

# 1. Introduction

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This journal will describe all the absolute information in the subject Visual Communication on first semester of the course BSC of Science in Computing & Multimedia. The information was taught by the lecturer Irene.

The subject addressed will be part and only about Visual Communication. The materials used for research are:

- Moodle: Presentation, examples, PDFs, etc.
- Notepad notations: all the information wrote in the student notepad.
- Photocopies: xerox, photo-prints.
- Internet: examples of images, videos and podcasts used in the class.

The structure of this journal will be:

1. Open the “subject” of that week. Explaining concepts.
2. Describing the reaction between the information and the student(me in this case) mind
3. Showing the perception from the student of the subject.

In the conclusion following this journal will be possible watch the evolution of the subject and how the student react and modify his sense about communication.

Have a good trip.

## 2. Visual Communication

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In the first class of the course visual communication the teacher, Irene, give us some sheets with some examples of (detail the sheets).

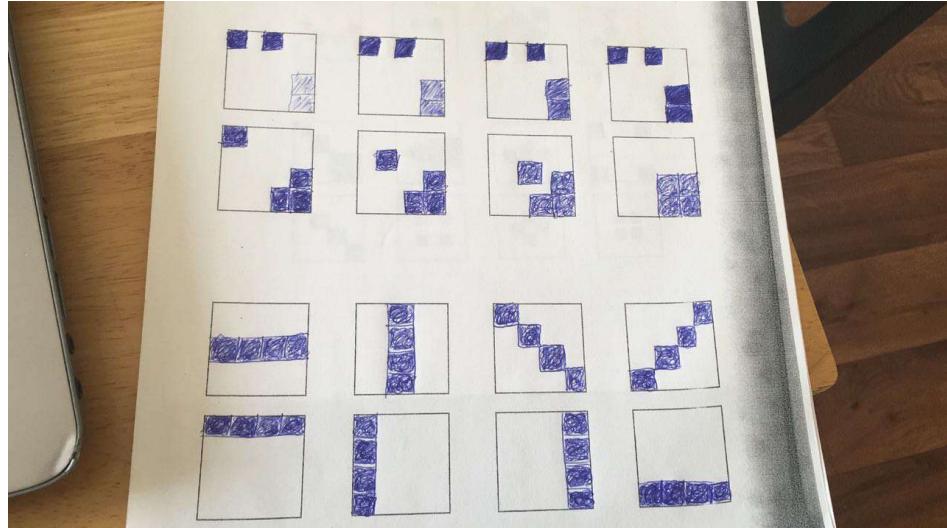
After understand that examples Irene gave us a exercise:

- Express drawing in a sequence of 4 squares this words:

1. Organization
2. Movement
3. Peace

It is clear to say I did not know how to express words in picture. It was kind of hard to "open" my brain to think how to do and, after while, I was satisfied with my work.

You can see below my work concluded:



After this exercise, Irene, gave us a photocopy explaining how we should express and asked how we feel about this "expressions". This is called Visual Literacy. The ability of read and write words but not about read and write letters. Words in this case means "expression words". This expressions can be understand. The capacity of the human to express himself by art or drawing is a example.

Them she show us some ind of pictures of the Earth in different forms, positions, "times" and angles and asked us "What do we see?". This situation was funny because, was clearly the earth as a main thing in the image but the way the picture was dispose change the manner we see.

With this examples I could understood the way the pictures try to "explain" us the shutter or drawer desire and objective. She had showed us the other forms of an apple and how, a simple apple, could be read in different ways with completely different meanings also. The apple could be just a fruit or a sin or could be a very well-known brand. When they modified the color like making some frame more dark and the color of the fruit more "red" make the picture more "provocative" or if it is insert a snake express the sin.

With this comprehension is possible to say Visual literacy is very important. It help people to express in different ways and "say" simple or complex messages and understanding how the visual literacy works it is possible to avoid some negative, insinuation or persuasion.

In the end of the class she asked us some questions and if we understand what is Visual Communication and Visual Literacy

She showed us some paintings with different colors, forms, saturation and bright and she asked us what how we few about the pictures, what that picture can transmit to us and what is which sentimental we had when we saw that. It was very interesting how everyone can few different things with the same image. Some people felt sad, some happy and some abstract things.

I was surprise for how much is used the visual literacy in the world. Almost everything. The market "swim" into this. But this is topic.

## What is Visual Communication?

Visual Communication is all the visual forms which you can express, read or write something. Its used for close to everything in the actual world. We can find in:

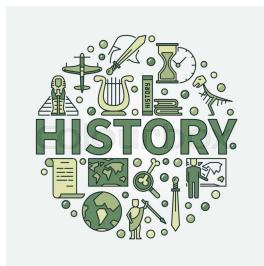
- adverts, propaganda:



- notices, alerts, warnings:



- histories, stories, times, travel:



- doors:



- cars, plots:



- people, shirts, nerds, geeks, movements:



It is, now, easy to see that. The teacher gave us some examples where the designers show the “power” of the persuasion:



picture\_1: Well-known or popular person showing the product

It is common in the adverts see famous people showing products like “they're using” that kind of product. We already know is not “true”. They just received money for that. In the picture \_1 is possible to see the frame completely yellow, making emphasis in the singer and in the product. The singer skin and dress color make a combination with the product color and both of them contrast with the background. That attract the attention of the customers and make them possible new clients. We know possible the singer have never drank that product, but just because she show make the product “cool”.

## What is Visual Literacy?

It is how the people express themselves. It is the way to show or transmit some messages. It is important to understand what is the image is passing and why.

## Why are they important?

With the knowledge you can avoid some “bad influences” or “brain washes”. If the theory you can identify the “hidden messages” or “persuasions”.

# 3. Visual Analysis Elements

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Into the Analysis Elements, Irene, showed us how to “read” the elements in the image and how is it possible to separate them.

This elements are:

- Contrast – show the differences in the picture. Sizes, emphasis, shapes, placements, color, etc. It is related things into the image like big and small, light and dark.
- Rhythm – show the connection between elements. Could be like a light into the clouds or movement demonstrated in the water surface with the round shapes when the stone hit.
- Balance – It is the symmetry. Show the arrangement of the elements. Could be formal and informal:
  - Formal – Equally elements disposes in the picture. They arrange in the both sides creating a feelings of stability, formality, sophistication and elegance.
  - Informal – Is asymmetrical. There is no balance between the items. It is possible to see the line separating the elements. Its is dynamic and can generate a sense of tension or energy. Also makes feelings of changes.
- Proportion – Its is defined but the ratio between the parts. It is between two elements or groups of them. The proportion most found in the nature is Golden ratio. It has different names as Golden rectangle, Golden section, Golden Mean, Golden string or divine proportion.

Irene told us to choose three pictures in the internet and explain the visual elements. She told us to explain the pictures and the elements in the picture. So we went on line and searched some pictures.

## First Photo

The first picture should be something of landscape. This was my first choice:



I really like dark pictures. The dispose of the ambient with the elements its very interest for me. In this picture we observe does not exist many negative space. Some geometric forms of the mountains making me look trough the horizon and follow the directions of the light between the clouds. This light show a bite rhythm. This picture has a good formal balance, in my opinion, because of the symmetry between the mountains. The proportion is not exclusive but it is showed with the relation between the lake and the sky. As I already said, I like dark pictures.

## Second Photo

The second option need to be travel and because of that my second picture was more warm. In this picture is obvious the separation between the elements. This division is made for the surface of the ocean water. So this picture has informal balance. We can identified two frames:

- The sky with the landscape and the build.
- The ocean with the coral, the swimmer and the deep water.



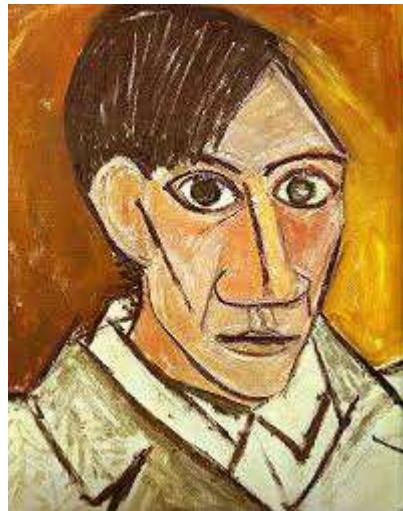
This picture is completely different of the first one. Has a good light. The contrast is more about “dry and wet”. It is possible to feel. The rhythm is between the “blues”. The image has a

good connection. The balance is informal because is possible to separate all the frames but, for me, pass some formal connections because of the range of the elements. Make me feeling sensations of stability and tranquility. The proportion is 1:1 and is showing two elements in the same ambient.

## Third Photo

In the third option, Irene, told us to choose some famous paint of picture.

This is my third option. For just see the paint is easy to identified the painter. Van Gogh.



This picture has amazing contrast. The way he had dispose the tons of brown making we feel the "shape" of the man. It is possible to observe the shirt and the jacket and also the way they are overlaid. The frame is centralized in the noise, which make you follow the lines and the shapes. The balance is formal and equalized. The proportion is related with the body and the head. It is possible to separated them and see the head is little smaller than the body.

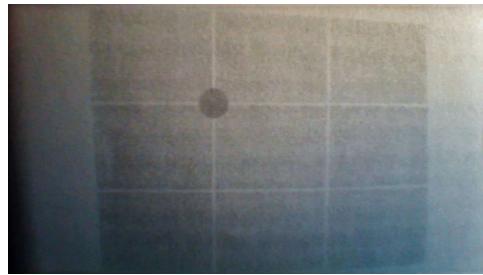
# 4. Framing and composition

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In the next subject we had identified the composition of the picture. Which one is the frame, frame of the frame, negative space, positive space, center of interest, movement, rules of thirds, scale, spatiality, perspective, light and color and context.

First let us define this components:

- Movement – It is the sense of the rhythm or direction. Lines, arrows, points, dots can be used to show this element. Eg: Arrow has direction and magnitude. Show which direction to look and the extension which need to run.
- Center of interest – It is basic where the focus is. Can be everywhere in the frame. Could be overlaid or underlaid. You can identified easily when you see the picture. It is the “main key” of the picture. They may be single or multiple. Usually one or two of theses centers are primary. The secondary centers can compose the first ones and make them more interesting. Eg: one secondary center can direction you for the first center.
- Rules of thirds – It is the division of the frame in nine parts: three lines horizontally and three lines vertically. This division show where the subject should be dispose. The primary subject use to be located in the four point: the junction of the horizon and the vertical first line:



- As you can see this rule make equality between the balance and the proportion. They make a asymmetrical balance placing the subject in one of the join points and they also make the proportion be 1:2 because the frame is divide in three.
- Scale – It is relations between objects. This element help us to see which one is bigger or large than the others. Also help to macro or micro elements. Can exaggerated for show emphasis or shock.

- Spatiality – It is how the elements are arranged in the frame. How we can dispose them in all the area. Which element compose other and which connection they have. Eg: if you make a image crowded, like my bohemian postcard, you can show more inexpensive items or access. I had also “cracked” the edges of the frame to show how “crowded” the pubs can be with lots of options of in entrenchment, funny items and lots, but lots of people.



• Perspective – It is the sense of depth. Perspective using the shadowing, position and the size can refer from the depth to the way of the visual elements appear to have dimension through them in the frame. A closer can make some objects seem smaller. So if the angle of the view is changed can change the way we see the image and the objects. The distance between the subject and the frame can make all the difference how you like to show the size of the subject. A large object can be placed with distance and showed related with others also can be showed light, dark, feelings, etc.

• Light and Color (related to tone) – Light is the form how the elements are illuminated in our field or view. Light also can set the emotional mood if is used as a light effect. You can set up the like in a specific object or shape to show how and why you did that. Your viewer can feel what you want looking where you set up the like. It is possible to create sense of sadness or happiness, also darkness and drama. Light can act in one of more the senses together. For the lights description we have Hue, Saturation and Brightness. All these elements are related with the colors and how the lights acts with themselves. In hue you can set up the actual color or tone. Has as primary colors red, blue and yellow. Saturation is how the light acts with intensity of color. It can be more vivid or more strength making same “warm actions” or “gray days”. Brightness is light and dark related of the color came from the black to the white or vice versa. The light can show as well warm things. Sun is a good example of this. The “light” of the sun makes us think about the temperature and how hot it is there.

• Context – The context is hard to define. It is necessary to know about and have some pre-definition for make the connections between the elements. Sometimes is based in the

experiences or the previous knowledge. Eg: a car in the desert do not have the same meaning as a car in the traffic. The way is show the others elements compose the way will be understandable the image. Context can be ambiguous even if you already know the circumstances. It is necessary observe where and how which visual element is dispose or act into the situations.

## First Photo

This picture show more information about negative space, positive space, center of interest, light and color, balance, perspective, scale and scatiality. It has lots of negative space, the scale show the size of the water(can be just a mirror or lake), the perspective relate the ambient and the subject and the rule of the thirds is well applied.



It is not necessary to “cross” the picture with the six lines to see the third rule apply. Also the perspective of the subject and the ambient is easy showed. The positive space is made in the characters and also the proportions, 1:2. The light and the color is controlled the light in the sky and partial in the water. The context is undefined. I can not understand why and where they really are.

## Second Photo

The second picture is a black and white picture. This picture I try to show more context, movement and spatiality.



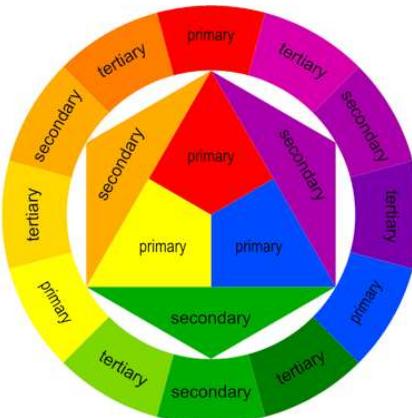
This picture is possible to see how the movement is expressed. It is completely clear which direction they are going and which position each character is dispose. Also the contrast of the light show where is the sun and probably the time, can be 10:00 am or 6:00 pm. The context in this picture is more clear. Observing the clothes and the characteristics of the components we can see they are unfortunate people. They look like do not have many properties and they are migrating or looking for a new place. The attitude show us the spartiality of this picture. It is kind of sad but indeed show us hope.

# 5. Colour & Typography

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## What have you leaned about Colour Theory?

Color theory is basic the logic behind the combinations of the colors. The color was separated in primary, secondary and tertiary colors.



Primary is all the colors which can not been created using others colors or pure hue. That means for create this colors you need to find or developer by the human. Colors are nothing more than the way the human see the reflecting of the lights. That means, basically, just us can see theses colors. So the human created the primary color for, from there, create a new gamma of colors. The primary colors are : RED, YELLOW and BLUE.

Secondary colors are the combination of the primary colors. If you combined YELLOW and BLUE you will have GREEN, RED and BLUE you get it PURPLE and YELLOW and RED the result is ORANGE. The secondary colors are ranged for combine the hue for the primary colors.

Tertiary color are the combination of the secondary color with the primary colors. In this case you are combining a pure hue with a mix hue. The tertiary colors are RED-ORANGE (vermillion), YELLOW-ORANGE (amber), YELLOW-GREEN (chartreuse), BLUE-GREEN (teal), BLUE-PURPLE (violet) and RED-PURPLE (magenta).

It is also exist the Neutral colors: Black, gray and white. They can used separated to add a contrast or depth. Mixing they with the other colors it is possible to obtain more tints, shades and tones. Tints you can creating using white tint, that make the color more bright. Shades create more dark versions of the same color. You can do adding black to the color. For tones you add gray. This create a new "tone" of that color. The variation is gradual.

It is using this logical you can arrange the colors and create a news colors.

## What have you leaned about Colour Harmony?

Colors Harmony is the “fashion” way to combine color which “suit” ours eyes. As exist in everything in the world, Harmony is responsible for the “beauty”. When somethings is harmonic is beautiful, delicious, elegant, tasteful, goodly, Etc. So the color harmony is the theory created for help us to combine color and do not make a boring color, completely reject color, or chaotic color, impossible to keep looking at.

For this harmony exist few theories. We had learn few of than and I will describe here some of than:

1. First one is the analogous colours. It is range the three colors side by side and combine them. This colors are combined using at least one of the primary color. Eg: red, red-orange, red-purple. This theory is found in the nature and is accept by our eye. All the variations can be done using the primary colors, secondary colors and tertiary colors. Also it is possible to combine the neutrals colors.
2. Complementary colours. It is combination of any two colors in opposite spot. So for create this colors you need to combine one color with the other color locate in the opposite of the first one. It is necessary use the high contrast and maybe the completely saturation for to obtain a vibrant color. It is necessary expertise because the colors are not only primary and secondary. The neutral colors are really bad for this theory.
3. Color context. It is the relation between one color and other in different frames or shapes. Is the most complex theory and need to be “stoned” carefully. One color involved for other color can be more bright or more dark without any change in its tone, tint or shade. Eg: yellow involved by white is completely light but it is opposite of yellow involve of red. This combination make the yellow “sounds” like “warm”. So it is good to separate the warm colors for the cold colors (cool).
4. We also have how to divide the circle in two separating the warm colors and the cool colors. The warm colors give the sense of live, warm, vivid instead of the cool color are more slow, cold, calm. The neutral colors do not have effect in this situation.

## What have you leaned about Colour Psychology?

Color Psychology is the way you feel, transmit or receive when you see some colors. Some colors are direct related with some objects, situations, moments, personality, etc. This exist also in the natural world. Eg: some snakes has a red and yellow color in they bodies. It is way to say “keep away I am danger”. The same happen with plants. The plants have different forms and colors in its leafs. Or can be types, like Red it is WAR and White is PEACE.

But some colors show us also personality, which is kind of interesting the way that color act with people. Some examples are:

- Green:
  - Positive: Freshness, Growth, Health, Hope, Nature, Prosperity
  - Negative: Blankness, Boredom, Enervation, Envy, Sickness, Stagnation
- Magenta
  - Positive: Balance, Creative, Imaginative, Innovation, Passion, Transformation
  - Negative: Eccentricity, Ephemeralness, Flippancy, Impulsiveness, Nonconformity
- Black:
  - Positive: Authority, Elegance, Power, Security, Sophistication, Substrance
  - Negative: Evil, Coldness, Heaviness, Menace, Mourning, Oppression

Multicultural color is also something which use the colors for express. In Brazil some part of the country the white is relate to bad religion, bad spirits but in the other part, not too far from there is relate a divinity, cleanliness, no sins. The same happens in different country, like here in Ireland the black is relate to Death, but in Mexico is the Yellow and Orange.

## What have you learned about the characteristics of type?

We had a class which teach us about the typography. Typography is the “art” of written the language. Need to be Legible, Readable and Visually appealing. It is basic divided in:

- Typefaces
- Point size
- Line length
- Leading (spacing between the lines)
- Tracking (spacing between the letters)
- Kerning (spacing between letters pars)

The difference between font and typeface is typeface is just the design but font is the collection of symbols: Letter, numbers, accents, etc.

We need to know how to type the text in the simple way and trying to make than easy to read. The spaces between the lines help the reader to understand where the line start and finish without force the concentration for follow the line. This is leading. In the same way, if we write the text too compress, will be hard to read also. It is necessary a little space between the letters. This space call Tracking. Kerning, for me, is the same as tracking but involves separation of two letters. So is the small part of tracking.

The anatomy of the letters is complex than the anatomy of the body (sic.). We can see different types like size, design, points, curves, tails, loop, etc. All this depends for some partners but it is possible always to create a news designs. Some of the patterns well-known is Serif. It is that “ear” in the corners of the letters. Eg: T This letter has two “ears” in all the extremities. That is serif. Other pattern is the Capital letter and normal letter. The difference between than is some letters is bigger than others. That means lots of things as begin of the sentence, names, exclamation and make the text has more sense. Imagine if you need to ReAd SoMeThInGs LiKe tHiS. Strange no? We also have some “neutrals” styles: **bold**, *italic* and underline. They can be use in almost the fonts and turn the letters in the patterns.

Following the anatomy is really hard to understand everything. It is complex types and styles and models and patterns with mix of modern and old. But I have understood developer a font or better the written is a really ART. It is draw. The creation of the letters and the styles as the method and the studies make the “science” of letters the more complex than I can imagine.

# 6. Semiotics

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## What have you learned about Semiotics?

It is the symbols and how they express and make communication. It is possible follow this patterns in the culture and in the society. The simple signal in the toilet show you where and which you should choose.



All the components in the culture is related how you read, how is express, how will be interpreted and which is the conclusion of this.

## What is the difference between Denotation and Connotation?

Connotation is how you say something with a secondary meaning. Something in connotation always suggest or show something implied in that word. But denotation is direct. What that word means is what it is meaning - Dictionary. No second intentions or others meanings. Connotation is hard for no native speakers. They do not work separate but has different actions in the language. Eg: Beverly hills is a name of a neighborhood in California. It is just a residential. No buildings. But when someone say "as a Beverly hills" sounds like glamour, money, fancy stuff, well-known brand cars, jewelry, etc. This means is different because the way people see and interpret the "internal" meaning. The same example is the word "banana". Banana is just a fruit. Eat in almost the parts in the world. In Brazil when you say someone is a banana means he is weak. A coward. Two different meanings for the same word.

# 7. Propaganda

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## What you have learned about Art Posters?

I really like to see the posters. The way they promote the product or event is amazing, when is well done of course. They come for the late 1800s and they use the “short” communication for express all the information about the product. Used to be colorful and flashy. They express the moment of the society, economic and cultural, as a as the moment of the “world”. Almost the posters are collectible for the fans and the geek, hipster culture. They need to catch straightaway the attention of the customers.

## What you have learned about Propaganda Posters? (WW1&2)

In the WW1 they use the propaganda for promote the government and the campaign. They have to “collect” people for follow themselves. They come from the Art posters and they promote more “emotional” and “reproach” situations. It is common in that posters see some well-known person “point” for the reader and saying something “strong”. It was completely simple language and action. It had showed very effective.

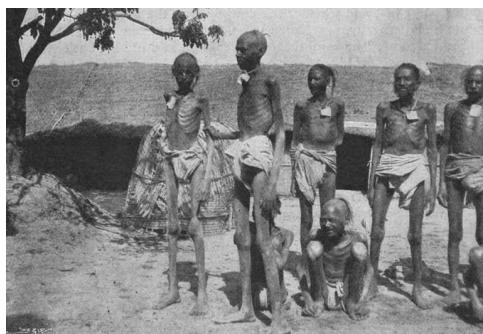
By the way in the WW2 the posters are more “nominated”. In the both sides it is possible to see Hitlers, presidents, ministers, Queens and some generals in the posters. They used to show “power” and structure also they try to detract the other side. It was in the common side. The same type of propaganda was used and they had, sometimes, just changed the “character” in the posters. The speech are about security, social, economic and proud.

# 8. The Power of Photographs

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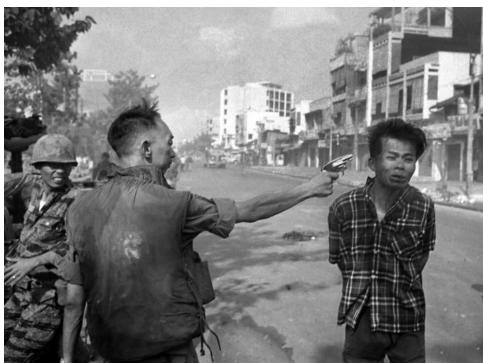
After the art of posters we can see how the photographs are working for move and shock people in the world. They always had used some types of “sensationalist” images. It is possible to express the gravity of the incident or the emotion beside. It is possible feel or look beyond or through the photograph. I will relate some photographs and the feelings its transmitted.

- In the Famine:



In this picture is possible feel how starving they are. We can see they are so thin as we can see only flesh and bones. The clothes do not suit more. They are wearing some kind of “tower” or “sheet”. The muscles are not showed and looks like they will fall as a doll. We can feel sad and shocked at the moment we look to the picture.

- In the war:



This photograph happened in the Vietnam war – 1964. This picture make me sick. With this image is possible to feel how bad the human can be. The image show a men, tide, stand in the street and pointed by a gun for the other man. It is possible to see a soldier in the image also. He

is laughing. They use this image to shock people. It is possible to feel the impunity and the insecurity together with the abuse and disregard for life.

- In the human tragedy:



This photograph is from Mariana, Minas Gerais, Brazil, is my State. This event happened because of a dam from a mine brooked and buried all the city. In this picture is possible to see the capacity and destruction of this tragedy. You can not see any “life” around the frame. The helicopter is looking for some “bubbles” and try to help. This picture make me sad.

# 9. Audience Theories

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As we have saw in class, exist three main audience theories:

## The Effects Model or the Hypodermic Model

In the effect the Audience are passive and has direct influence through the act. The effect is in most of the times negative. This one was showed by the teacher from a video where the children hit a Bobo Doll after see some adult hit. They say, the children suffers some influence by the adult action. Almost the children in the test repeat the same behavior. I agree for that. More than 80% what the kids do is based in the adult behavior. They imitated the adults around themselves and act because they think is correct. Eg: in this video in the youtube is showed the imitation for the children by the parents. All the bad and the good manners they do. They say in the video "Children see, Children do!". They are like a empty book.

<https://www.youtube.com/watch?v=6JxvGblwud4>

## The Uses and Gratifications Model

Well, in the opposite of the Effects Model the audience is active and use the text for pleasure and hedonism. I disagree with this one. They say the influence of the media components, games, tvs, video, movies, etc, can make some people act badly or exactly like they see. Well, it is possible to say the media components can influence some actions and some cogitation of that but it is not making someone act literal. Since the human start to communicate exist some kind of forms applied for influences the population. Secret messages, hidden information, fake news, false bad and false good, religion, etc. But this is different do what they say. I know and everybody knows play games do not make people try to fly or what a Avengers do not make people fight in the street. As the teacher say, this theory need a new theory.

## Reception Theory

As I had said in the Uses and Gratifications Model, this theory, for me mix information with that one. This theory is also active. They say the reception for the listener or reader or viewer is interpreted with the information in different way. I agree with this also. The theory say: "When the producer constructs a text it is encoded with meaning or message that the produces wishes...". This can be exemplified in the WW2 where Hitler used the radio for make the Germans thinks as him. In the theory they say exist three types of receptors: Dominant or preferred - They agree direct with the message, Negotiated – they show some point of view but can be disinterested and Oppositional – The rejection of the message is direct for they reasons.

# 10. The Language of Cinema

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Language of the cinema is my brother area. The has degree in cinema. Well I will try to showed something (sic.)

## What film are you reviewing?

Enemy Mine. It is a movie I had watched when I was kid. It is a movie about the war between humans and Drac race, a alien race. In this war some pilot crash in the alien world and him can capture a alien name Jeriba. They start to leave together and try to survive together. The movie show how the differences are changing and they start to understand which other.

## Framing & Composition

Full shot:



This shot show all the information about the characters without show anything about the space or location where they are. This shot is about the characters and them characteristics.

Medium shot:



This shot shows more information about the action than the characters. In this shot it is about they chat and the situations.

Close up:



All the character or object is filled up in the frame. The details and the information is all about the close.

Extreme close up:



This shot is for reactions and expressions. It is very close. It is possible to see all the characteristics of the object.

Wide shot / long shot:



This wide shot is more general. It is used to show the areas or spaces around.

Establishing shot:



Show the ambient and the object in entrance or walking. Promote the situation and the action in that moment.

Over the shoulder:



Shot use for chats or expressions during the chat. It is locate between the both should of the objects and in front of them.

Composition:

Rule of the thirds:



This composition is about the rule of the thirds. The component created a balance between the image and the object and centralized in the four point.

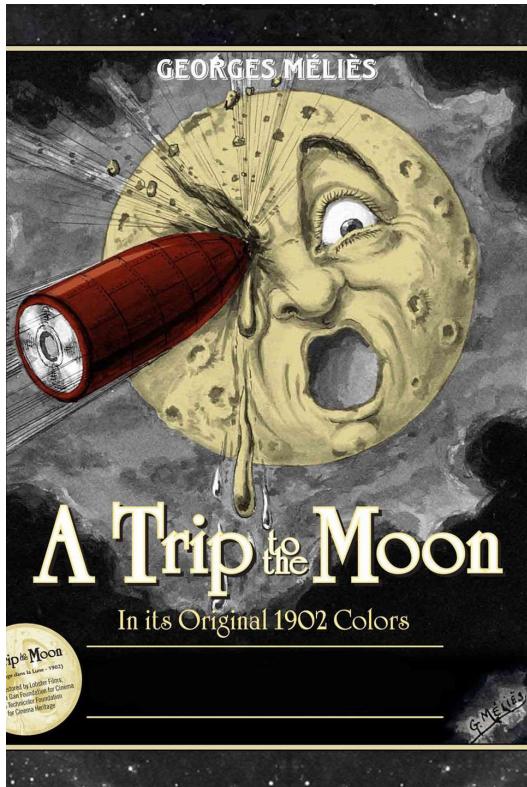
Negative space:



In this shot is possible to observe the spaceship and all the sky – negative space. In this shot you feel how the negative space “involves” the object.

## Movie Editing

In the class the Irene showed us the trip to the moon.. That movie it is possible to see the cuts and the way they produce the movies and the scenes. That movie is cut by cut and “glue” after some connections. As like she said, the continuists make a big work connecting all the information and the scenes.



She also make some funny about the George Lucas and the Start wars cuts. It is always as a power point presentation (sic). This cuts change the subject or “call” a new scenes or subject.