

VISUAL LANGUAGE

Visual language: Communication system which uses images as a way of expression.

Sender: It is the person or group of people who produces the message for communication.

Message: a communication containing some information.

Media: The means of communication that reach the receiver who can be one person or a large number of people

Visual code: Group of signs and rules that give sense to a visual message.

Receiver: Individual, group of people or organization recipient of the message.

Visual metaphors: Graphic resources that are used to symbolize memories, situations or feelings.

Visual perception: Process in which a person receives a group of visual stimuli.

Pictogram: It is figurative schematic drawing or picture, usually a silhouette, representing a word, sound or idea.

IMAGE PURPOSES

Aesthetic images: Images meant or thought because of their beauty, or at least with some exclusively visual objective.

Hortatory images: It is a kind of images or messages whose main purpose is to encourage the receiver to do something. The most common and typical Hortatory image are the ones in advertising.

Indicative Images: Images, usually simplified, that try to give us directions or short information about how to behave or how to act in certain circumstances. The traffic signs are sometimes indicative and some other hortatory.

Informative Images: Images which main purpose is to transmit information, a good example are most of the images that can be found in newspapers. They are meant to illustrate a story and they can be either photos or drawings.

SOME PERCEPTION LAWS:

Enhance: An element of an image is highlighted from others, when it is placed in the center or on the right side of the image as well as when its colors size are different.

Uniformity: A state or condition in which everything is regular, homogeneous, or unvarying in images. All the visual elements of the image are perceived with the same intensity and probably as one only thing.

SOME GESTALT PERCEPTION LAWS:

Figure-Ground law: The human brain, when perceiving an image, always identifies a figure of foreground object on or in front of a background.

Continuation law: Takes place when several visual elements are placed in a specific direction, so that direction is perceived clearly as a unit.

Proximity law: It happens when several visual elements are placed so close to each other that it is perceived as one group.

Similarity law: When the several elements in an image are similar or the same, visual perceptions make groups attending to their resemblance.

Symmetry law: As the world is totally full of symmetric objects people have had that visual feature settled in their minds so the idea of symmetry unconsciously affects our perception perceiving the object's symmetry rather than the asymmetries.