

THEORISTS:

Below are some of the most influential theorists whose ideas are widely used to analyse illustration:

Roland Barthes - *Image-Music-Text*

A major theorist in semiotics (the study of signs and meaning).

These ideas are widely used when analysing editorial illustration, advertising, and comics.

W. J. T. Mitchell - *Picture Theory*

A key figure in **visual culture studies**.

Images have **agency**—they influence how people think and behave. Modern culture increasingly communicates through images.

Gunther Kress & Theo van Leeuwen - *Reading Images: The Grammar of Visual Design*

Visual grammar – we discussed visual grammar at every Research in Context lecture – analysing illustrations

Along with **Jane Doonan** – *Looking at Pictures in Picture Books* and **Molly Bang** - *Picture This: How Picture Books Work*

Why we see what we do, and why we feel as we do, when we look at pictures.
(Doonan 1993, p.73)

Every mark displayed in a picture is a potential carrier of meaning, beginning with the chosen material or medium and how the mark is made.
(Doonan 1993, p.12)

Rudolf Arnheim – *Art and Visual Perception*

John Berger – *Ways of Seeing*

Charles Sanders Peirce (Useful for analysing how illustrations represent ideas visually)

George Lakoff and Mark Johnson - *Metaphors We Live By*

Carl, R. Hausman - *Metaphor and Art: Interactionism and Reference in the Verbal and Nonverbal Arts*

Scott McCloud - *Understanding Comics*

One of the most important theorists specifically for **illustration in comics and visual storytelling**.

Will Eisner – *Comics and Sequential Art* and *Graphic Storytelling and Visual Narrative*.