

Susan B. Barnes

An Introduction to Visual Communication

From Cave Art to Second Life

SECOND EDITION



PETER LANG

New York • Bern • Frankfurt • Berlin
Brussels • Vienna • Oxford • Warsaw

Contents

Acknowledgments	vii
Introduction	ix
1 Digital Visual Communication Theory	1

PART I DEVELOPING VISUAL LITERACY SKILLS

2 Elements of Visual Literacy	23
3 Perspective, Vision, and Culture	45
4 Language of Images: Signs, Symbols, and Semiotics	65
5 Written Symbols and Typography	84
6 Graphic Design	104

PART II UNDERSTANDING VISUAL MEDIA

7 Print Media	127
8 The Photographic Image	146
9 Motion Pictures and Film	166
10 Television	185
11 Digital Media	203

PART III
VISUAL COMMUNICATION IN CULTURAL CONTEXTS

12 Emerging Visual Contexts: Virtual Reality and Digital Culture.....227

13 Cultural Codes and Conventions244

14 Visual Imagery and Cultural Change.....261

Index.....279