

Introduction to Visual Communication Design

- The essence of visual communication design is the use of symbols to communicate information and ideas
- Traditional communication design was known as graphic design: books, magazines, posters, advertising, and other printed matter by arranging drawings, photographs, and type
- Advances in printing processes, television, the computer, and the growth of the Web have expanded graphic design expanding design possibilities
- Visual communication design enables us to express our ideas with increasing clarity, and HOPEFULLY more style and sophistication



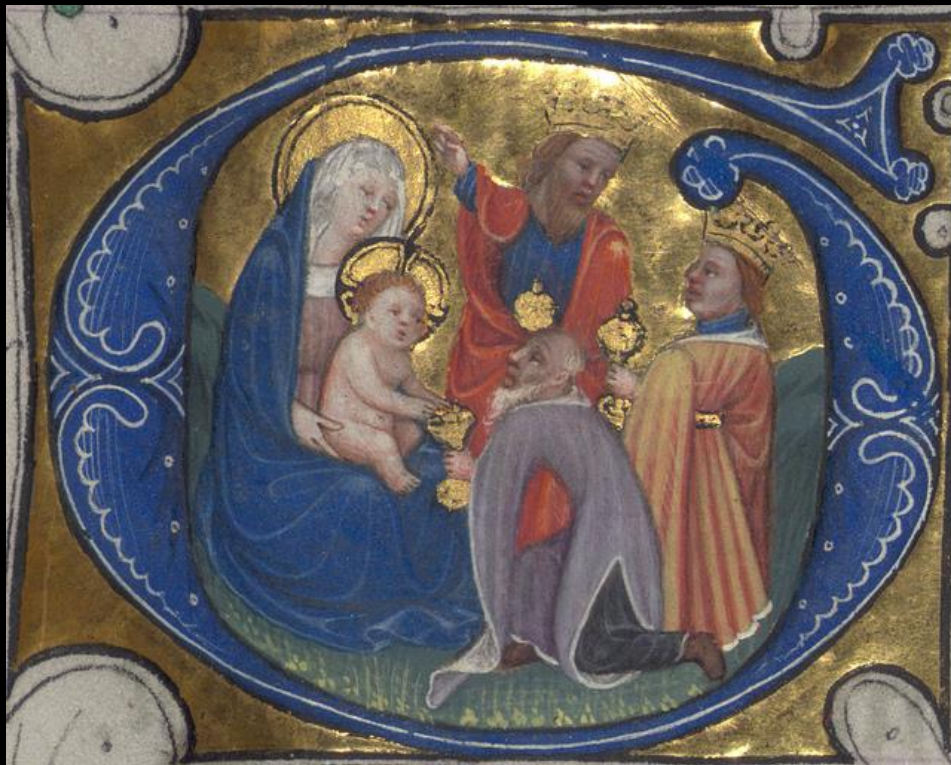
EARLY HISTORY OF GRAPHIC ARTS

- The ancient Mesopotamians were the first people to employ picture symbols in a consistent language system
- The ancient Egyptians created their own version of picture symbols, known as hieroglyphics, as a written form of communication
- During the Middle Ages, European artists combined calligraphy and illustration to craft illuminated manuscripts



Section of papyrus from *Book of the Dead of Ani*, c. 1250 BCE, British Museum, London, England

The Egyptians wrote hieroglyphics on scrolls made of a paper-like substance created from the pith of the papyrus plant



Detail from the Dutch
Book of Hours around
1475



Dutch History Bible, copied by
Gherard Wessels van Deventer
in Utrecht, 1443, fol. 8r. National
Library of the Netherlands, The
Hague

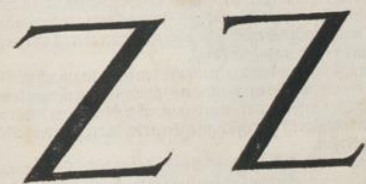
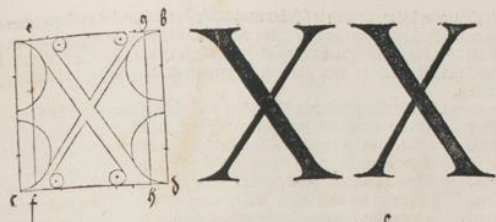


Dutch History Bible

- **Illuminated manuscripts were executed in monasteries on prepared animal skins, called parchment**
- **After being painted and lettered by hand, they were bound as books**
- **This kind of design was very time consuming and produced only one copy of the book**

Typography

- The visual form of printed letters, words, and text is called typography
- First came into existence with Johannes Gutenberg's invention of the printing press in Germany around 1450
- Gutenberg also created a technique for producing small cast metal letter shapes, known as **letterforms**, that could be set next to each other in rows, inked, then printed in relief on paper using his press
- The Gutenberg Bible and the ability to mass produce printed material changed the world





Albrecht Dürer, **pages from *Course in the Art of*** ***Measurement with Compass and Ruler***

- **Dürer sought to create a set of rules for the design of letter shapes**
- **His was the first text to standardize how to create each letter using such geometric elements as squares, circles, and lines**
- **Through these careful instructions a typographer could create letterforms similar to those used by the ancient Romans**

Graphic Design

- Graphic design is the art of improving visual communication design
- In text design headings, page numbers, illustrations, and the definitions of terms in the margin have all been carefully considered
- In graphic design, the communication is intended to be instantaneous, clear, and direct



Logos



- A logo is often simply a carefully designed piece of type, called a logotype, that is unique and easily identified



Ford Motor Company logo, c. 1906

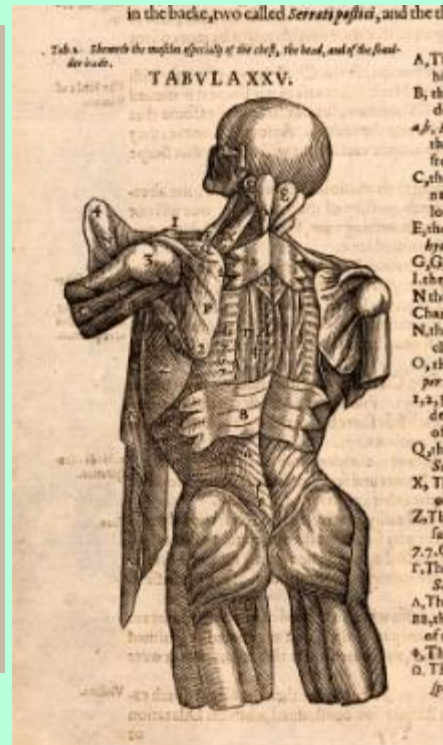


Ford Motor Company logo

- **In 1903 an engineer and Ford executive named Harold Wills created the original logo, which read “Ford Motor Company Detroit, Mich.”, from the lettering style used on his business cards**
- **His original design was later simplified into a plainer writing style that was common at the time**

Illustration

- Illustrations are images created to inform as well as to embellish the printed page
- Good illustration is critical in such fields as medicine and science, where it may communicate essential information more effectively than text or a photograph



The simplicity and fresh perspectives that quality children's literature gives can seldom be found elsewhere.

Where the Wild Things Are
By Maurice Sendak





Winnie the Pooh
Illustrations
By E.H. Shepard

MOULIN ROUGE
OU LIN ROUGE
OU LIN ROUGE
CONCERT
BAL
TOUS Les SOIRS
LA GOULUE

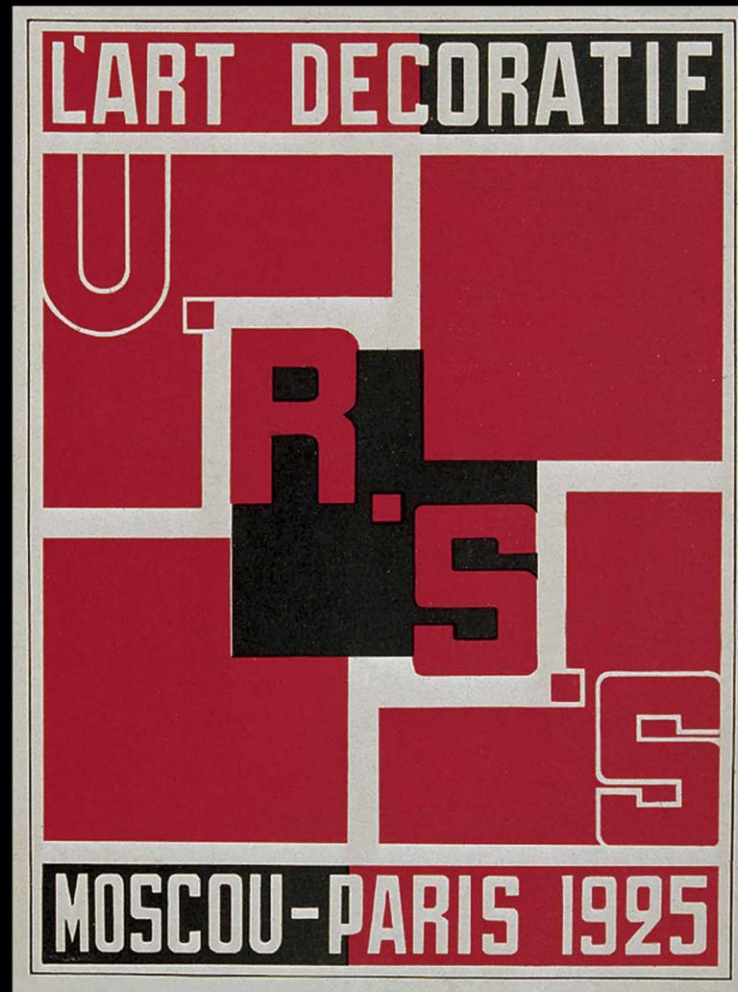


Henri de Toulouse-Lautrec, *La Goulue at the Moulin Rouge*, 1891. Lithograph in black, yellow, red, and blue on three sheets of tan wove paper, 6'2½" x 3'9⅝". Art Institute of Chicago

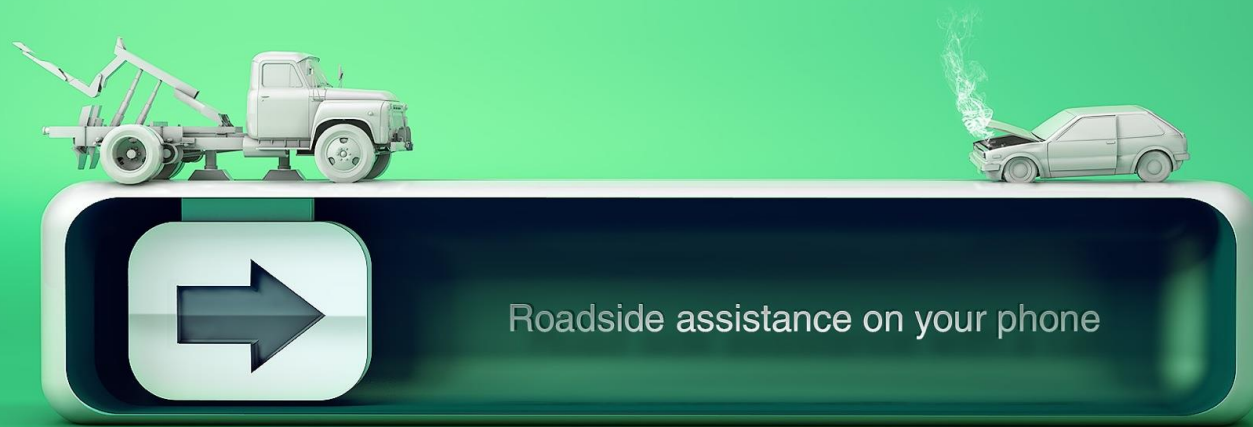


Henri de Toulouse-Lautrec, *La Goulue at the Moulin Rouge*

- Toulouse-Lautrec created posters for his favorite Parisian nightspot, the Moulin Rouge
- The message is important, but does not detract from the high artistic qualities of the rendering



Alexander Rodchenko. *L'Art Décoratif, Moscow-Paris*. 1925.



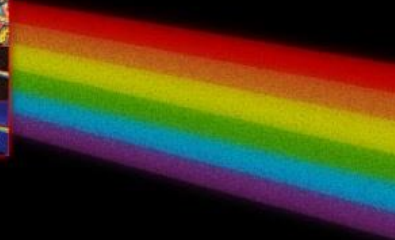
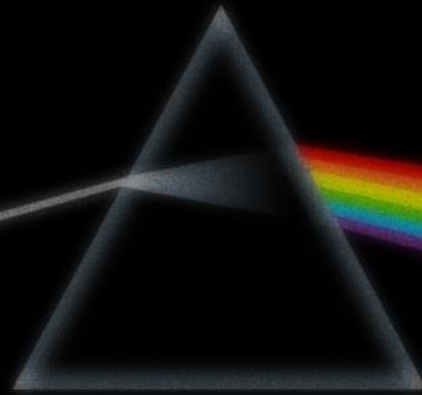
With a tag line "Roadside assistance on your phone", the team at advertising agency [BIEDERMANN](#) incorporates the interface of Tigo's smartphones. The simple illustrations highlight this.

Web Design

- **The use of text and image in mass communication has evolved from the motionless design of print publications to the interactive designs used on the World Wide Web**
- **The Web allows designers more freedom to add interactivity so that text and image can change as the reader progresses through the information presented**
- **Animation, music, links to other areas and sites also come into play**
- **Non Interactive and Interactive – Static or Interactive?**



PINK FLOYD
THE DARK SIDE OF THE MOON
40TH ANNIVERSARY 1973-2013



Segmento Sustentável

www.segmento.com.br/sustentavel

Campaign to entice
companies to adopt a
more ecologically
sensitive approach



R04541 Silence Force
2100 Watt Vacuum Cleaner

Rowenta



A & E Television Season 2 Bates Motel

<http://www.batesmotel.com/12rooms/>





<https://insideabbeyroad.withgoogle.com/en>

- **WEB SEARCH LAB Handout! LOGO SPECS!**