

VISUAL NARRATIVE

PICTURES TELL STORIES

LEARNING OUTCOMES

Historical context of narrative imagery

Theories of visual communication in different forms

Image Schema, Semiotics, Narrative, Colour Theory,
Perspectives,

Use of visual metaphors and psychology techniques to
create viewer engagement

**PICTURES ARE THE EARLIEST FORM
OF WRITTEN LANGUAGE.....**



Semiotics: Decoding the Hidden Message

Icon
A graphic image



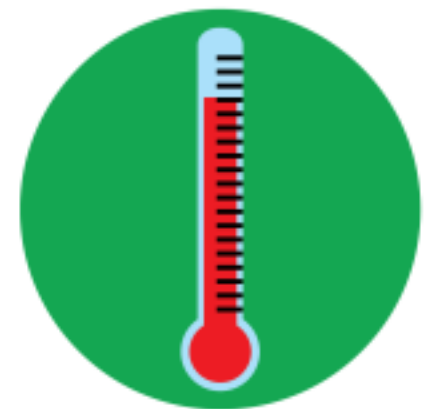
An **Icon** has a physical resemblance to the signified, the thing being represented. A photograph is a good example as it certainly resembles whatever it depicts.

Symbol
A learned relation



A **Symbol** has no resemblance between the signifier and the signified. The connection between them must be culturally learned.

Index
A direct link



An **Index** shows evidence of what's being represented. A good example is using an image of smoke to indicate fire.



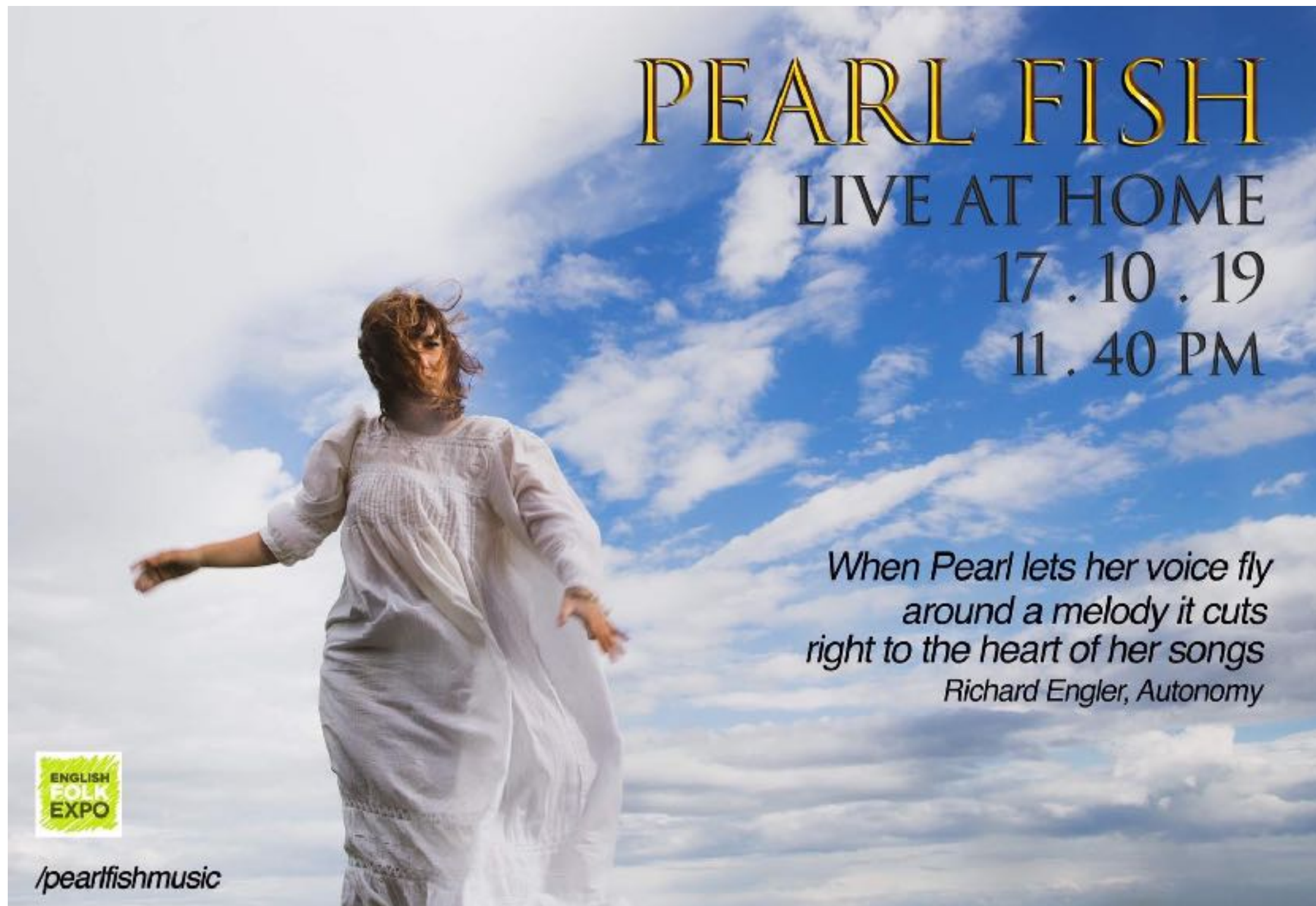
CREATING VISUAL IDENTITY AGAINST A BACKDROP OF VISUAL NOISE





HERE IS A FLYER

DISCUSS.....

A flyer for Pearl Fish's 'Live at Home' performance. The background is a photograph of a woman in a white, long-sleeved, button-down dress, standing with her arms outstretched against a bright blue sky with scattered white clouds. The text is overlaid on the right side of the image.

PEARL FISH
LIVE AT HOME
17 . 10 . 19
11 . 40 PM

*When Pearl lets her voice fly
around a melody it cuts
right to the heart of her songs
Richard Engler, Autonomy*

ENGLISH
FOLK
EXPO

/pearlfishmusic

SAME CONTENT DIFFERENT INTERPRETATION.....

A poster for a live performance by Pearl Fish. The background is a photograph of a woman in a long white dress, seen from the back, standing in a field of tall grass and wildflowers. She has her arms crossed and her head tilted back, looking up at a dramatic, cloudy sky. The text is overlaid on the right side of the image.

PEARL FISH

LIVE AT HOME

17.10.19

11.40PM

WHEN PEARL LETS HER VOICE FLY
AROUND A MELODY IT CUTS
RIGHT TO THE HEART OF HER SONGS
RICHARD ENGLAR - AUTONOMY

ENGLISH FOLK EXPO

/PEARLFISHMUSIC

DENOTATION VS CONNOTATION

**WHAT IS LITERALLY IN THE
IMAGE**

**HOW WE INTERPRET THE
MEANING**

Influenced by what we
know.

when/ where/ why
+
context and personal
ideology

WHAT DOES THIS IMAGE SAY TO YOU?



HOW DO YOU INTERPRET THIS ONE?



WHY ARE THERE DIFFERENT INTERPRETATIONS OF THE SAME IMAGE?

- ▶ Cultural significance
- ▶ Personal experience
- ▶ Gender
- ▶ Age
- ▶ Self-concept
- ▶ Empathy

SCHEMAS

- ▶ Our brains make sense of what we see using our prior knowledge
- ▶ Using what we already know to make sense of the new and unfamiliar
- ▶ These schemas can help us infer knowledge to the viewer using cultural reference
- ▶ [Barthes explained](#)

CONTEXT

WHAT WE SEE



INTERPRETATION

PRIOR KNOWLEDGE

THE PANZANI ADVERT

ROLAND BARTHES



PATES - SAUCE - PARMESAN
A L'ITALIENNE DE LUXE

DECODING THE IMAGE

1. The linguistic message (text)

He sees two kinds of linguistic messages at work: a denoted message comprising of the caption and the labels on the produce, and a connoted message – the word ‘Panzani’ connotes Italianicity.

2. The symbolic message (or connoted image)

Four signs are then identified from the non-linguistic part of the image and the constitute the symbolic message, or connoted image:

- The half-open bag signifies return from market
- tomatoes and peppers signify Italianicity
- the collection of objects signifies a total culinary service
- the overall composition is reminiscent of, and therefore signifies, the notion of a still life.

3. The literal message (or denoted image)

This is non-coded in that the image of the tomato represents a tomato, the image of the pepper represents a pepper, and so on. He remarks that in this case we have a signifier and a signified which are essentially the same – this is a message without a code.

APPLYING THE SAME PRINCIPALS TO MUSIC IMAGERY

The genre of photographs that are perhaps closest to advertising images in that there is clear intentionality of meaning at work, is publicity photographs for bands.

They are clearly constructed to convey specific messages to the viewer and usually are trying to 'say something' about the group.

The next image is a publicity shot for 'The Top Shelf Band' Apply Barthes' methods to unpack the messages contained within.





WRITE DOWN THE
DENOTED AND
CONNOTED
MESSAGES IN THIS
IMAGE....

ANALYSING METAPHORS.....

[HTTPS://YOUTU.BE/VY0JWNS4CMY](https://youtu.be/vy0jwns4cmY)

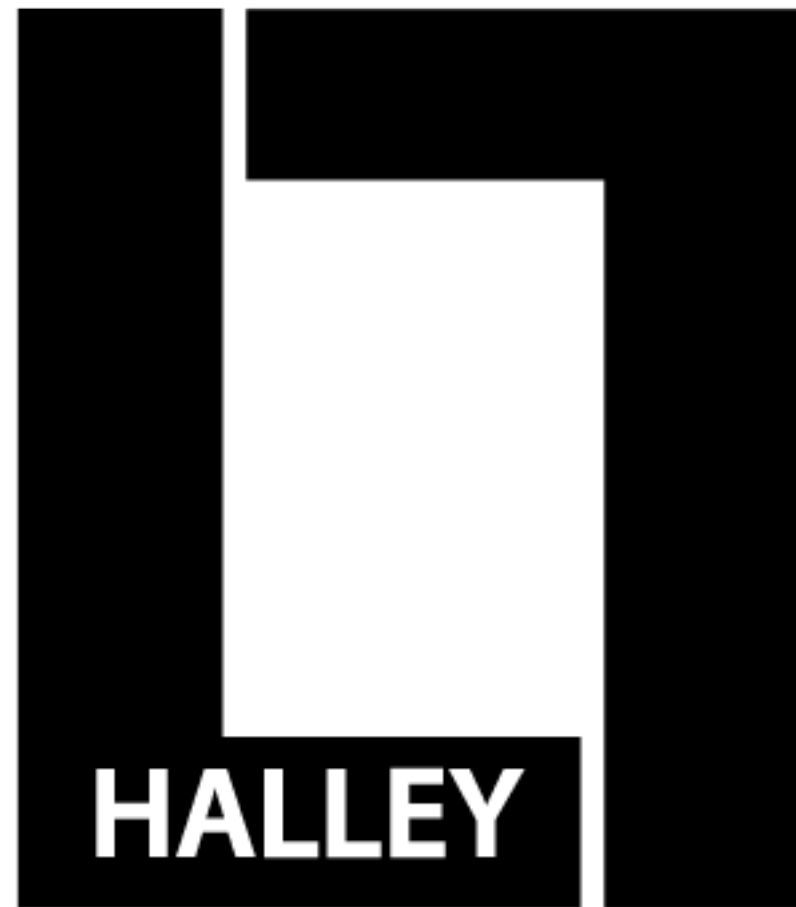
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