Topic

In a world where we are constantly, involuntarily bombarded with a multitude of visual messages –whether they are sent with an advertorial gain or to simply destroy attention spans– it is of essence to reconsider how one could incorporate a sense of directness.

Is it possible to create products of visual communication whose sole purpose is to relay a message with as little personal bias as possible? In other words, to what extent can one argue that objectivity can enhance how a message is taken in? This research attempts to convince the reader of many arguments, one of which is that the contradicting, omnipresent, subjective approach cannot remain unconsidered.

In order to decipher the meaning of objectivity within the realm of visual communication, a number of established methodologies will be cross-examined throughout the duration of this essay. Additionally, individuals operating in the field of graphic design will be interviewed to try and comprehend how they refuse to complicate a message or incite confusion.

Research Question

What is the effect and meaning of objectivity (and subjectivity) within the realm of visual communication?