



Summer Research 2024 by Aura Moreno



Visual Communication Design (VCD) & Semiotics





Agenda

- Visual Communication Design (VCD) Principles
- Semiotic Principles
- Research Summaries
- Future Studies

START





Visual Communication Design

The Design Principles

Gestalt Principles

Molly Bang's work

START



Principles of Design

Balance



Balance is the arrangements of parts so that they have equal weight or force.

Contrast



Contrast is to show great difference between objects through color, texture, value, etc.

Emphasis



Emphasis is when the artist makes one part more important through color, texture, value, etc.

Movement



Movement is how an artist makes our eyes travel around an artwork's edges and lines.

Repetition & Rhythm



To repeat (like a pattern) through color, texture, value, creating rhythm.

Unity



Unity is the appearance of oneness and similarity in an artwork.

Gestalt Principles



Proximity



Similarity



Common fate



Closure



Pragnanz



Continuity



Figure-ground

Jack Westin

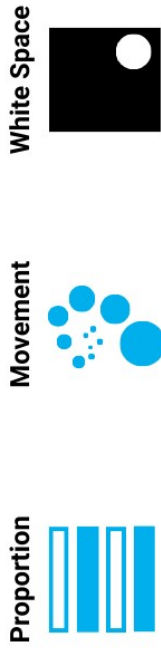
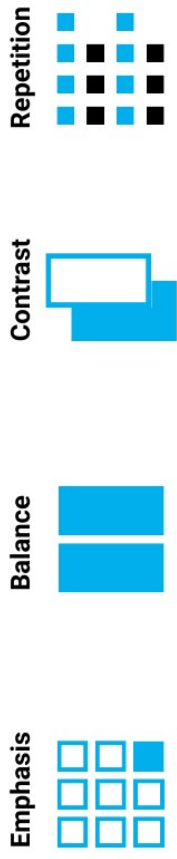


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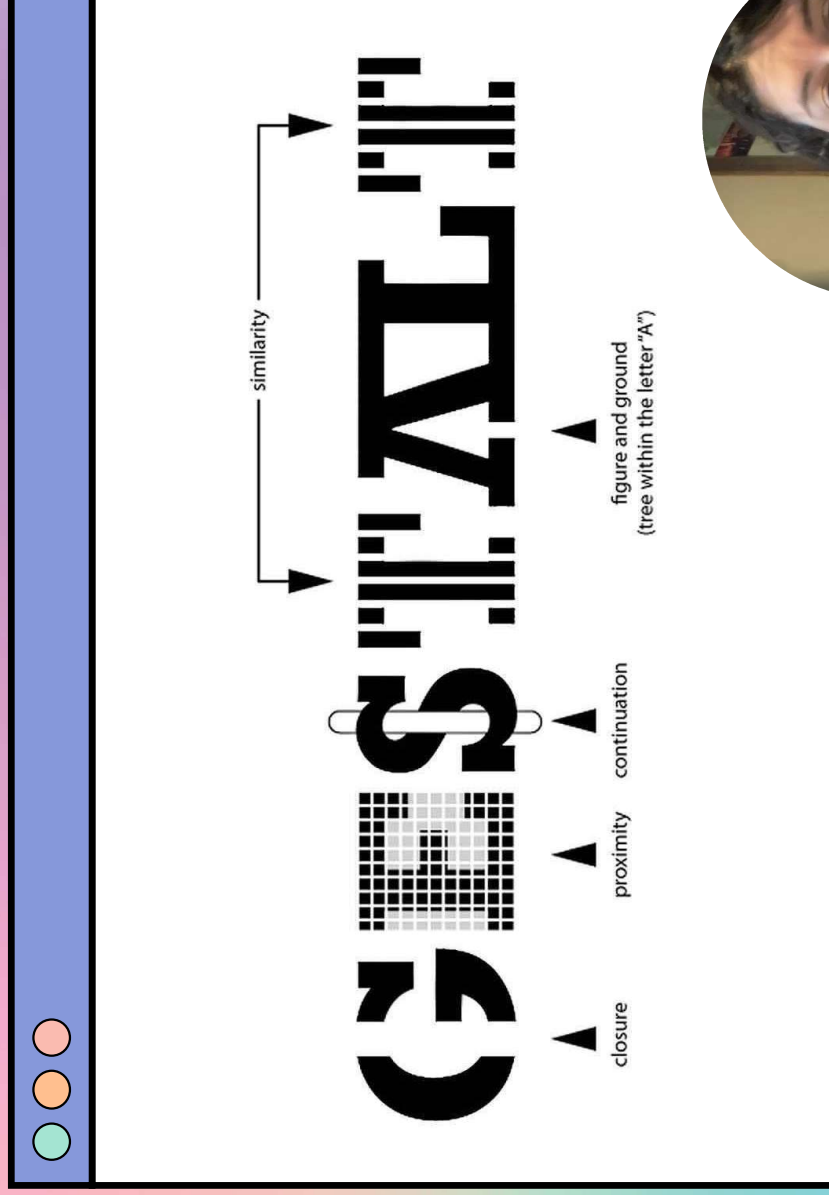


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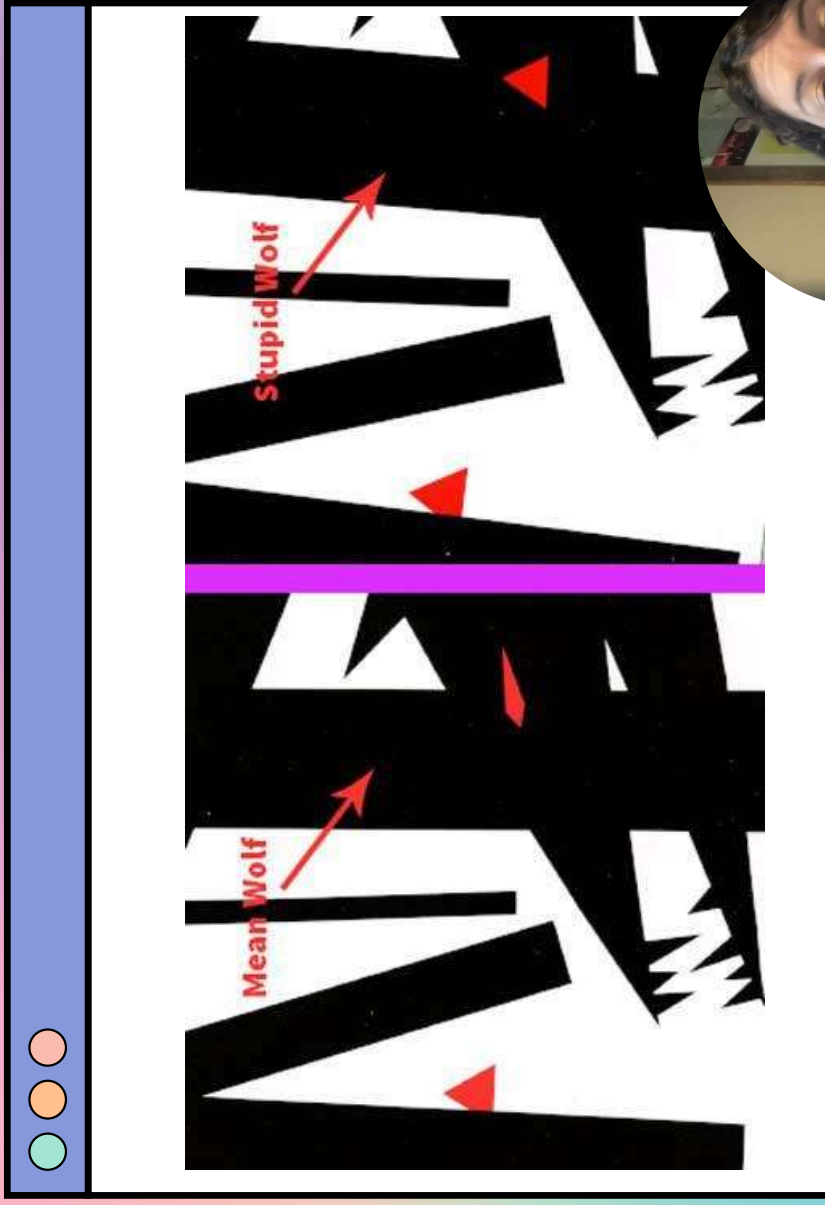


Visual Communication Design

The Design Principles

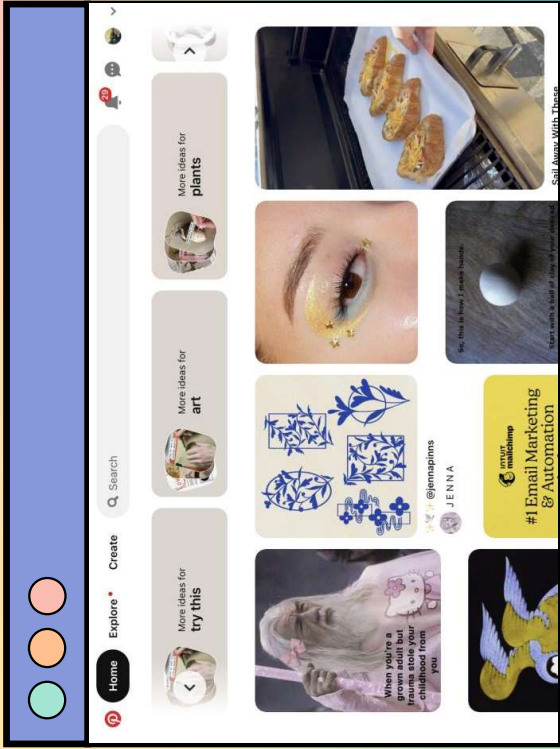
Gestalt Principles

Molly Bang's work



START





UN WFP **FREE RICE**

Global stats
Grains of rice donated yesterday : **32,376,890**
Over **224 billion** lifetime grains.

priority means:

- automobile
- woods
- extraterrestrial
- precedence

WFP

English Vocabulary 10



START



The continents can be arranged to look like a chicken



START





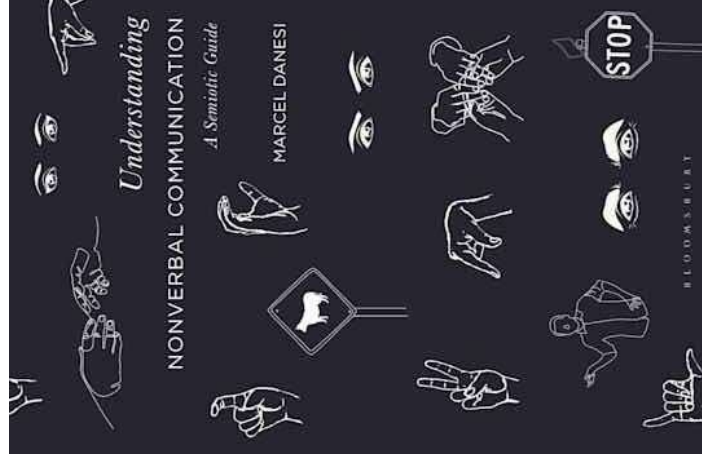
Semiotics

Main concepts

Cultural Codes

Digital Media

Challenges and Opportunities



START



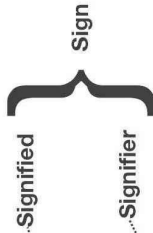
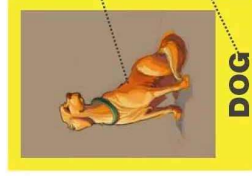
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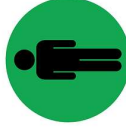
Cultural Codes

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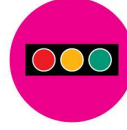
Semiotics: Decoding the Hidden Message



Icon
A graphic image



Symbol
A named relation



Index
A direct link



START



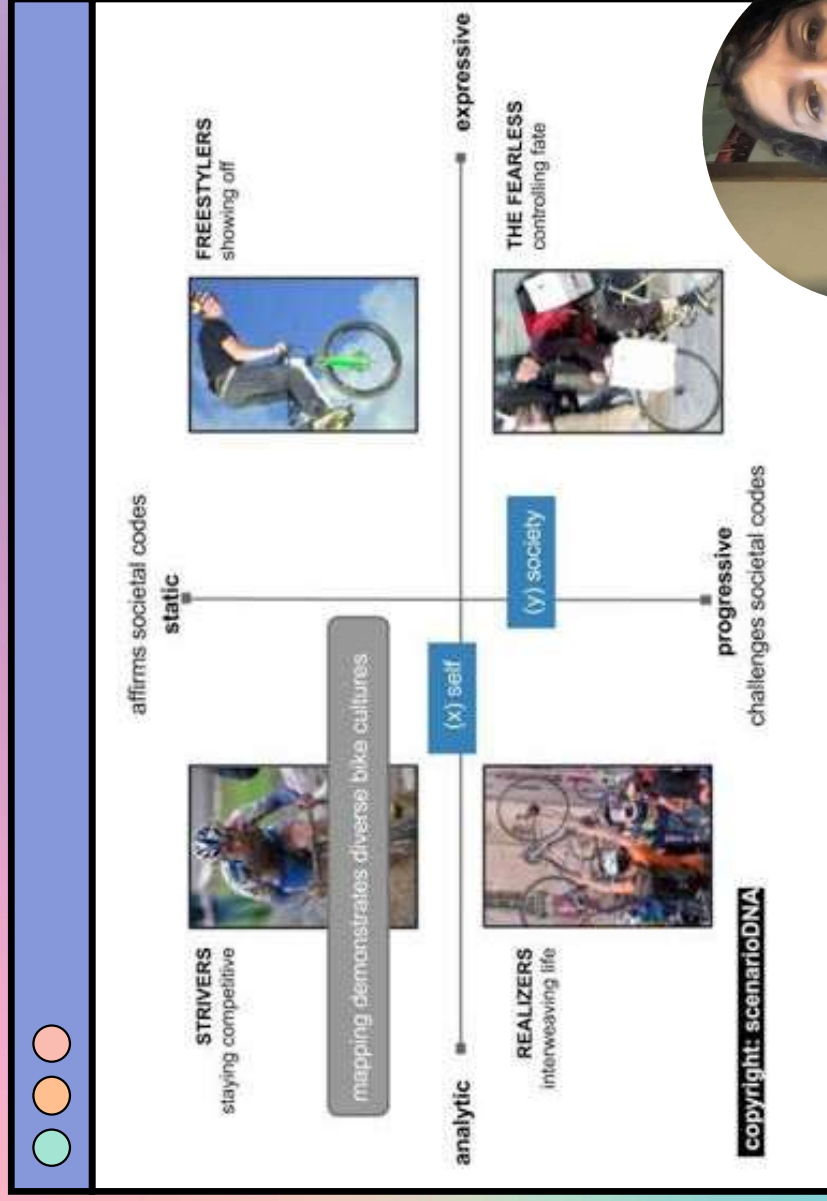
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Semiotics

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My dissertation wasn't on memes, but it was on C. S. Peirce, so here we go ...

Leigh Honeywell @hypatiadotca
Replying to @smc90
I wanna read a PhD dissertation on this, for real

1

2

10

Daniel Ginsberg @NemaVeze · 2h

Some approaches to semiotics see it as basically a word, or other sign, that refers to some object in the world. Signifier, signified, it's a relationship of one thing to another thing.

Peirce's major insight was that signs don't do anything on their own. There's only meaning because someone sees meaning in it. In other words, the reaction is the thing.

One way it works is that the interpretant-object relation mirrors the sign-object relation. I point at something, you look where I'm pointing. Or ...

The versatility of these models is because, combined with other models, they can capture a wide range of phenomena in one image.



START



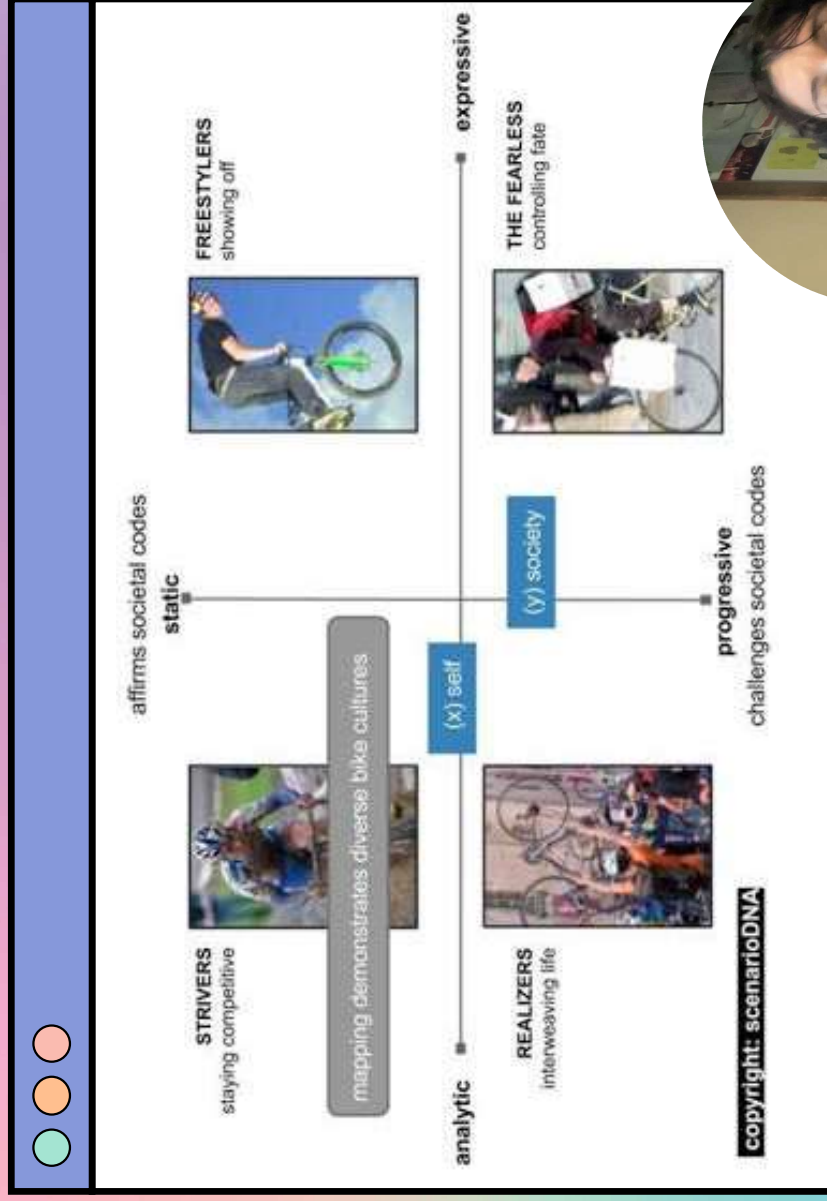
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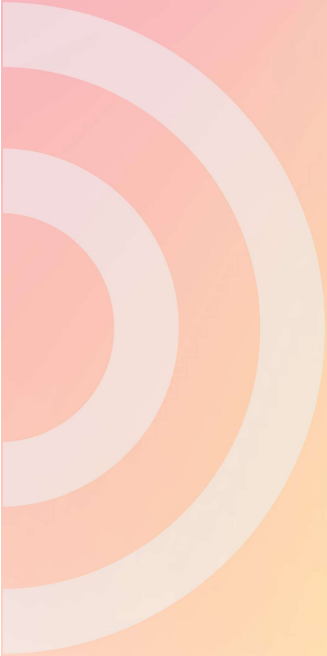
Digital Media

Challenges and Opportunities



START





Research and Methods

[Click me for sources doc](#)

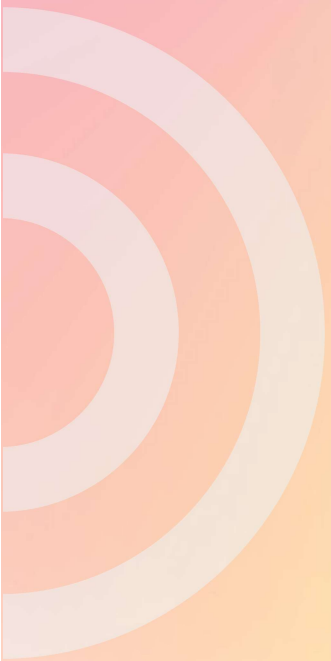
You want me to cite my sources?

Feminine Intuition





START





Three colored circles (green, orange, red) in a row.

Future Studies



Three colored circles (green, orange, red) in a row.



START

Thank you~



summary

- Integration of semiotics in VCD
- Role of principles in effective communication
- Current and Future Research



END

