

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?

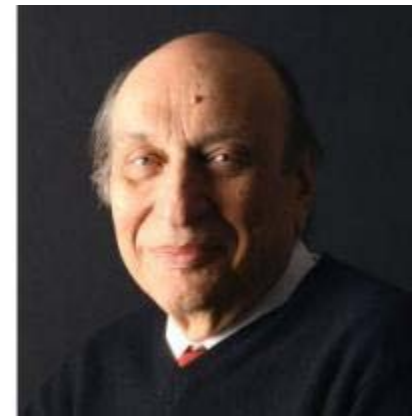
Do emotions
have a shape?



I Love NY 3D Poster by Oded Ezer

Source:

http://s3files.core77.com/blog/images/I_heart_milton_01.jpg



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>

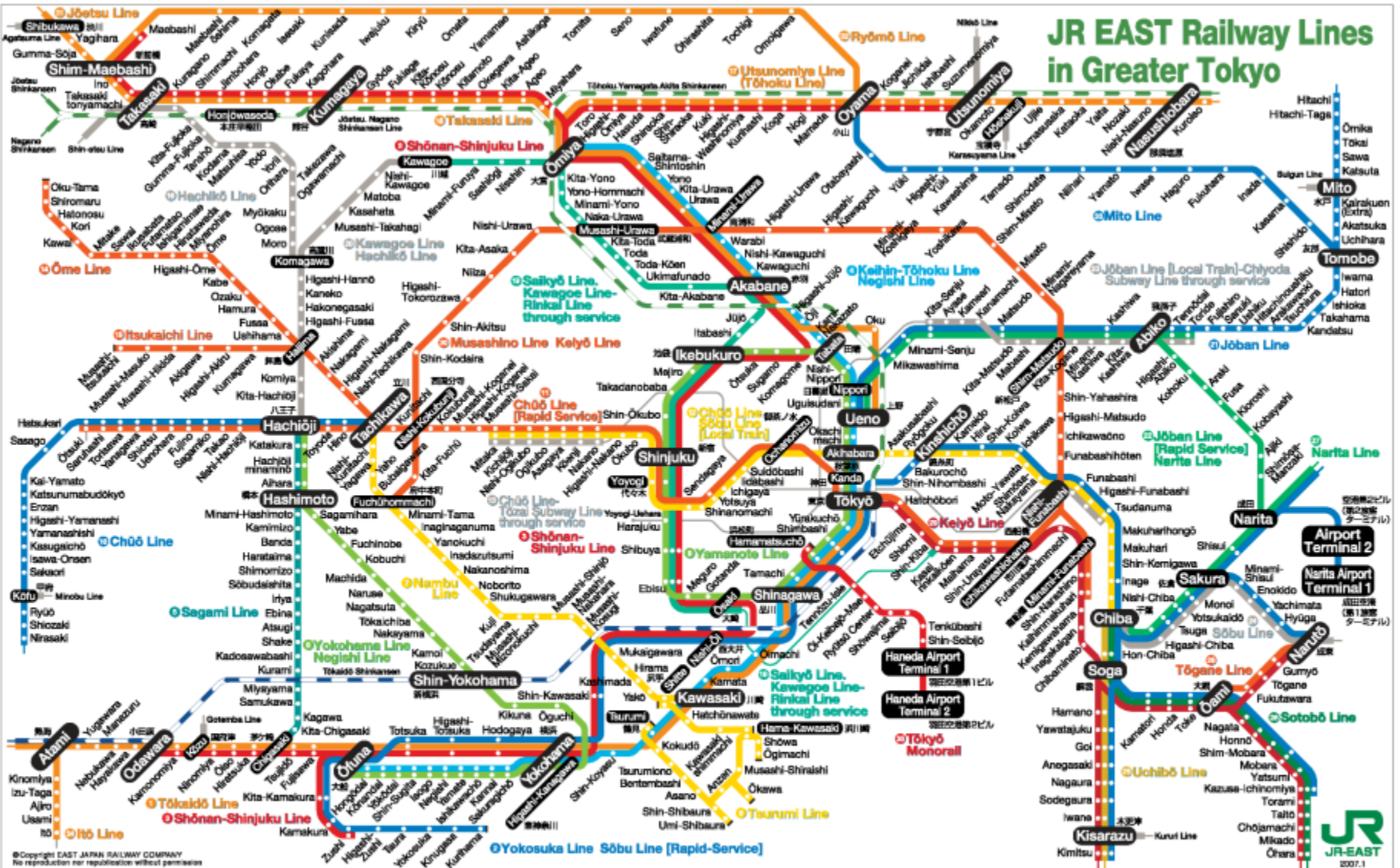
What is sexy?



***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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- | | | | | |
|-------------------------------------------|-----------------------------------------------|---------------------------------------------------------|----------------------------------------------------------------|-----------------------------|
| ● Tokaido Line | ● Tsurumi Line | ● Itsukaichi Line | ● Jōban Line [Rapid Service] Narita Line | ● Kelyō Line |
| ● Yokosuka Line Sōbu Line [Rapid Service] | ● Yamanote Line | ● Hachikō Line | ● Jōban Line [Local Train]-Chiyoda Subway Line through service | ● Musashino Line Kelyō Line |
| ● Shōnan-Shinjuku Line | ● Chūō Line | ● Utsunomiya Line (Tōhoku Line) | ● Sōbu Line | ● Jōetsu Line |
| ● Keihin-Tōhoku Line Negishi Line | ● Chūō Line [Rapid Service] | ● Takasaki Line | ● Uchibō Line | ● Ryōmō Line |
| ● Sagami Line | ● Chūō Line Sōbu Line [Local Train] | ● Saikyō Line, Kawagoe Line-Rinkai Line through service | ● Sotobō Line | ● Mito Line |
| ● Yokohama Line Negishi Line | ● Chūō Line-Tōzai Subway Line through service | ● Kawagoe Line Hachikō Line | ● Narita Line | ● Itō Line |
| ● Nambu Line | ● Ōme Line | ● Jōban Line | ● Tōgane Line | ● Tōkyō Monorail |



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

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



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?