



MB1030-S1

Visual Communication

# Visual Communication



- Rule #1 – Communication!
  - If you can't grab the reader within moments, he may not be around to read the message!
- Rule #2 – Comprehension!
  - Your reader needs to understand the message you are communicating!
- Rule #3 – Connection!
  - You need to establish a connection with the reader, something that connects his memory to your creativity

# Origins of Communication

- Cave drawings
- Linear story telling
- Symbols describing objects & actions
- Symbols representing concepts, then sounds





Oracle bone script



Bronze script



Large Seal script



Small Seal script



Clerical script



Standard script



Running script



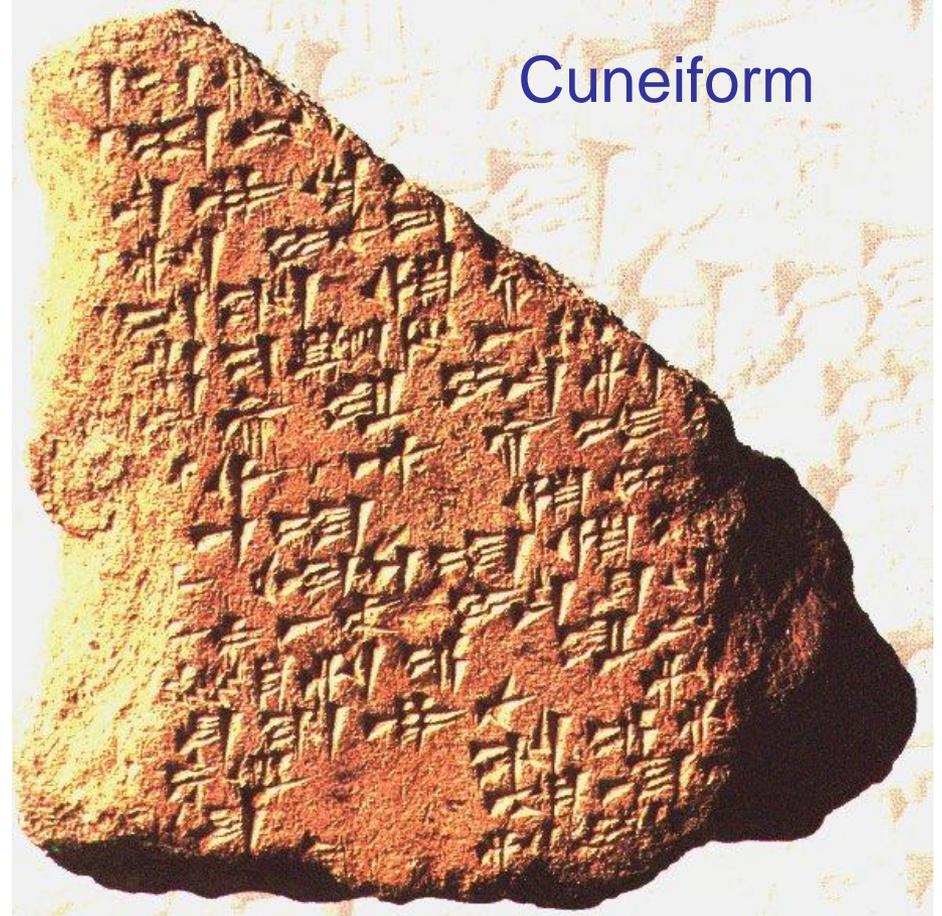
Grass script



Simplified script



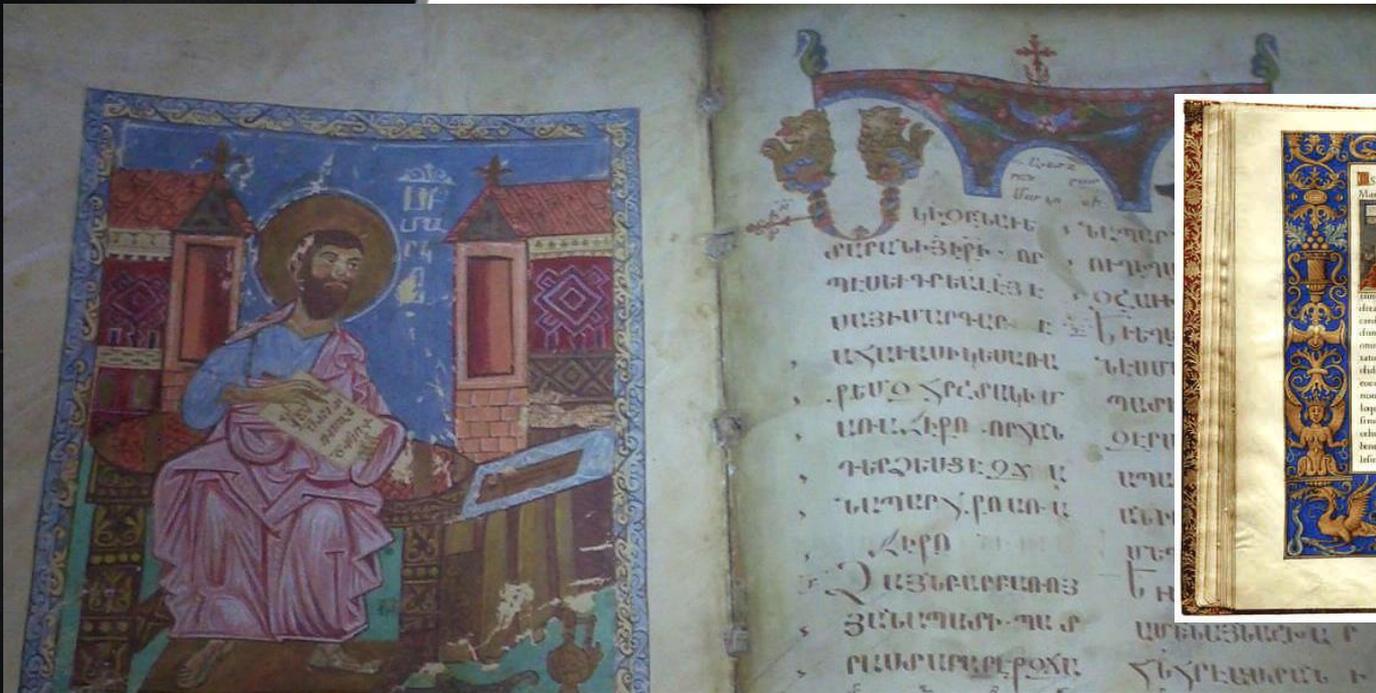
Chinese



Cuneiform



Egyptian



Illuminated  
“Page  
Layout”

## Einkommende Zeitungen.

Aus der Narva vom 27. Maij.

**A**us Moscovitische Weywoda/so die Rebellen zu Neugard gestillet / ist mit 10000. nach Bleskaw gangen / selbige ebenfals zu bezwingen / und allen Schaden / und Schimpff zu rechen / es ist allda auff dem Lande deswegen grosse Furcht / und vom Lande in die Stadt ein solches Flehen / als wenn ein Feind im Anzuge were / der sie bekriegen wolte / den Verlauff werde ich künfftig berichten.

Aus Danzig vom 2. Julij.

Zeithero meines jüngsten ist von hieraus nichts notables zu vermelden vorgefallen / aus Pohlen wird berichtet / das am selbigen Hoffe ein Zursüßlicher Gesandter ankommnen Ist. Königlichem Majest. wegen seines Chams Assistens gegen dem Großfürsten anpräsentirende / und zwar zu dem Ende / damit ihm die Reiche Astrican und Casan restituiret werden / zugleich referirende den Einfall des grossen Chams in das Königreich China und wie considerabel dieser Potentat durch solche Victorie werden würde.

Ein anders vom 6. dito.

Vom Königlichem Hoffe Warschaw melden die Schreiber vom 28. Junij / das den 25. dito der nach Moskaw abgefertigte Königl. Envoye Herr Bartlimsky aldar wieder zurucke ankommnen / auch noch einen Moskowitischen Boniec mit sich gebracht habe neben einer schriftlichen Beantwortung von 7.

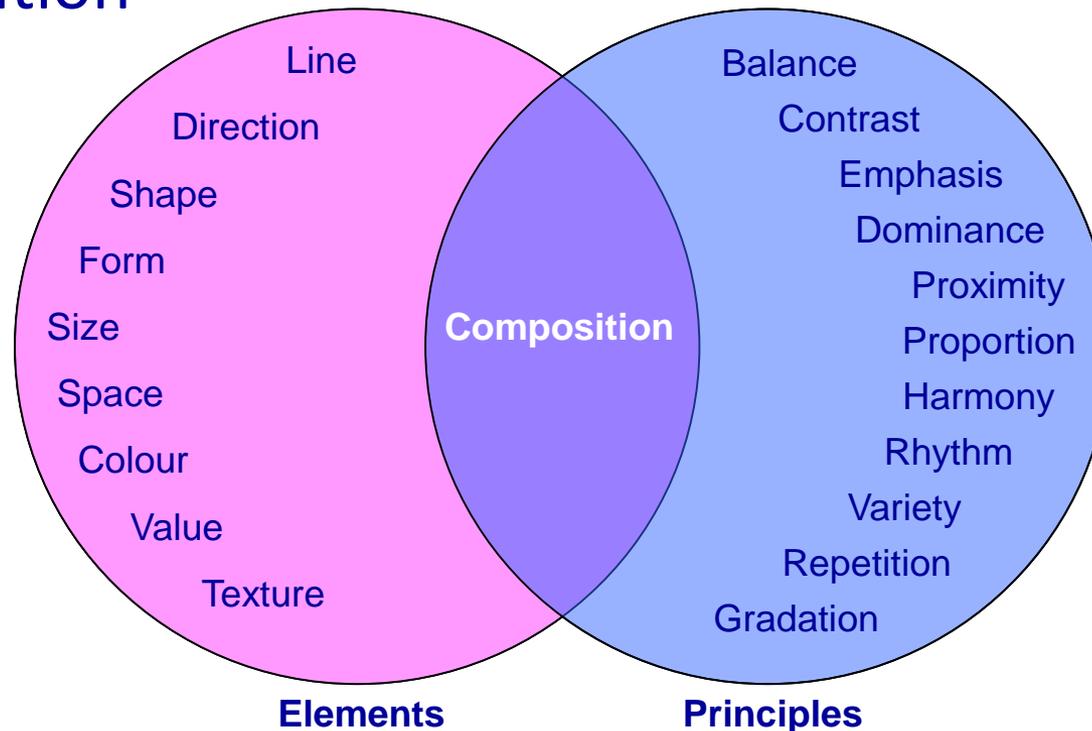
No.

- First “newsletters” were handwritten notices from Roman era.
- Johannes Gutenberg printed his first bible around 1450
- First “newspaper” dates from 1605 in Strasburg
- Proper printed publications became common as printing technology developed.



# Elements & Principles of Design

- **Elements** are the building blocks of design
- The **Principles** use the elements of design to create a composition



- **Simplicity works.** Your logo should be a clean symbol that's easily reproducible. Stay away from logos that contain a lot of information, gradation or fine details; these will be more difficult for people to recall and for you to print in smaller sizes.
- **Use colour as an embellishment.** A well-designed logo should look good in black. That doesn't mean you can't use colour, but the colour itself should not be relied on as the major design element.
- **Study the science of colour and typeface.** If you choose to employ colour in your logo, you need to determine the appropriate colour. The same goes if a typeface is used in your logo; be sure the one you choose communicates the appropriate message.



- Lines/Direction
- Shapes
- Form
- Size/Proportion
- Space
- Texture

AND  
SCARS  
ON  
BROADWAY

IN A BENEFIT CONCERT FOR

THE SILVERLAKE CONSERVATORY OF MUSIC

WEDNESDAY, MAY 14, 2008 - 7PM @ THE WILTERN  
3790 WILSHIRE BOULEVARD - LOS ANGELES, CA 90010

PRODUCED BY LIVE NATION IN COORDINATION WITH SPACELAND PRODUCTIONS • PUBLICITY BY EVOLUTIONARY MEDIA GROUP • GRAPHICS BY FIRESCAPE INC.

[WWW.SILVERLAKECONSERVATORY.COM](http://WWW.SILVERLAKECONSERVATORY.COM)

# Elements of Design

- **Line**

- A line is defined as a mark with length and direction, created by a point that moves across a surface.
- A line can vary in length, width, direction, curvature, and colour.
- Line can be two-dimensional (a pencil line on paper), or implied three-dimensional.

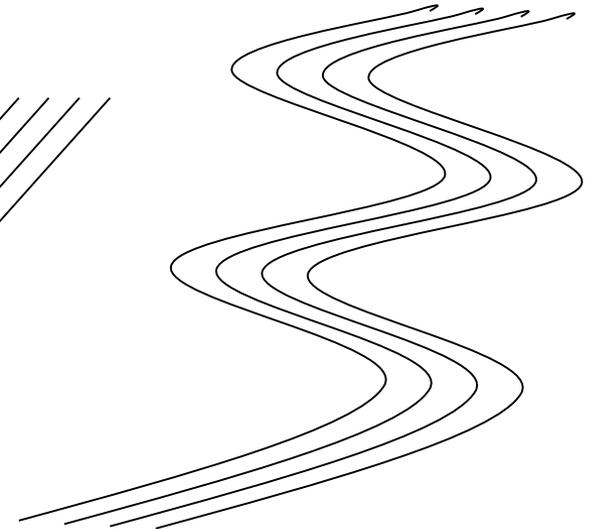
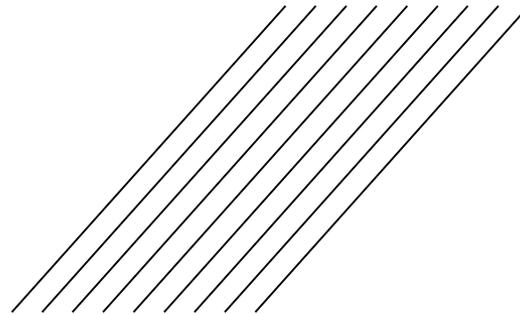
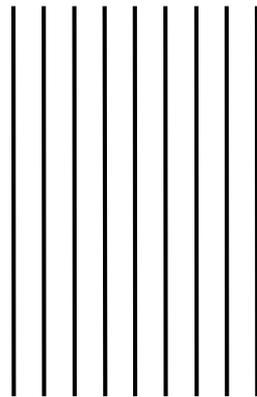
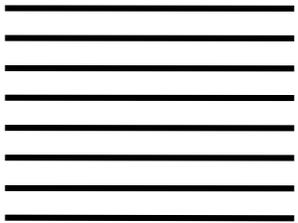


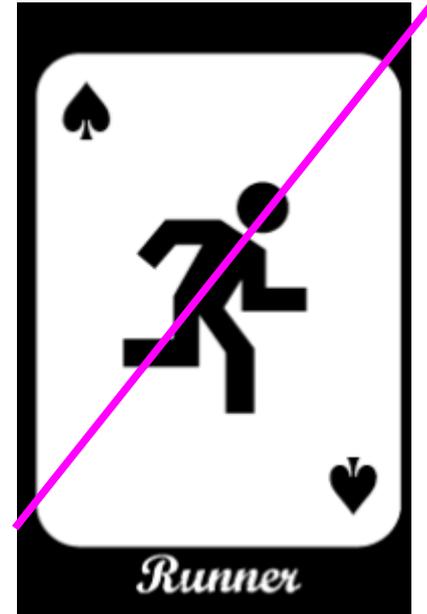
- Lines come in a variety of shapes and sizes.
  - Vary the thickness of the lines.
  - Make lines of dots, dashes, or combinations.
  - Look at the patterns that a series of lines make.
    - Use lines to direct eyeflow.
    - Use lines to form barriers.
    - Use lines to indicate connections.
    - Use lines to show movement.
- Be aware of what the shape of lines can convey.
  - Sharp edges could indicate tension, crispness, hardness, formality, or high tech.
  - Soft edges and curves may be softer, flowing, more casual, or more personal.
  - Even small changes in line thickness, endings, or shape changes can alter the look and feel of a design.

# Elements of Design

- **Direction**

- All lines have “direction” - Horizontal, Vertical, Oblique or Curve.
  - Horizontal suggests calmness, stability and tranquillity.
  - Vertical gives a feeling of balance, formality and alertness.
  - Oblique suggests movement and action.
  - Curved lines suggest organic or flow

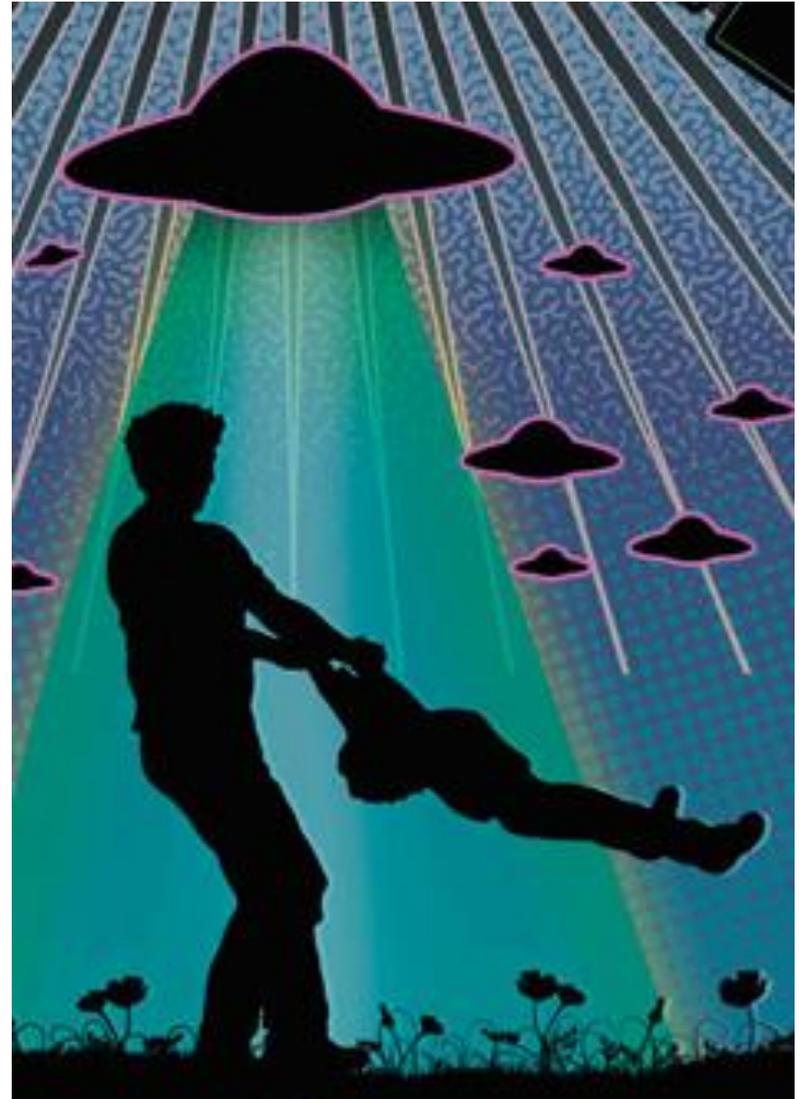




# Elements of Design

- **Shape**

- A flat figure, shape is created when actual or implied lines meet to surround a space.
- A change in colour or shading can define a shape.
- Shapes can be divided into several types:
  - geometric (square, triangle, circle),
  - symbolic (fonts and glyphs)
  - organic (irregular in outline).



- Everything has a shape but the basic shapes of circles, squares, and triangles can be very effective in logo design, in part because of their simplicity.
- These shapes have certain sub-conscious meanings as well.
  - The circle is protective or infinite.
  - The square denotes stability, equality, and honesty.
  - The triangle suggests tension or conflict or action.

# Elements of Design

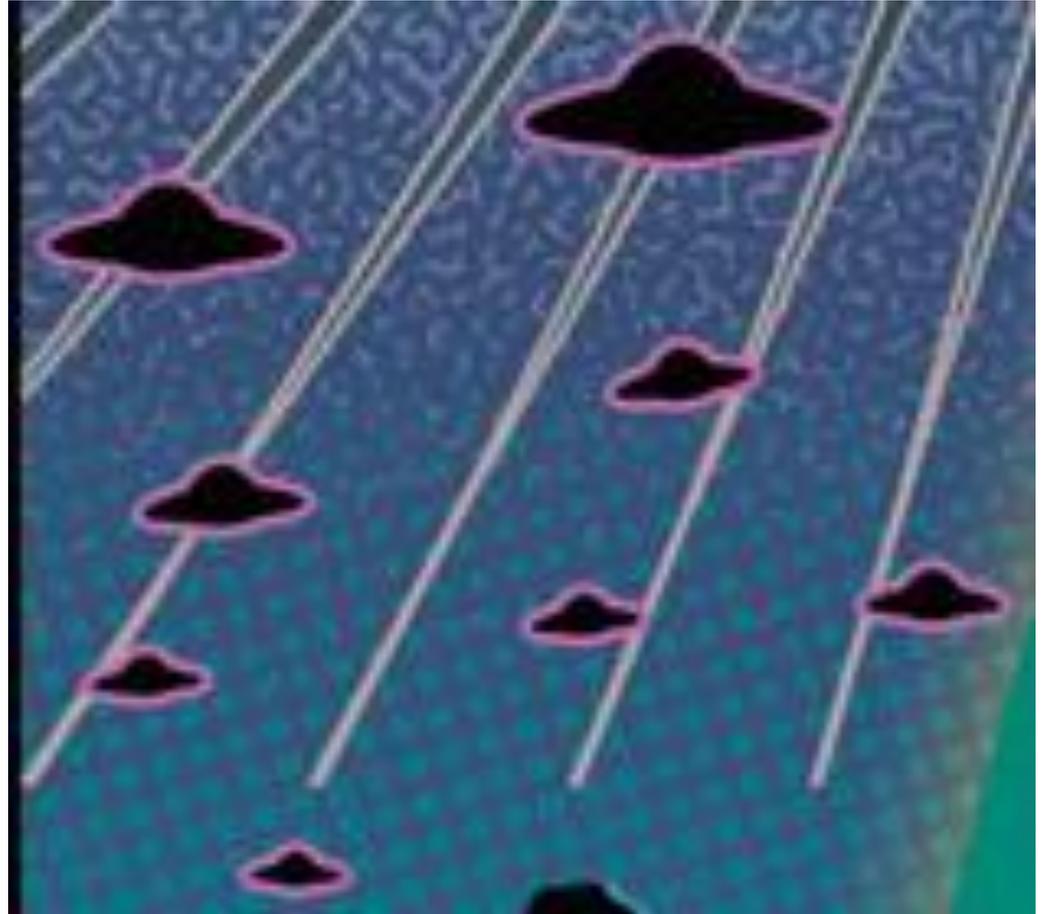
- **Form**

- A three dimensional “space,” created by use of lines, lighting, colour and/or texture.
- Gives greater emphasis when imagery is integral to layout design.



# Elements of Design

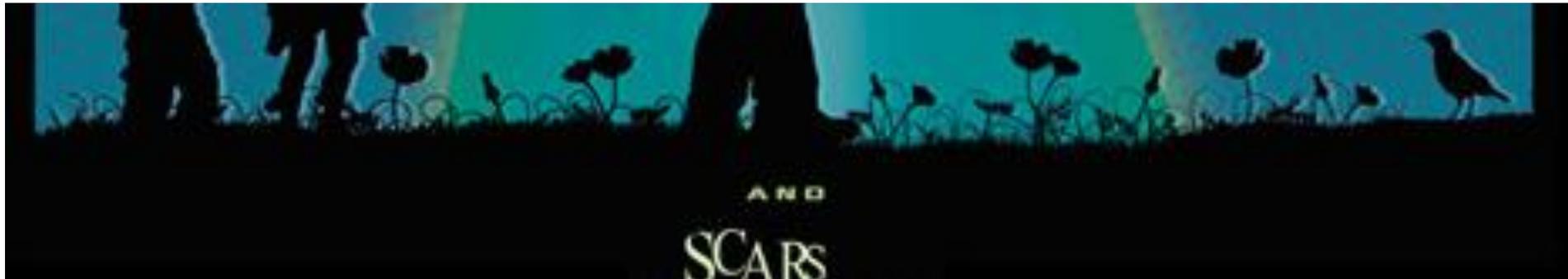
- **Size/Proportion**
  - This refers to variations in the proportions of objects, lines or shapes.
  - There is a variation of sizes in objects either real or imagined.



# Elements of Design

- **Space**

- the empty or open area between, around, above, below, or within objects.
- Shapes and forms are made by the space around and within them.
  - Positive space is filled by a shape or form (i.e. an object).
  - Negative space surrounds a shape or form (i.e. “white/empty space”).
- Space is often called three-dimensional or two-dimensional because of perceived depth of visual subject matter.



# Elements of Design

- **Texture**

- the way a surface feels (actual texture) or how it may look (implied texture).
- Textures may be described by words such as rough, silky, or pebbly. Texture can impact the reaction to an element



# Colour Communication



- Colour can play a huge role in the design world
- Colour can influence moods or even carry subtle messages regarding a product or service or individual
- Even the intensity of colour can have significance

Look at the chart and say the COLOUR not the word

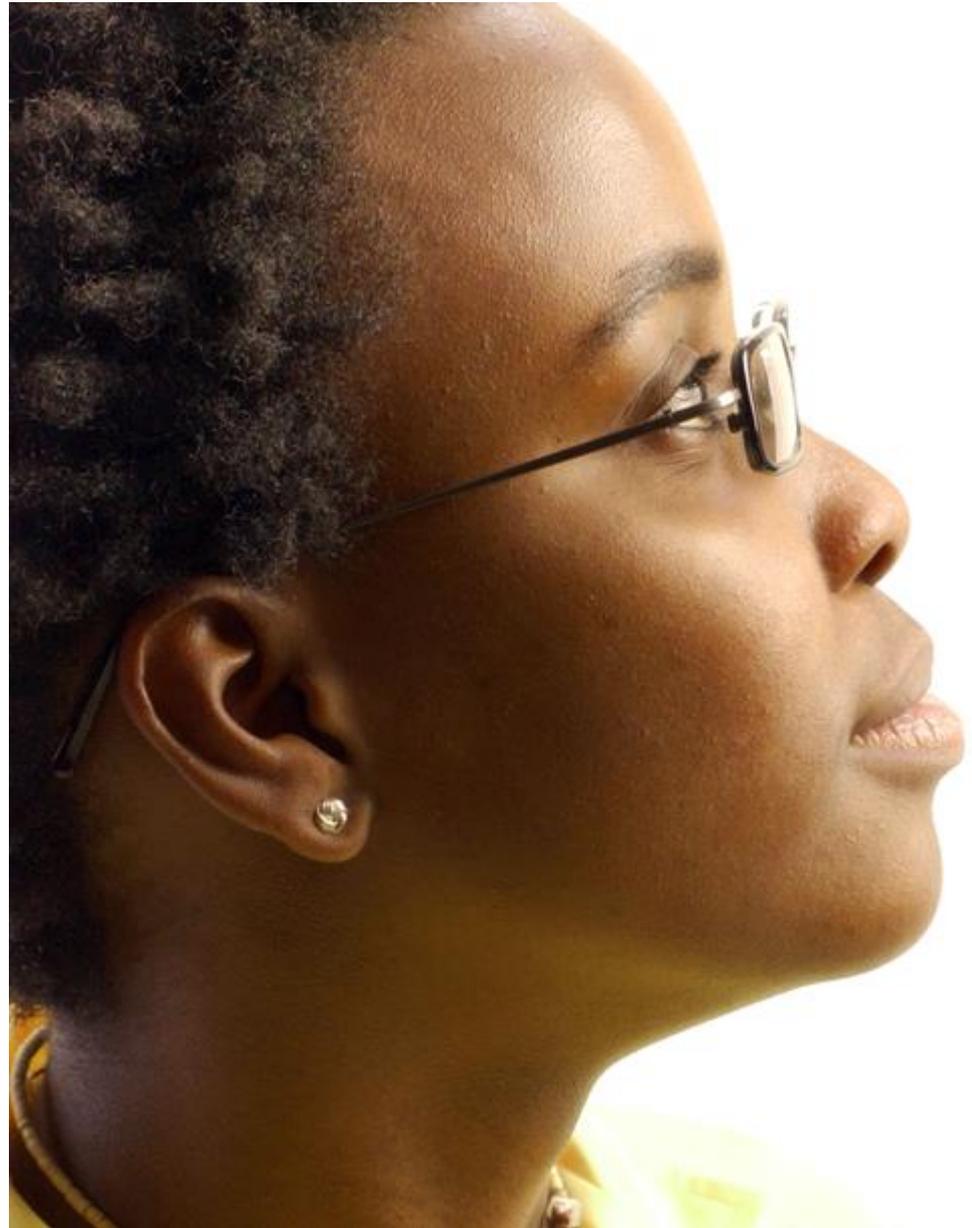
<b>YELLOW</b>	<b>BLUE</b>	<b>ORANGE</b>
<b>BLACK</b>	<b>RED</b>	<b>GREEN</b>
<b>PURPLE</b>	<b>YELLOW</b>	<b>RED</b>
<b>ORANGE</b>	<b>GREEN</b>	<b>BLACK</b>
<b>BLUE</b>	<b>RED</b>	<b>PURPLE</b>
<b>GREEN</b>	<b>BLUE</b>	<b>ORANGE</b>

### **Left – Right Conflict**

**Your right brain tries to say the colour but your left brain insists on reading the word.**

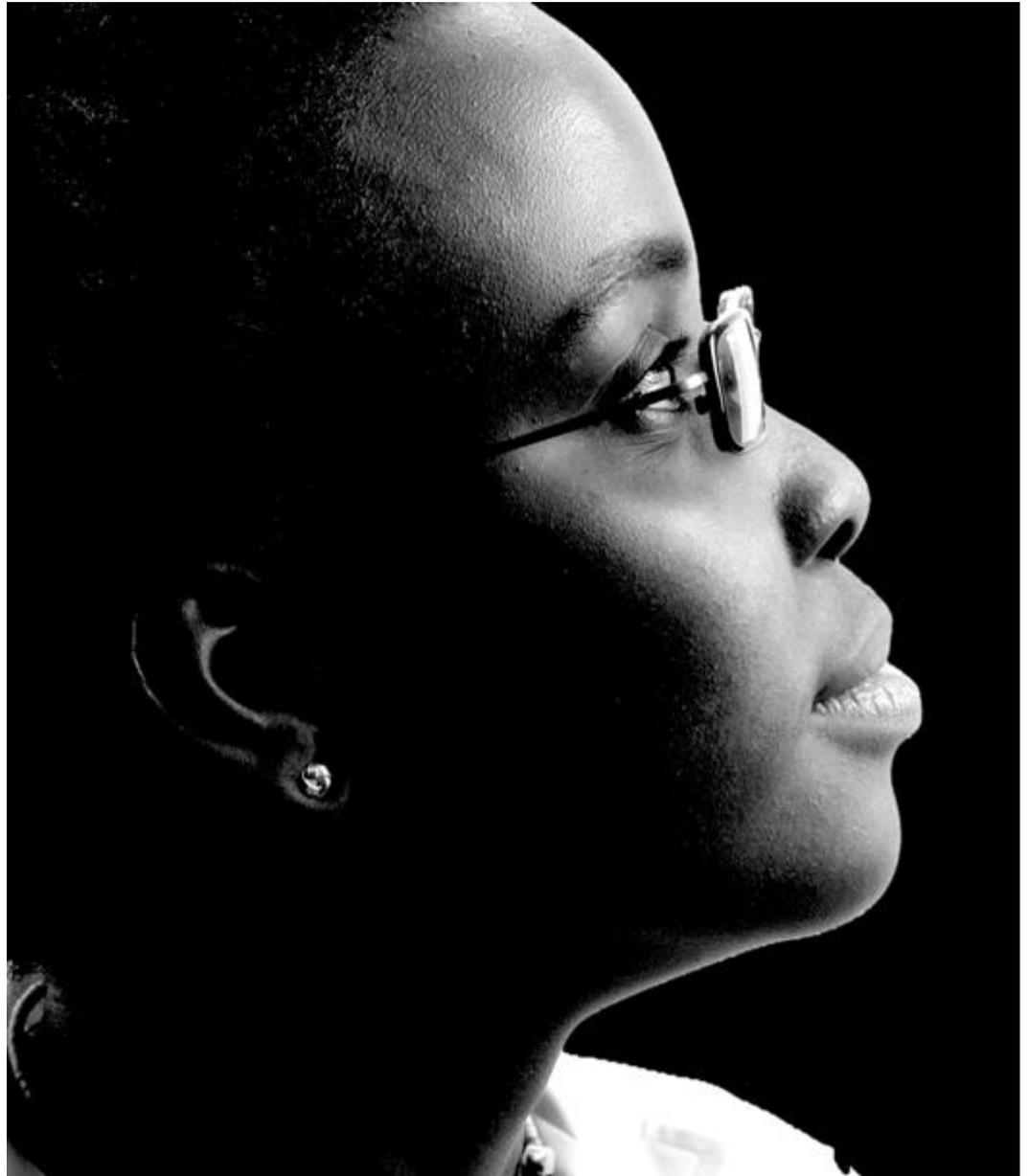
# Elements of Design

- **Saturation**
  - Colour to grey
  - Saturation can affect the “tone” of a design



# Elements of Design

- **Saturation**
  - Colour to grey
  - Saturation can affect the “tone” of a design



# Elements of Design

- **Value**

- how “dark” or “how light” something looks.
- We achieve value changes in colour by increasing or decreasing the brightness value.
- Value can affect the “tone” or mood of a design



# Meanings of Colour



COLOR	QUALITIES YOU WANT TO PROMOTE	PROFESSIONS SUITED TO
<b>Blue</b>	Professional, trustworthy, calming, clean, decisive (Company Example: Bank of America)	Corporate, high-tech, medical, government, legal
<b>Black</b>	Strength, power, professionalism, accurate (Company Example: GE)	Financial, corporate, manufacturing, oil/mining
<b>Green</b>	Educational, youth oriented, organic, natural, calming, environmental (Company Example: Animal Planet)	Science, medicine, ecological, Human Resources
<b>Red</b>	Evocative, exciting, romantic, urgent, hungry, sexy (Company Example: Time, Arbys)	Advertising, fashion, health care, entertainment, sports, fast food
<b>Pink</b>	Feminine, caring, relaxing, compassionate (Company Example: Barbie)	Body/mind/soul, female, health, weddings, funeral
<b>Purple</b>	Sensual, magical, mysterious, spiritual, evocative (Company Example: Hallmark)	Body/mind/soul, massage, astrology, healing
<b>Orange</b>	Youthful, innocent, dynamic, creative, enthusiastic (Company Example: Nickelodeon, Home Depot)	Sports, childcare, educational, food and beverage
<b>White</b>	Clean, simple, fresh (Company Example: Girl Scouts)	High-tech, medical
<b>Brown</b>	Traditional, reliable, nurturing, earthy, safe (Company Example: Hershey's, UPS)	Animals, real estate, financial, ecology
<b>Yellow</b>	Design, create, idea driven, creative, positive (Company Example: Best Buy, McDonalds)	Food and drink, child care, marketing

<http://www.realfront.co.uk/front-of-house-colour-palettes/>

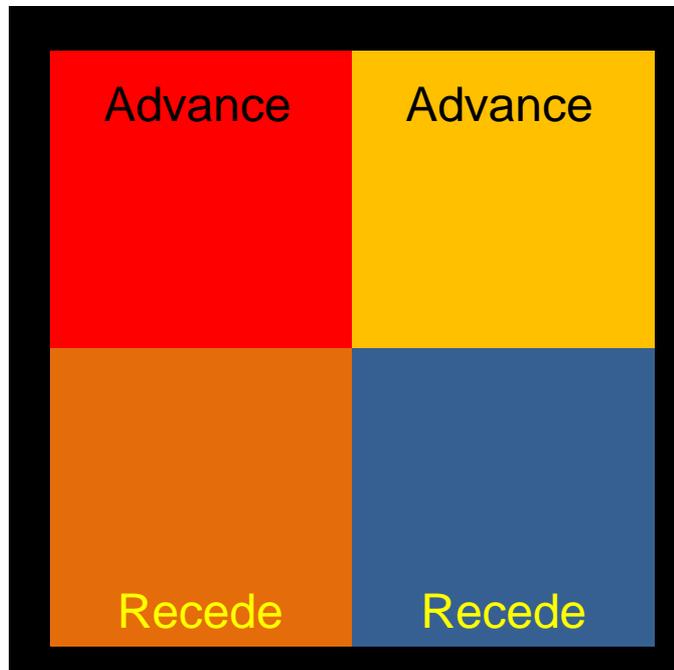
<http://www.personallogodesigner.com/color-personal-logo-design/colours-meanings-in-personal-logo-design/>

# Colour By Design

- Colour selection for design takes a number of factors into consideration
  - **Movement** – where colours “advance” or “recede” depending on hue
  - **Intensity** – Colour strength in relation to proximity of other shades
  - **Combination** – Harmony or contrast can be created depending on colour combinations
  - **Association** - Symbolic meaning of colours

# Colour Movement

- Movement – Some warmer colours (reds, oranges) tend to “advance” (move towards the viewer) while other cooler colours (blues, greens) tend to “recede”



# Colour Intensity

- Intensity – (aka “Legibility”) Some colour combinations can be “active” or “passive” depending on (a) proximity to other tones (i.e. closeness), and (b) relative density, proportional to surroundings (amount of colour and/or tint)

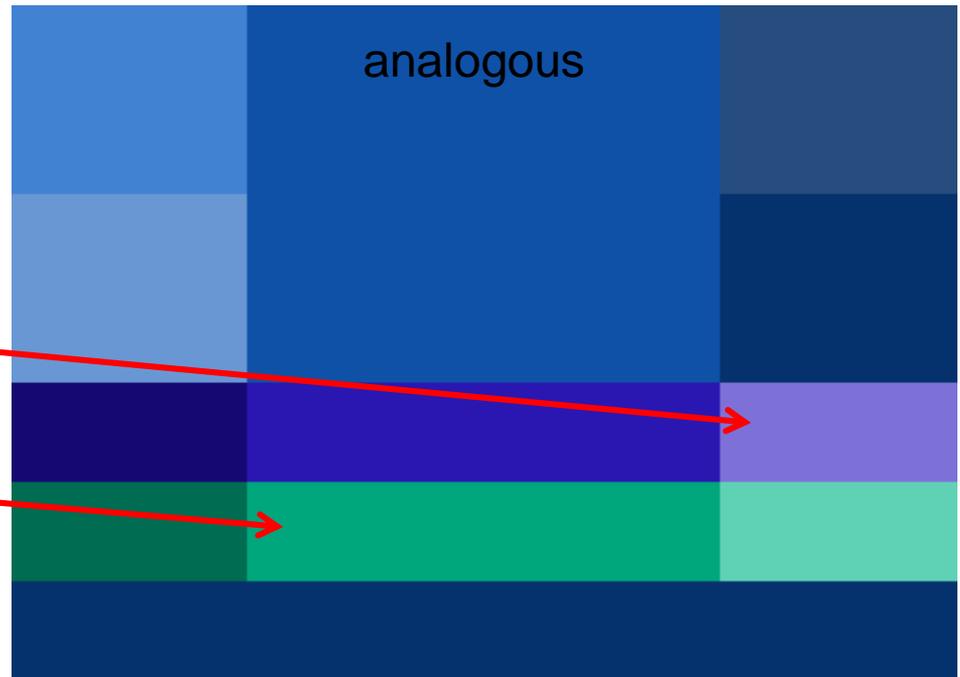
Red on red  
can be very  
aggressive  
or “active”

A light tone  
on another  
light tone  
is “passive”



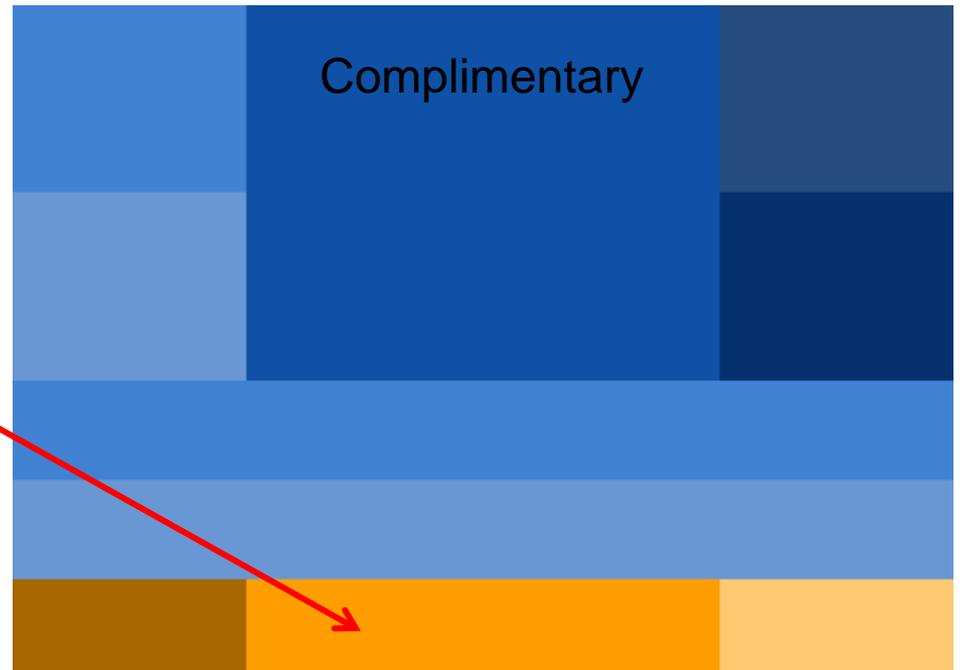
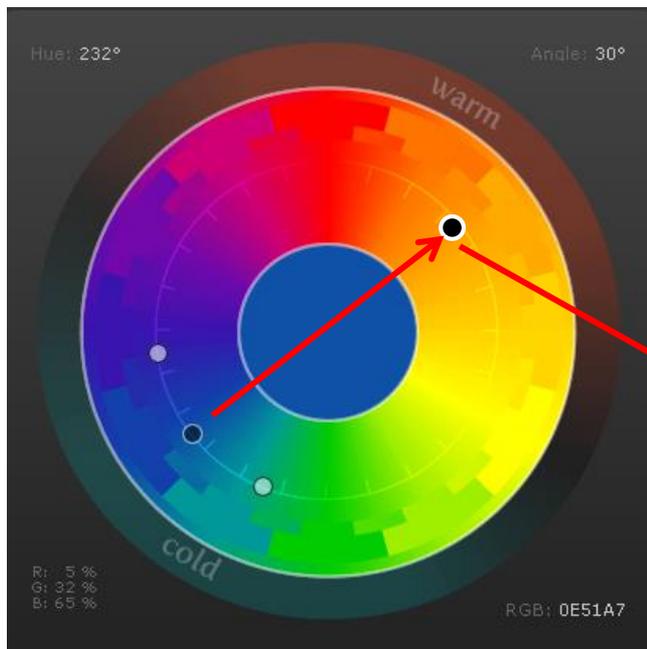
# Colour Combinations

- Combinations – Where some colour combinations are harmonious (analogous – colours close to each other on the colour wheel)...



# Colour Combinations

- ...While others are complimentary (they contrast by being opposites on the colour wheel).



# Colour Selection

The background of the slide features a dark, starry space scene. On the left, a large, dark planet with a subtle ring system is partially visible. On the right, a smaller, dark planet is shown in full. The overall aesthetic is futuristic and cosmic.

- When choosing colours for a piece, designers will use tangibles for inspiration:
  - Photos/Artwork/Symbols – can be used as the basis for colour and shape palettes
  - Objects/Subjects/Surroundings – Colours can be taken from objects or subjects initially, then photography and artwork can be adjusted to match
  - Experimentation – Sometimes, you need to just pick a colour and play a while...

# Color Scheme Designer

2002-2009 © Petr Stanicek • Version 3.0

fps: 1



mono



complement



triad



tetrad



analogic



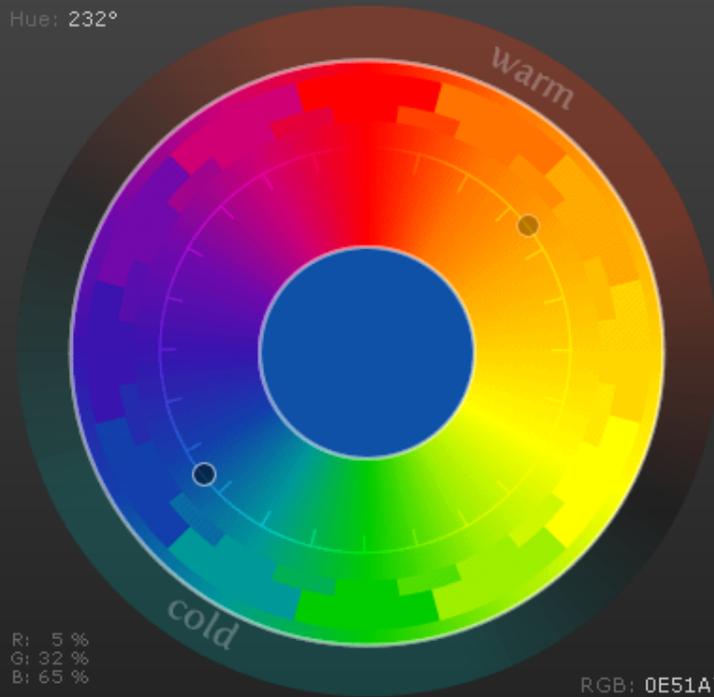
accented analogic

[Randomize!](#)



Scheme ID: [3D21Tw0w0w0w0](#)

Hue: 232°



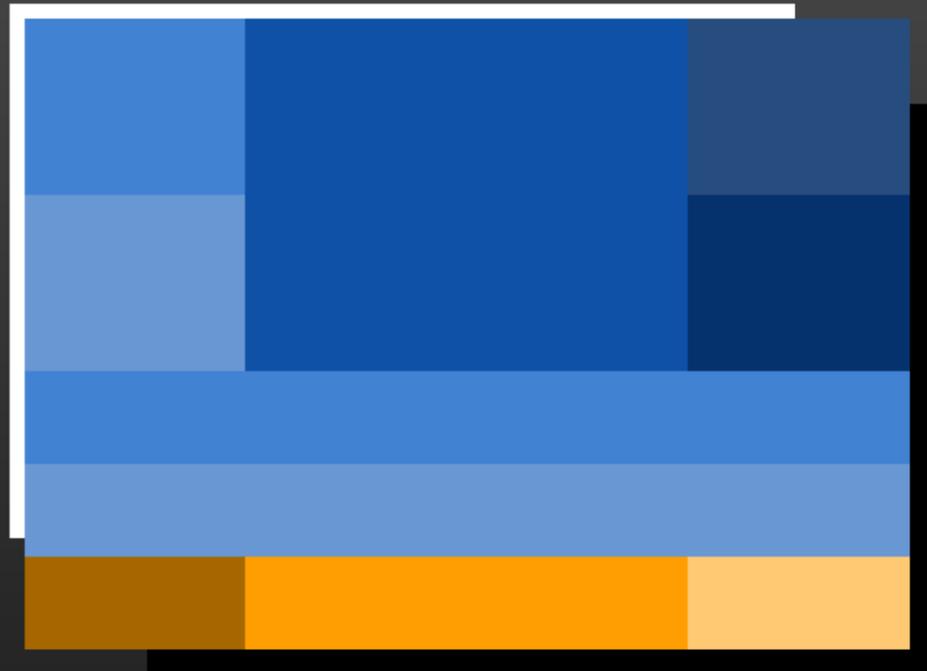
R: 5 %  
G: 32 %  
B: 65 %

RGB: 0E51A7

Hues

Adjust Scheme

Scheme Info



Show text

Scheme preview

Light page example

Dark page example

Help: Show tooltips

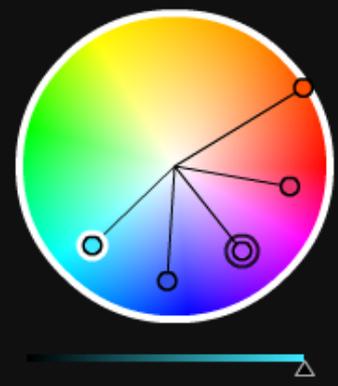
Simulate color vision deficiency:

Normal vision (cca 85.5 % of population)

<http://colorschemedesigner.com>

- Create
- From a Color
- From an Image
- Themes
- Community
- Pulse BETA
- Links

- Select a Rule
- Analogous
  - Monochromatic
  - Triad
  - Complementary
  - Compound
  - Shades
  - Custom



Title:

Tags:

Save

Public

Private

Please sign in to save your theme.

Base Color Set as Base Remove Color

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
HSV <input type="text" value="340"/> <input type="text" value="77"/> <input type="text" value="91"/> RGB <input type="text" value="232"/> <input type="text" value="53"/> <input type="text" value="113"/> CMYK <input type="text" value="0"/> <input type="text" value="77"/> <input type="text" value="51"/> <input type="text" value="9"/> LAB <input type="text" value="53"/> <input type="text" value="70"/> <input type="text" value="9"/> HEX <input type="text" value="E83571"/>	HSV <input type="text" value="19"/> <input type="text" value="100"/> <input type="text" value="100"/> RGB <input type="text" value="255"/> <input type="text" value="79"/> <input type="text" value="0"/> CMYK <input type="text" value="0"/> <input type="text" value="69"/> <input type="text" value="100"/> <input type="text" value="0"/> LAB <input type="text" value="59"/> <input type="text" value="64"/> <input type="text" value="70"/> HEX <input type="text" value="FF4F00"/>	HSV <input type="text" value="276"/> <input type="text" value="72"/> <input type="text" value="100"/> RGB <input type="text" value="182"/> <input type="text" value="71"/> <input type="text" value="255"/> CMYK <input type="text" value="29"/> <input type="text" value="72"/> <input type="text" value="0"/> <input type="text" value="0"/> LAB <input type="text" value="54"/> <input type="text" value="73"/> <input type="text" value="-72"/> HEX <input type="text" value="B647FF"/>	HSV <input type="text" value="231"/> <input type="text" value="77"/> <input type="text" value="91"/> RGB <input type="text" value="53"/> <input type="text" value="81"/> <input type="text" value="232"/> CMYK <input type="text" value="77"/> <input type="text" value="65"/> <input type="text" value="0"/> <input type="text" value="9"/> LAB <input type="text" value="42"/> <input type="text" value="43"/> <input type="text" value="-79"/> HEX <input type="text" value="3551E8"/>	HSV <input type="text" value="187"/> <input type="text" value="76"/> <input type="text" value="100"/> RGB <input type="text" value="61"/> <input type="text" value="233"/> <input type="text" value="255"/> CMYK <input type="text" value="76"/> <input type="text" value="8"/> <input type="text" value="0"/> <input type="text" value="0"/> LAB <input type="text" value="85"/> <input type="text" value="-35"/> <input type="text" value="-23"/> HEX <input type="text" value="3DE9FF"/>

Create

From a Color

From an Image

Themes

Community

Pulse BETA

Links

Select a Mood

Colorful

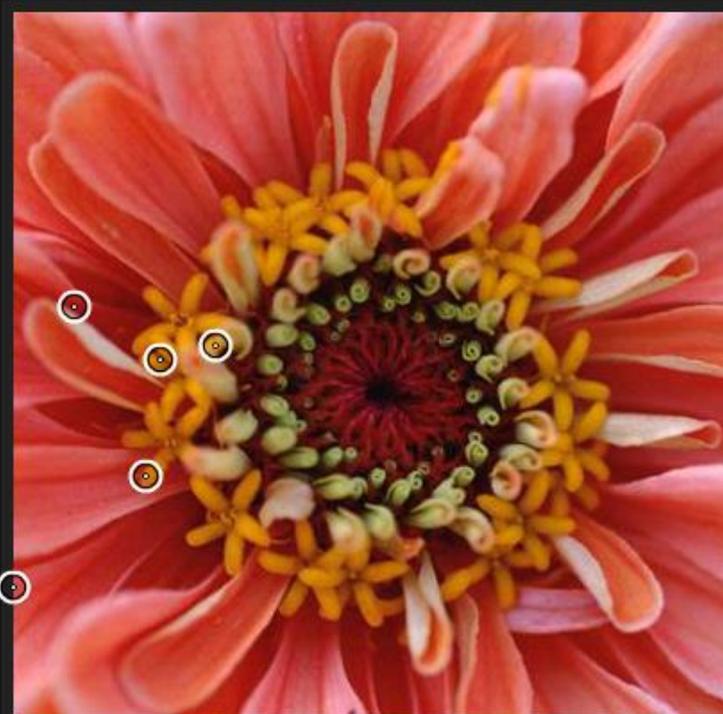
Bright

Muted

Deep

Dark

Custom



Title:

Public

Private

Tags:

Please sign in to save your theme.

