertising.
- It includes-
- Modification of physical characteristics.
- Inappropriate setting or depicted function.
- Juxtaposition.

- **Modification of physical characteristics-**

**Visible physical properties are modified through distortion, superimposition or blending of features. Ex- Lux bodywash – The liquid morphs into silk and drapes the model into it.**





- **Inappropriate setting or depicted function**

**Pictorial element shown in an inappropriate or unexpected location.**

- **Ex- An ad for a mosituriser cream shows the jar in the hands of a primitive tribe members in an exotic desert setting.**



- **Juxtaposition –**

*Two pictures are arranged side by side (or arranged as foreground and background) in a manner that quizzes the viewers mind.*

- **Ex- Snickers advertisement of Ms.Dhoni**

