

Visual Communication Images With Messages Chapter 6

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Roland Barthes defined the photographer "as the Operator", and knowing something about the photographer's vision and context will assist with the process of reading the messages contained in photographs created by hands and eyes. It is also important to know the photographer's intention, thus the captions or statement.

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Visual communication is defined as the transmission of information to another party by the use of a non-verbal medium such as gestures, visual aids, facial expression, postures etc. This type of communication targets the recipient (s) eyes only. That is why it is called the visual communication. Advantages of visual communication

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Visual supports can be used in a range of ways, for example: as a single message, eg the person takes a yellow card from their pocket when they need to go to the toilet, or a puts purple card on the board when they're feeling stressed in combination to create a daily timetable, schedule, sequence or reward chart

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Visual communication by e-mail, a textual medium, is commonly expressed with ASCII art, emoticons, and embedded digital images. Visual communication has become one of the most important approaches using which people communicate and share information. The Eye of Horus

~~Visual communication - Wikipedia~~

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The evidence overwhelmingly points to the same conclusion-using visual communication is crucial to an overall strategic communication plan. Incorporating images and video throughout messaging has benefits for both the sender and the receiver. Creating images isn't exclusive to those with formal graphic design training or with access to expensive, high-end tools. Simple screenshots are a great example of an easy way to create your own image while conveying a message in a meaningful way.