

"You can lead your audience to magnificent points of connection and communication."

**LECTURE NOTES,
HANDOUTS & REFERENCES**
Kent Manske
www.foothill.edu/~kmanske/
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ART, DESIGN AND VISUALIZATION

Art

- A form of expression
- An exchange of ideas
- Art has no boundaries, no rules
- To study art is to study order
- A work of art is an investigation of being, revealing the possibilities of a greater existence
- Art, like poetry, is a representation of universals

Objectives of the artmaking process include communication and self expression. In 1991, Robert Riley, Curator of Media Arts at the San Francisco Museum of Modern Art, said, "My measure of art is seduction, when you're absolutely convinced by the authority of a work that this is the way things are. There are fundamental changes in the way you see the world after looking at the artwork. It is the most ultimate exchange of humanity, wisdom and intellect that we have."

Graphic Design

- Visual communication
- Design is both process and product. As process, design is visual problem solving. Creating, organizing and evaluating information to communicate. As product, design is the organization of parts (ideas and elements) into a cohesive whole.
- Graphic Design is a visual language.
- Writers= plot out adventures of characters
Musicians= decide on overall structure of composition
Graphic Designers= organize elements to communicate
- Design has a responsibility. The design concept occupies the central position in the design synthesis.
- The designer must be concerned with communicating to an audience. The audience is comprised of readers and viewers.
Images are read and interpreted: Words are read and interpreted
- The designer must develop a plan of content that "gets the message across" yet whose successive layers reveal the co-existence of linguistic play and autobiography. The designer should reward the audience with content and participation.
- The designer prepares information for reception as a message.
- The goal of Graphic Design is to convey meaning, to communicate. Design has a responsibility.

Successful Design

A resolution of the design and communication objective, including a resolution of visual elements, both of which carry the unique personal stamp of the designer.

Unsuccessful Design

If the idea or concept is not transmitted to the viewer the design has failed. If there is no intellectual or emotional reaction, no true communication has taken place. Communication design that fails to communicate, fails.

also see Graphic Design & Layout

Visualization

- Making the invisible visible
- Visualization is the organization of multidimensional data to gain insights about what experimental, computational, or remotely sensed data means.
- Techniques for visualization are drawn from computer graphics, image processing, visual physiology, psychophysics, cognitive psychology, art, design, the psychology of art, and even art history, all of which are concerned with the nature of perception and pictures.
- The goal of Visualization is to make information visible to enhance our ability for insight and the synthesis of ideas.

Successful Visualization

Removes computational variables, so we may proceed with “visual comparisons”, so that information processing moves from conscious intellection to preconscious processing. Successful visualization is a visual solution that enhances our ability to think, to communicate, to compare, and to help categorize. This makes learning an efficient and effective experience.

Why make Information and Ideas Visual

To learn= trying to gain insight through visual organization and visual thinking.

To teach= passing along information or knowledge to someone else.

To express= a healthy human characteristic. Expression is a basic component of identity.

Visual Literacy

- Understanding how to read visual information (icons, symbols, charts, pictures, illustrations, images) so we can interpret and create in a visual language.
- Like all forms of sensory awareness, the development of visual literacy enhances our enjoyment of life.

Form and Content

- Whether the communication objective is information, persuasion, narrative, or image/identity, reaction to content is intensified or reduced by the form and style of the visual layout.
- The moment a mark or visual element is put on the page, relationships begin.

Content

“What to say” = The emotional or intellectual message of an artwork

- If the idea or concept is not transmitted to the viewer the designer has failed.
- If there is no intellectual or emotional reaction, no true communication has taken place.

Form

“How to say it” = The artwork’s composition, arrangement, and visual construction

- Words, images, and symbolic associations
- Pure form, such as line, shape, color, texture. . .
- Organization, such as symmetrical, asymmetrical, ordered, chaotic, linear, nonlinear . . .

Romans and Egyptians – classical symmetry, formal balance, proportion

Oriental order – asymmetry, modular systems

Modern Design – the Grid (underlying structure that brings cohesiveness to visual elements)

Postmodern – layered, decentered, reactionary

also see Content, Context, Form & Technique

Perception & Response

perception = how we see

response = how we react

Visual Response

- Visual images quickly establish an emotional and intellectual response within the viewer.
- The visual literacy of each viewer is influenced by intelligence, culture, memory, training.
- A designer must understand how people read visual information. The ability of the eye and mind to assemble and arrange elements and understand their meaning is at the root of the design process and the key to effective visual communication.

Visual Perception

- The parts of a visual image may be considered, analyzed, and evaluated as distinct components.
- The whole of a visual image is different from and greater than the sum of its parts.

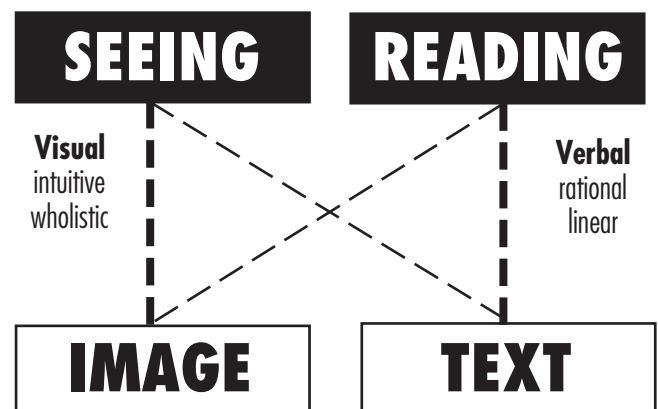


Chart concept by Katherine McCoy