

<b>UNIT NUMBER</b>	2
<b>NAME</b>	MEANING AND PURPOSE OF THE IMAGES

**SUMMARY**

**Visual Communication**

Visual Communication- is a process of elaboration, transmission and reception of messages through images.

Aspects to Consider: Context- a set of circumstances or places where the image is situated.

Meaning- a feeling or symbolism of an image.

Significance- the visual content of an image.

Visual Code- a set of norms and procedures to relate the meaning and the significance.

Elements: Transmitter: a person or an entity that transmits information.

Message- information that the transmitter releases.

Medium/Channel- entity through which transmits the message.

Receptor- the person that receives or interprets the information from the transmitter.

**The Visual Language**

Visual Language- is a system of communication that structures and relates the distinct visual elements of the image.

Types of Visual Language: Objective- the use of images that make reference to a concrete reality.

Advertising- combines expressive images and texts to make the message easily understood.

Artistic- images that have a different meaning for each spectator who views them.

Types of Images: Static- Planes: consists of painting, graphic design, photography, press and comics.

3-Dimensional: consists of writing,

architecture and industrial design.

In Movement- film, television, video, scenic art, etc.

Descriptive- explains the shapes, events and situations objectively.

Informative- transmits information about the news, an announcement or a product highlighting it's qualities.

Aesthetic- communicates the a definite pattern of beauty.

Expressive- transmits emotions and feelings or expresses a personal reflection.

### **Purpose of Images**

Communicative: Mark- serves to affirm, advise and differentiate.

Signal- serves to transmit an order, indication or prohibition.

Symbol- represents ideas, memories or sentiments.

### **SELF EVALUATION**

- 1.) What is visual communication?
- 2.) Differentiate between meaning and significance of a visual message.
- 3.) Describe the significance of this image.
- 4.) What are the fundamental elements of visual communication?
- 5.) Observe the following images and indicate what types of visual language are present in each image.
- 6.) What are 2 fundamental characteristics that describe the visual language of Advertising?
- 7.) Indicate what artistic fields use static plane images.

### **FINAL ACTIVITIES**

- 1 Place a fish in two different contexts. Take two photos (one of under the sea, the other of a fisherman) from the internet and copy and paste them into a programme like Word or OpenOfficeWriter. Then find in the images of the programme a picture of a fish that you like and insert it into each of the photos. Finally, make pictures with the art tool to make two attractive pieces of work.
- 2 Design a uniform for a group of people who help after disasters and earthquakes. Remember the

characteristics of these situations to find the right design.

- 3 Draw with a colouring pencil, using objective visual language, the front view or profile of an object for use. Observe the line used in the example.
- 4 Make a sculpture with coloured card using artistic visual language. Let your imagination guide you until the work is finished.
- 5 Design a map of your community in which is highlighted a monument or important place. Use coloured pencils.  
Observe how it is done in the example and choose your lines, colours and locations. Remember that this image has a descriptive AND informative function.
- 6 Design a public announcement using press cuttings, in which you underline the advantages of not using more water than necessary. Remember that this image has the function of convincing. Highlight equally the image and the slogan or texts that you choose.
- 7 Make an image which has the main aim of being recreational but also aesthetic. You can use bits of magazine, fabric or paint. Choose as theme, for example, a person, an imaginary animal, a building, a city etc
- 8 Design a pin with a musical theme. Remember that these decorations are brand images with aesthetic values. As they are small, use plain colours to best define the shapes.  
This example is made with paints. Make yours with paint or with coloured felt tip pens.
- 15 Draw two images: one that warns against the danger of fire in a wood, the other indicating a place to stop and rest on the motorway.  
Remember that the function of these images is to advise and indicate, and therefore the visual elements have to be very simple and the message has to be clear and direct. Use just one colour.
- 16 Draw with coloured felt tip pens a shield that symbolises the history and characteristics of your city. In this you can highlight aesthetic values through different colours.