

Chapter 3: Imagery in design (part II)

Evans & Thomas, pp. 72 – 100

COM232
Graphic Communication

Photography is bringing
order out of chaos.

Ansel Adams

Painting is the art of
inclusion. Photography
is an art of exclusion.

Ken Rockwell

Photography

Nothing speaks more clearly than a photograph.

Photographs can communicate on an emotional level due to realism and details.

Photography is regarded as the most credible type of imagery.

Often used in a photojournalistic way to support newsworthy editorials or to document informative content.



Adeline Ong and Lim Chin Ping's

Out of Sight Out of Mind



Lee Huishi's

The Orange Struggle

Photography

Viewers can identify with a situation or a product or human emotions on that matter.

Manufacturers and retails use photographs to prompt their customers into purchasing /using their products/services.



**CIGARETTE BUTTS
KILL WILDLIFE**

RABBIT MAY CONTAIN HARMFUL PLASTICS, DEADLY CHEMICALS
WEIGHT: 4.12 LB TELL BEFORE THERE'S NOTHING LEFT TO KILL

Cigarette filters are commonly mistaken as food by many animals. Approximately 98% of all cigarette filters are processed with a substance known as "cellulose acetate", a form of plastic that will be on this earth longer than you will live.

WHAT GOES AROUND, COMES AROUND.
DON'T LITTER YOUR CIGARETTE BUTT.

Advertising School: University of North Texas, USA
Art Director/Copywriter: [Jason Perez](#)
Photographer: Scott Harben
Instructor: Jack Sprague
Source:
http://adsoftheworld.com/media/print/nobuttsorg_ant_cigarette_butt_pollution_campaign_rabbit



**CIGARETTE BUTTS
DON'T DISAPPEAR**

LOBSTERS MAY CONTAIN HARMFUL PLASTICS, DEADLY CHEMICALS

THEY SUCK
24-37 LBS BULL BEFORE THERE'S NOTHING LEFT TO SELL

Cigarette filters are commonly mistaken for food by many animals. These filters are polluting the earth's water supply, including any water used in your home, with chemicals like Toluene (used in gasoline) and formaldehyde (used to preserve the dead).

WHAT GOES AROUND, COMES AROUND.
DON'T LITTER YOUR CIGARETTE BUTT.

FROM THE 2001 VOLVO CAR TO THE 2002 VOLVO XC90

Advertising School: University of North Texas, USA
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Cropping

Cropping allows for control over how an image is framed.

At times, you have to work with supplied photos.

Removing portions of a photograph can create a focal point to draw attention to the photograph.

Crop judiciously.

Cropping is about taking out an unwanted part of the picture to show emphasis.



When cropping you should take into account the most interesting portion of an image.



Should you work your
photograph around the
design or is it the other
way around?

Photographs must have stopping power!

That means prominence in your layout.



The rule of thirds. Place the subject at intersections



What makes a photograph great?

Lines and patterns to suggest depth



Striking light and shadow



Dramatic effects



Illustration

Illustrations are more expressive than photographs. (Evans & Thomas, p. 81)

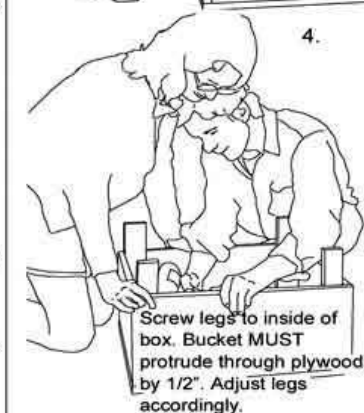
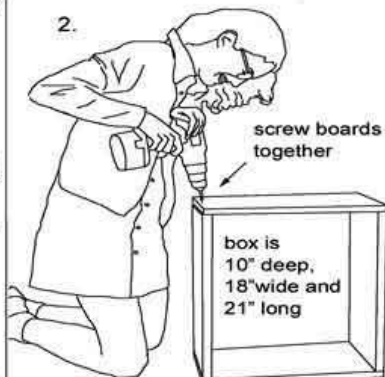
Illustrations are capable of exaggerating the “expressiveness” of a message.

Dictated largely by techniques as well as the medium.

Pen and ink, scratchboard, pastel, gouache and digital drawing programs...

Each medium has a unique look and feel.

BUILDING A HUMANURE TOILET



TREMSETTER INSTALLATION

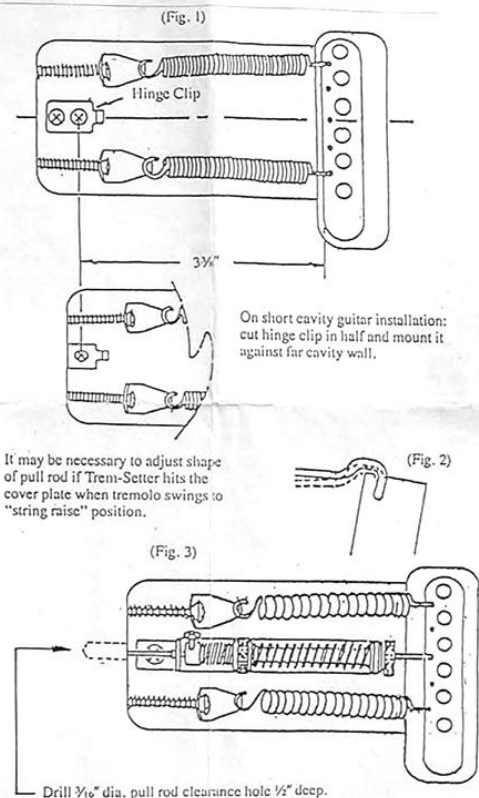
(Please read through instructions completely before beginning your installation.)

- 1) Unsolder ground lead and remove claw and center spring. Install new individual claw hook and center spring. If you are using heavy gauge strings, and you want a three-spring set-up, use the double spring claw supplied. (First I suggest you try the two single spring claw set-up.) Resolder the ground lead and readjust spring tension so that the tremolo floats in desired position when the strings are in tune.
- 2) While holding the sustain block to full "string raise" position, carefully measure 3-3/8" from the edge of sustain block (Fig. 1), and mark in line with the center spring hole position, using a sharp tool such as an awl or center punch. Mount the hinge clip using flat head screws provided. On some short cavity guitars, there may not be room to mount the hinge clip unless you cut the clip in half and mount it with a single screw.
- 3) Loosen the setscrew on the Tremsetter's brass collar (Fig. 3). Carefully slide the pull rod through the Tremsetter just far enough so that it clears the back face of the tremolo cavity. Snug the square hole of the Tremsetter bracket against the hooked end of the hinge clip. Line the Tremsetter up straight with the guitar and gently press the pull rod into the back face of the cavity wall so that it leaves a small mark. Drill a 3/16" dia. clearance hole about 1/2" deep for the pull rod. Insert the hooked end of the pull rod into the center spring hole on the sustain block. Sometimes it may be necessary to slightly adjust the shape of the hook using a long nosed pliers. See that the tremolo swings freely and that the pull rod does not rub against the sides of the pull rod clearance hole.
- 4) Now lay the guitar face down on your lap being sure you do not touch the tremolo or tremolo arm. Equally loosen the two-spring adjustment screws 1/2 to 1 full turn. With its screw loose, push the brass collar against the end of the threaded tube (Fig. 4) so that a small gap of about 1/16" appear at point B. Now tighten the setscrew and let go of the brass collar.

Check that the collar is in firm contact with the end of the tube at point A (Fig. 4), and that the thumbnut is in firm contact with the face of the busing at point B. When the tremolo is in "neutral pitch" position, there must be contact at these two points.

Point A may be difficult to check as the view may be obscured by the small slack spring. If there is a gap at point A, the collar and the rest of the Tremsetter assembly will move together as you start to lower the strings with the tremolo arm. If there is a gap, the brass collar will move before the rest of the assembly. To eliminate a gap at point A, evenly loosen the outer two tension springs until the gap disappears. If there is a gap at point B, evenly tighten the two outer tension springs until the gap disappears.

Gently rock the tremolo back and forth from "string raise" position to "string lower" position, checking for good contact at points A and B when the tremolo is in neutral position. Now fine tune the guitar and recheck for good contact at points A and B.



暴行清兵ヲ斬首スル圖

程平 八旬三



Illustration of the Decapitation of Violent Chinese Soldiers” by Utagawa Kokunimasa, October 1894 Sharf Collection, Museum of Fine Arts, Boston

Source: http://ocw.mit.edu/ans7870/21f/21f.027/throwing_off_asia_01/2000_380_07_1.html

大明衣冠

士庶巾服之道袍

擷芳主人

大明會典卷之六十冠服
國朝上下冠服皆損益前
具載大明集禮及職掌嘉



擷芳主人

大明衣冠

僕役巾服之襖裙

擷芳主人

大明會典卷之六十冠服
國朝上下冠服皆損益前
具載大明集禮及職掌嘉



擷芳主人

Image terminology for production

Continuous tone – A series of gray or color tones with gradations , as opposed to color or tonal areas that are flat and distinct from one another.

Grayscale – A continuous tone black and white image.

Halftone – A method of reproducing a continuous tone by photographing it through a fine screen to convert the image into dots.

Line art – A b/w image that does not have continuous tone. Also called a bitmap.

What do these mean?

Ideogram/ideograph – A pictorial image or symbol that represents an idea or a concept

Logo – A mark or a logotype or both used to represent a brand, company or service.

Logotype - Letters, words, or a name formed in a distinctive way

Pictogram/pictograph – A pictorial image that depicts a simplified representation of an object.

Symbol - A letter or sign that represents an activity, idea or object used within a cultural or commercial context.

(Evans & Thomas, p. 88)

Iconographic symbols

Symbols must be easily understood by all individuals, regardless of language or culture.

Logos are used in the marketplace to identify products and services

Think of a product you have grown to trust.

What is it?

What do they sell?

Why do you trust the product/brand?

The different ways of naming

Founder's

Descriptive

Fabricated

Associative

Abbreviated

Can you name some?

Identity systems



A means of applying elements across a broad range of materials, designers develop an identity system.

To provide a unified presentation based on the image established with the logo.

Covers a broad range of materials from website, promotional literature, merchandise, packaging and signage for vehicle and uniform applications.

An effective identity can...

- Help to build brand loyalty
- Can deliver your message clearly
- Establish and reaffirm your credibility
- To connect on an emotional level



A trademark is created by a designer, but made by a corporation

– Paul Rand.





A mark is both form and substance, image and idea. Its forms must be familiar enough to be recognisable, and unusual enough to be memorable.

- Ivan Chermayeff, Tom Geismar and Steff Geisbuhler.

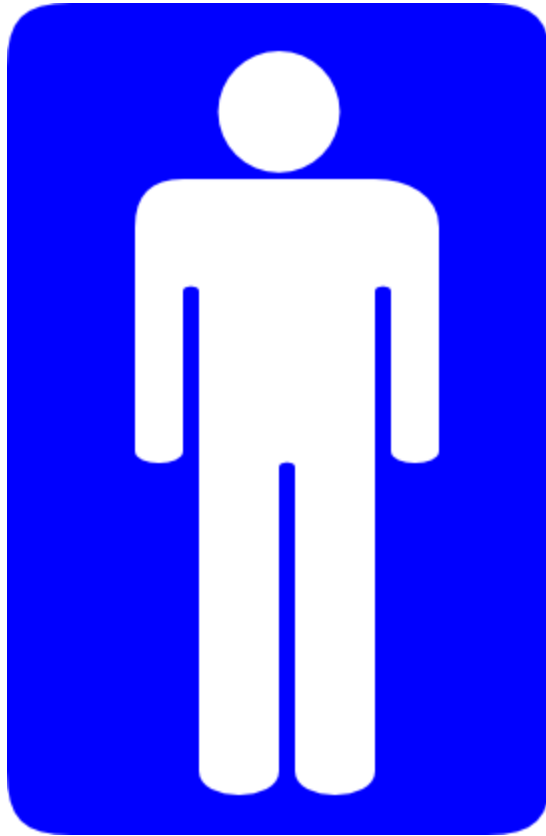
Bold

Memorable to provide a clear consistent message.



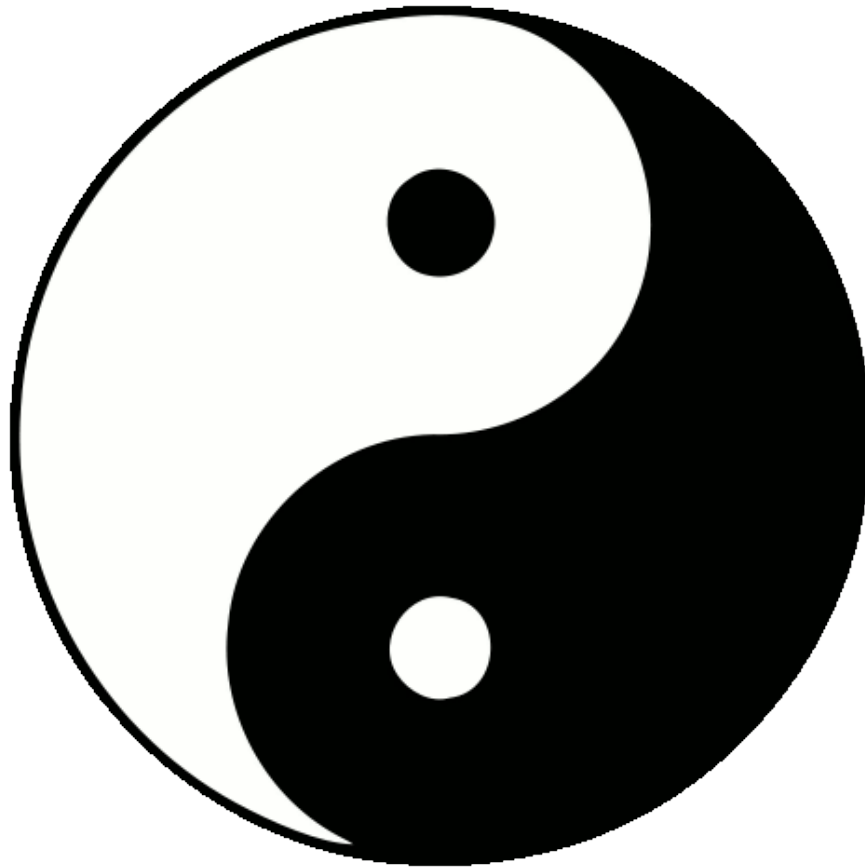
Reductive

Simple, instant and recognizable



Richness

Frugal in details yet rich enough in meaning.



Timelessness

It must stand the test of time and legally protectable



Adaptable & Sustainable

Works well across changing media and modes of communication



Source: http://www.nyshirt.com/product_images/z/345_img_3904__92849.jpg

Flexible

Works in b/w and in color, sizeable from a 10-cent coin to a billboard.



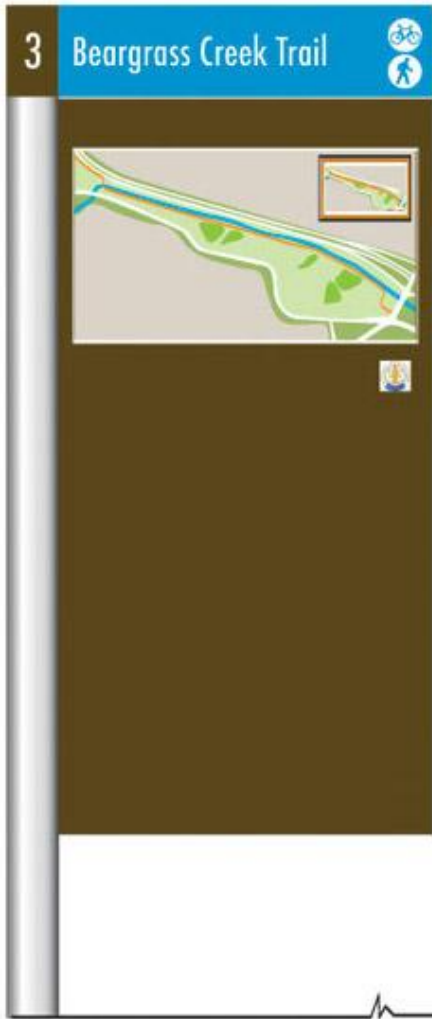
Wayfinding systems

If you're lost, you'll be looking for the “i” or the “?” symbol.

Pictograms and symbols for navigating unfamiliar territory incorporate a mixture of symbols, typography and signage that help us in places like malls, parks, airports, museums, etc.

They make use of directional symbols such as arrows and they are strategically placed to help guide people to navigate around.

A well-designed wayfinding system is stylistically in tune with the area/context it serves.



Trail Head Sign with regional trail map.
Each location would indicate specific highlights or features in that particular area.



Directional design uses pictographic and verbal languages for way-finding.

Charts and graphs

Pie charts, bar charts, and graphs are the most common.

Pie charts work well for showing how groups are composed in terms of demographics or opinions.

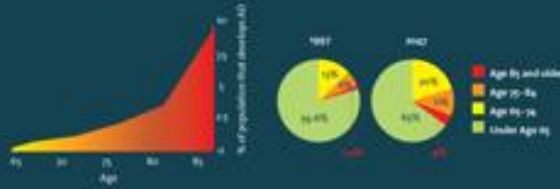
Bar charts work well for comparing data. The bar in bar charts can run vertically or horizontally.

Alzheimer's Disease

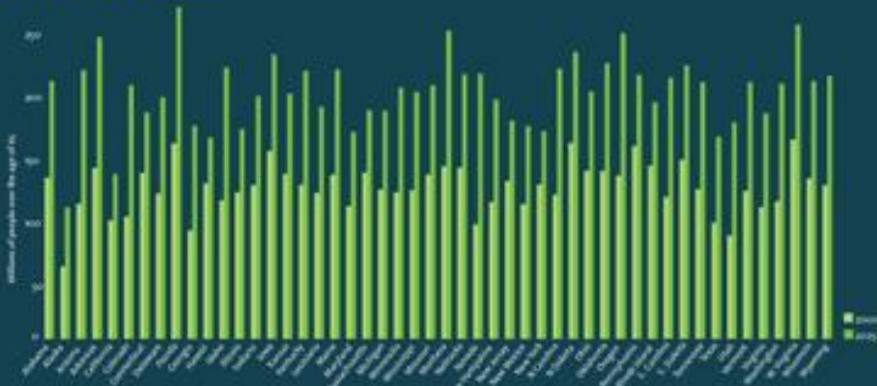
The Increasing Burden

Alzheimer's is the third most costly disease in the US after Cancer and Heart Disease at \$100 billion per year. Most of this money comes directly out of pocket from the family and caregivers.

According to U.S. Census data, the size of the older population (65 and older) will double over the next 25 years, growing to 70 million by 2030 when the youngest of the baby boomers will be more than 65 years old. Because age is a known risk factor for Alzheimer's, the US could realize a 30% increase in its prevalence with an estimated 77 million people affected.



Our aging population

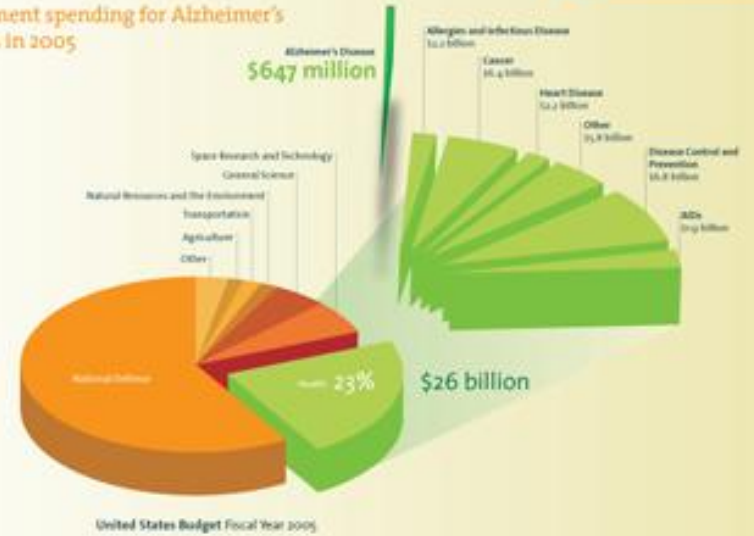


Growth of Alzheimer's disease by 2025 (cases per 1,000 people)



An estimated 6.3 million Americans have Alzheimer's disease. The number of Americans with Alzheimer's has more than doubled since 1980.

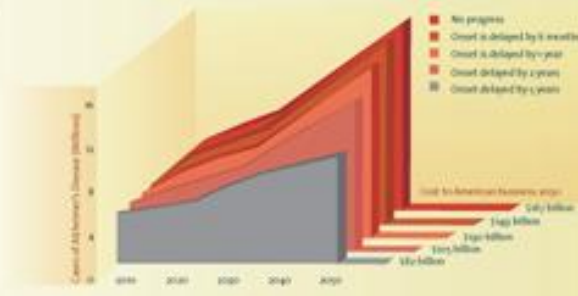
Government spending for Alzheimer's research in 2005



The importance of Alzheimer's research: delaying the onset

Alzheimer's disease costs American business \$4 billion a year (FBI's figures). \$4.6 billion is the health care and \$1.6 billion income costs related to caregivers of individuals with Alzheimer's, including both productivity, absenteeism and worker replacement. If researchers were to discover a treatment that could delay onset by 5 years in 2005, the number of cases of Alzheimer's would be reduced by 50% by 2025.

Business costs for workers who are caregivers: **\$26.52 billion**
 Business costs of healthcare and health care research: **\$24.634 billion**
 Total business costs: **\$51.156 billion**



Information design deliver information that is graphically organized.

Source: <http://christinakoehn.com/wordpress/wp-content/uploads/2007/05/spread3.png>

It takes two to tango

Verbal messages drive the decision-making process that ultimately determines graphic content and the form it needs to take.

Visual elements are needed to translate verbal concepts into visual form.