

# What is COM 232 about?

- ... defining formulae to communicate visually and verbally.
- ... applying the visual elements of communication.
- ... preparing you for the creative side of communication.
- ... balancing critical thinking with execution skills.

# Asking the right questions is important.

... creative questions?

... political?

... pragmatic?

... ethical?

There are no stupid questions, only  
stupid answers?

How do ideas  
become  
visual?

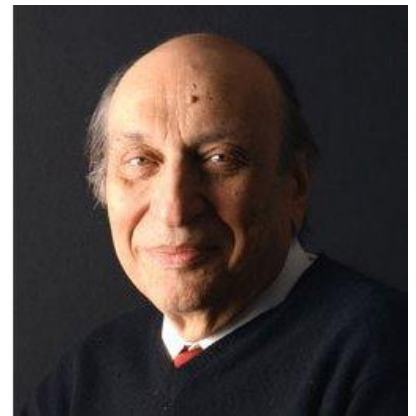
Do emotions  
have a shape?



## I Love NY 3D Poster by Oded Ezer

Source:

[http://s3files.core77.com/blog/images/I\\_heart\\_milton\\_01.jpg](http://s3files.core77.com/blog/images/I_heart_milton_01.jpg)



What do we  
take for  
granted?

Are designs  
ideological?

Or are they  
functional?

**TOUCHING WIRES CAUSES  
INSTANT DEATH**



**\$200 FINE**



**Newcastle Tramway Authority**





Shepard Fairey's Obama.

How do we  
evaluate  
beauty?

<http://www.youtube.com/watch?v=knEIM16NuPg>

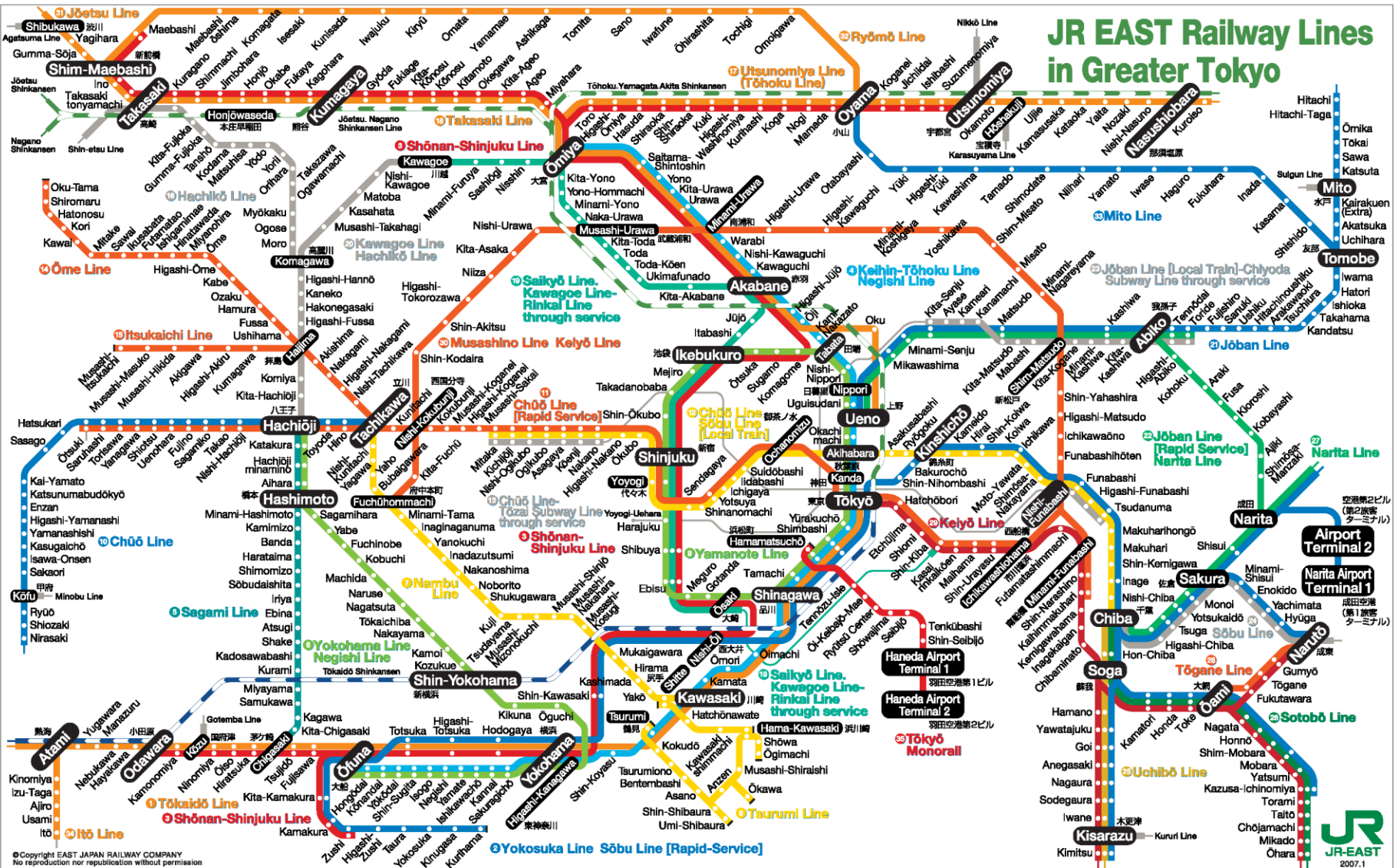
What is sexy?



**There are 3 billion women  
who don't look like supermodels  
and only 8 who do.**

What kinds of  
information are  
communication?

# JR EAST Railway Lines in Greater Tokyo




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- |   |   |   |   |   |
|---|---|---|---|---|
| <ul style="list-style-type: none"> <li>① Tokaido Line</li> <li>② Yokosuka Line Sōbu Line [Rapid Service]</li> <li>③ Shōnan-Shinjuku Line</li> <li>④ Keihin-Tōhoku Line Negishi Line</li> <li>⑤ Sagami Line</li> <li>⑥ Yokohama Line Negishi Line</li> <li>⑦ Nambu Line</li> </ul> | <ul style="list-style-type: none"> <li>⑧ Tsurumi Line</li> <li>⑨ Yamanote Line</li> <li>⑩ Chūō Line</li> <li>⑪ Chūō Line [Rapid Service]</li> <li>⑫ Chūō Line Sōbu Line [Local Train]</li> <li>⑬ Chūō Line-Tōzai Subway Line through service</li> <li>⑭ Ōme Line</li> </ul> | <ul style="list-style-type: none"> <li>⑮ Itsukaichi Line</li> <li>⑯ Hachikō Line</li> <li>⑰ Utsunomiya Line (Tōhoku Line)</li> <li>⑱ Takasaki Line</li> <li>⑲ Saikyō Line. Kawagoe Line-Rinkai Line through service</li> <li>⑳ Kawagoe Line Hachikō Line</li> <li>㉑ Jōban Line</li> </ul> | <ul style="list-style-type: none"> <li>㉒ Jōban Line [Rapid Service] Narita Line</li> <li>㉓ Jōban Line [Local Train]-Chiyoda Subway Line through service</li> <li>㉔ Sōbu Line</li> <li>㉕ Uchibō Line</li> <li>㉖ Sotobō Line</li> <li>㉗ Narita Line</li> <li>㉘ Tōgane Line</li> </ul> | <ul style="list-style-type: none"> <li>㉙ Keiyō Line</li> <li>㉚ Musashino Line Keiyō Line</li> <li>㉛ Jōetsu Line</li> <li>㉜ Ryōmō Line</li> <li>㉝ Mito Line</li> <li>㉞ Itō Line</li> <li>㉟ Tokyo Monorail</li> </ul> |
|---|---|---|---|---|

What are  
ethical and  
which are  
unethical?

Who decides?



a short film by LOO ZIHAN

# Threshold

featuring JUSTIN KAN and RAYMOND YONG  
director of photography LIM TECK SIANG  
production designer ANNETTE HEITMANN  
production design advisor DANIEL LIM  
production manager ELGIN HO TAT CHUEN  
music by BENJAMIN LIM YI  
first assistant director KOO CHIA MENG  
second assistant director LEE KE XIN  
written produced directed edited by LOO ZIHAN  
with support from FRIDAE.COM

How to develop  
alternative ways  
of seeing (hence,  
communicating?)





In China, drinking unsafe water is common, especially in poorer and remote villages. There about 300 million people with no access to clean drinking water and hence their lives are severely threatened. Greenpeace raised awareness by targeting city slickers. The solution? Floor stickers designed to resemble puddles of water placed in Beijing's commercial and tourist districts. The copy reads: "Every 17 minutes, a child in China dies from drinking polluted water."

How do you  
heighten one's  
senses?



British Royal Mail sold this set of 10 stamps with an attached sheet of 76 stickers featuring cartoon eyes, mouths, mustaches, hats, ties, boots, and horns for purchasers to apply to the stamps.

Will you mail this letter to your prime minister?



How do you  
present new  
perspectives?



# Our survival depends on theirs. To help, log on to [wwf.org](http://wwf.org)

Advertising Agency: Ogilvy & Mather, Gurgaon, India

Creative Director: Richa Sharma

Art Director: Puran Choudhary

Copywriter: Hari Om Prakash

Illustrator: Puran Choudhary

Source: [http://adsoftheworld.com/media/print/wwf\\_man?size=\\_original](http://adsoftheworld.com/media/print/wwf_man?size=_original)



How do you  
destroy  
preconceived  
mindsets?

A black queen?



# What should you expect from this class?

## **Visceral challenges:**

Redefine your existing value systems and learning methods. Intra- and interpersonal relationships.

## **Corporeal:**

Hands-on experimentation with materials, methods, execution of ideas, etc ...

## **Technological:**

Techniques, comping techniques, drawing, etc



# What should you *really* expect from this class?

## **Hardship:**

Incapability to communicate visually.  
Computer software knowledge in  
Adobe Photoshop, InDesign and  
Illustrator

## **Challenges:**

The professor expects a lot.  
Professionalism.  
High level craftsmanship.  
Punctuality.

Access to computer technology

Basic skills in drawing.

Keeness to learn. This class is only  
as good as your enthusiasm for  
participating in it.

You will gather book knowledge but  
a greater part is self-knowledge and  
shared knowledge within your peers.

If you're early, you're on time.

If you're on time, you're late.

If you're late, you're left behind.

# What are the things the professor hate?

Habitual late comers

Students who do enough to get by but not enough to be outstanding...

Students who never explore enough

Late comers (15 minutes and beyond...

30 Minutes and beyond considered an absent

3 absences equal a letter grade drop

A portion of your final grade is allocated for studentships.

What do you  
have to  
unlearn and  
relearn?