

media for communication artists

Chapter 7, pp. 218 - 242

Evans, P. & Thomas, M. A. (2008). Exploring the elements of design (2nd ed): An introduction to the essential principles, elements & concepts of visual communication. Clifton Park, NJ: Thomson.

what is media?

From stone age cave drawings to Egyptian papyrus to Chinese books to German's Guttenberg press, we've been communication.

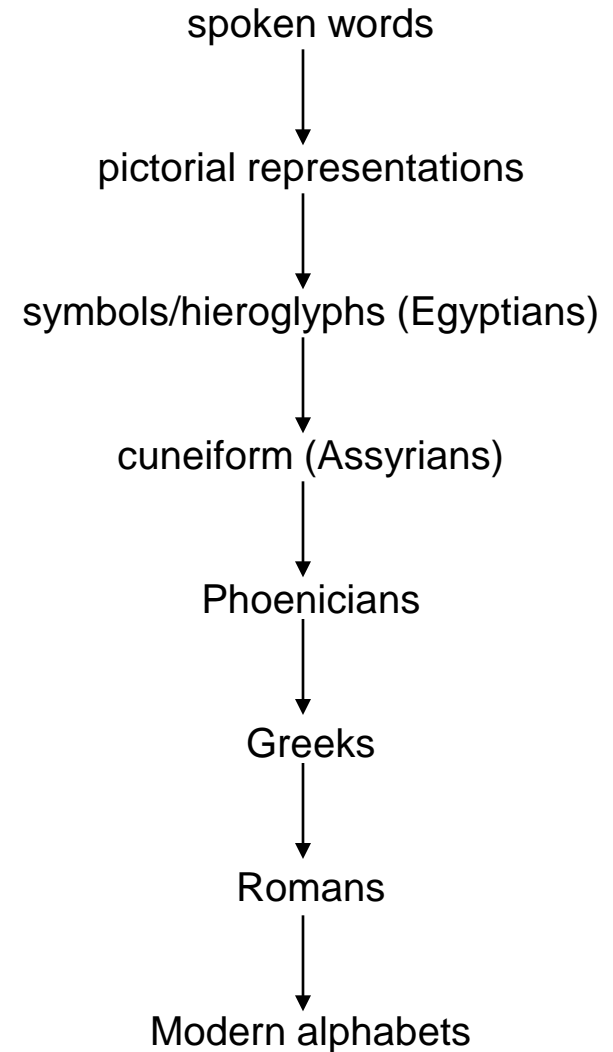
The medium is the delivery means or channel for communicating a written, verbal or visual message (p. 220).

A medium can be any form.

Can you name some examples?

once upon a time...

Before writing, people kept memorized information in their heads.



once upon a time...

Since prehistoric times, people have communicated through pictorial representations of animals, human forms, and symbolic shapes in cave paintings.

Language existed as a spoken systems which evolved into symbols that became the written systems.

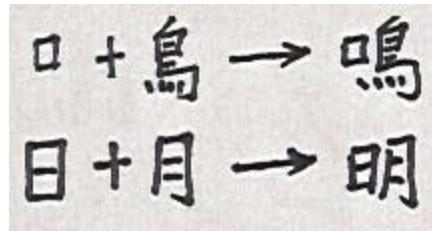


once upon a time...

The alphabets are a sign system that represents speech.

Think of alphabets as codes that allow us to understand complex messages due to the polysemous nature of imagery.

It continues to evolve as human beings continue to live in social, cultural, philosophical and technological contexts.



Chinese pictographs provide semantic information but no information on pronunciation.

爱 愛

The Chinese communist government further simplified the Chinese writing system in the 1950s and introduced hanyi pinyin to aid pronunciation.

elements, principles and new media

The guiding principles of design also apply to multimedia, the Web, and interactive media.

Designers need to pay attention to typography and underlying organizational grid.

Colors has the same emotive and aesthetical qualities for a multimedia application as it has in print media.

However, new media time is time-based.

On the Internet, every second counts.

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<http://www.sherif-samy.com/>

<http://www.joxse.com/>

<http://www.sheridanandco.com/>

graphic comm & media are interrelated

Communication artists gives visual form to verbal content through the combination of words and images.

It's a balancing act between verbal messages and visual elements.

the 3C's of Design

- Composition
- Content
- Context

composition

- Start by **thinking to understand** the problem at hand.
- What are your sources for inspiration?
 - Nature? History and Culture?
- What is to be achieved? What specific visual or intellectual effect is desired? Unity or Variety?
- How can your concept be communicated visually?
- Applicable visual stylistic requirements? – illustration, abstract, realism, etc.
- Which image or pictures could represent your concept? Start by listing or sketching.
- Discuss your ideas – People may offer suggestions and it also helps to conduct some research.
- Narrow your ideas to a few worthy ones – Elimination starts the moment you choose.

content

- What shall be presented? How shall it be presented?
- Establish a relationship between visual form and verbal content.
- Visual form – what it looks like
- Verbal content – what it says

context

- Apart from your stylistic choices, the audience is another influential factor in thinking about your solution.
- Ask Questions:
 - To whom is the visual message directed?
 - What reactions do you want from this audience?
 - What effect or feeling do you wish to create?
- What are the limitations imposed? – size, color, media, deadline, etc.
 - What kind of materials? How about techniques?
- **The Solution?** – May be intuitively-guided or influenced by research, social values or client's expectations.

Machine Age



Electric Age



Atomic Age



Electronic Age



Digital Age



Information Age

new media

An assortment of media options.

Computer-generated media that goes beyond the 2-D realm, including media, the internet and multimedia.

Interactive

The internet

Multimedia

interactive

Users can control his or her media experience.

Unlike books, interactivity is non-linear.

Interactivity's basic form is hypertext, an ability to activate a link by placing a cursor over a keyword or an icon.

The internet adopted this technology.

Interactivity now combines audio, visual and cinematic capabilities.



Originally developed in the 1960s by the US government.

When it was opened up 30 years later, by 1997, more than 30,000,000 users in 100 countries were linked (Evans & Thomas, p 229).

Due to its popularity, the WWW is a global phenomenon.

Communicators must be sensitive to a multicultural audience. Sites must adapt to multiple languages.

multimedia

Not all interactive media is multimedia. Websites, DVDs, and others that are limited to text and imagery are not regarded as multimedia.

Multimedia technology blends animation, streaming video with text, imagery and interactivity.

An important component in today's web technology, as well as video and computer games.

Knowledge in time-based media must be balanced with script writing, animation, illustration, photography, live-action production, special effects, music creation and video/audio editing.

new media

Guiding principles of design apply.

Must pay attention to typography.

Underlying organizational grid applies.

Colors can evoke same emotive response.

Imagery with stopping power is always a plus.

traditional

SAME

SAME

new media

Non linear and Motion-based /
Cumulative effect on images over a
period of time. (sequence of events)

Images mustn't take forever to
download.

Time-based. Every minute counts.

Content needs to be streamlined
and accessible. Requires an
information architecture.

traditional

Linear / Individual frame.

Images not restricted by size.

Take your time, honey!

Content-heavy.