Image Making and Communicating

ADVA4007

Illustration

Aims

- To develop students' understanding and application of the basic principles and concepts of communicating through the visual language of images and words.
- To establish acceptable standards and working methods for initiating ideas, progressing, organising and presenting work.

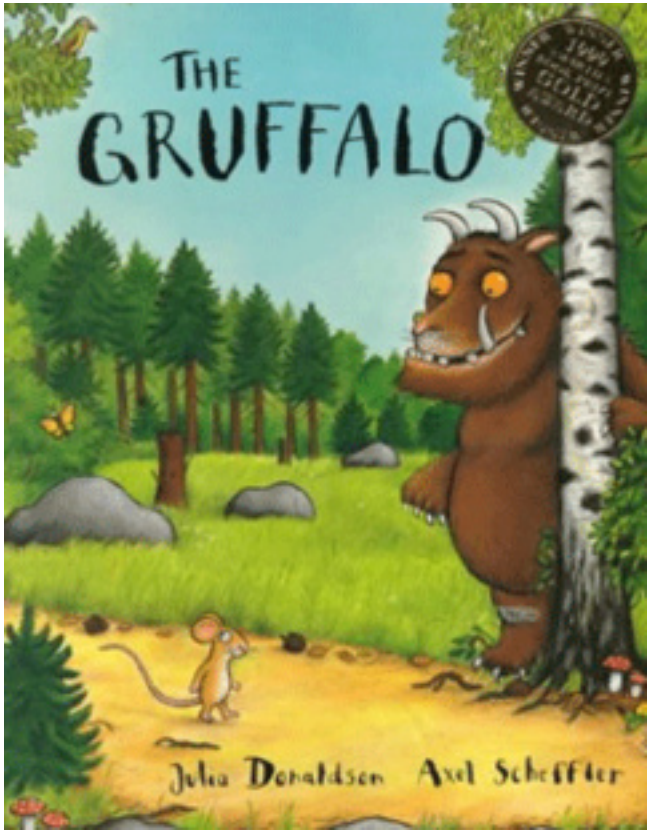
Objectives

1. Manage work in an organised and meaningful manner.

2. Employ methods of effective conceptual communication in work.

3. Apply knowledge of basic communication skills applicable to image-making.




THE
GRUFFALO
Julia Donaldson Axel Scheffler



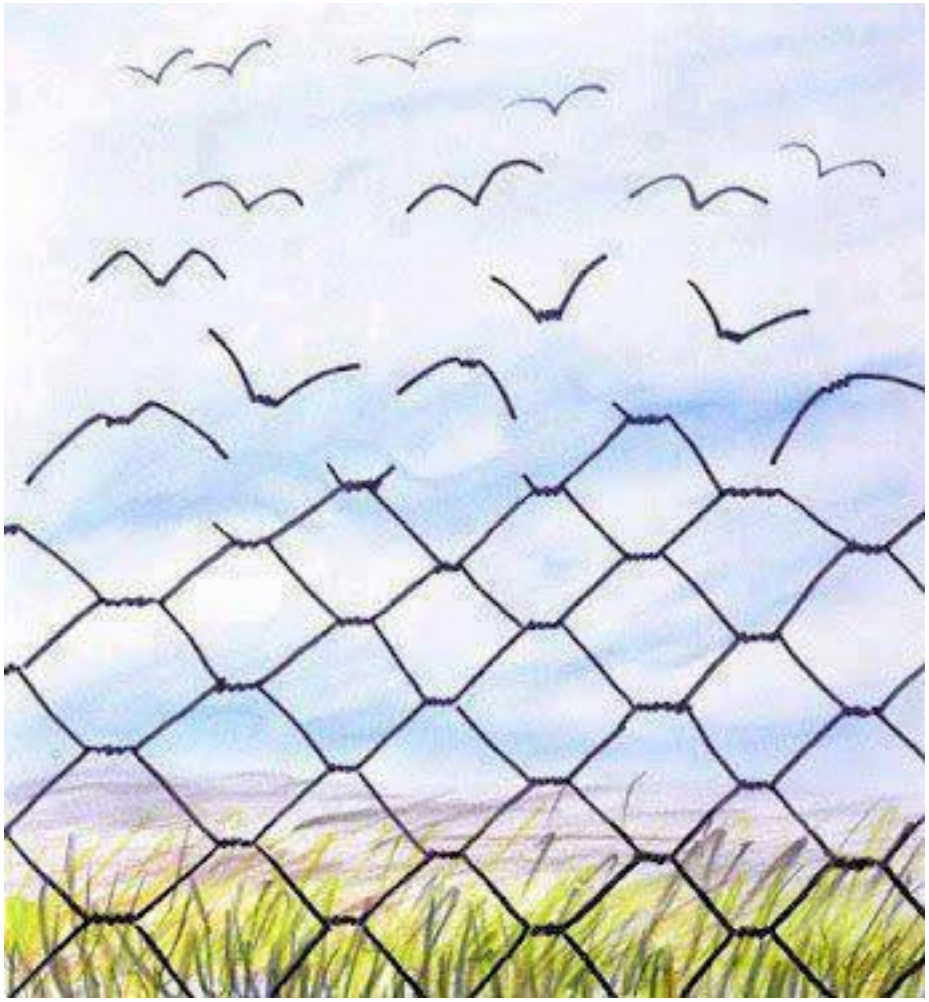


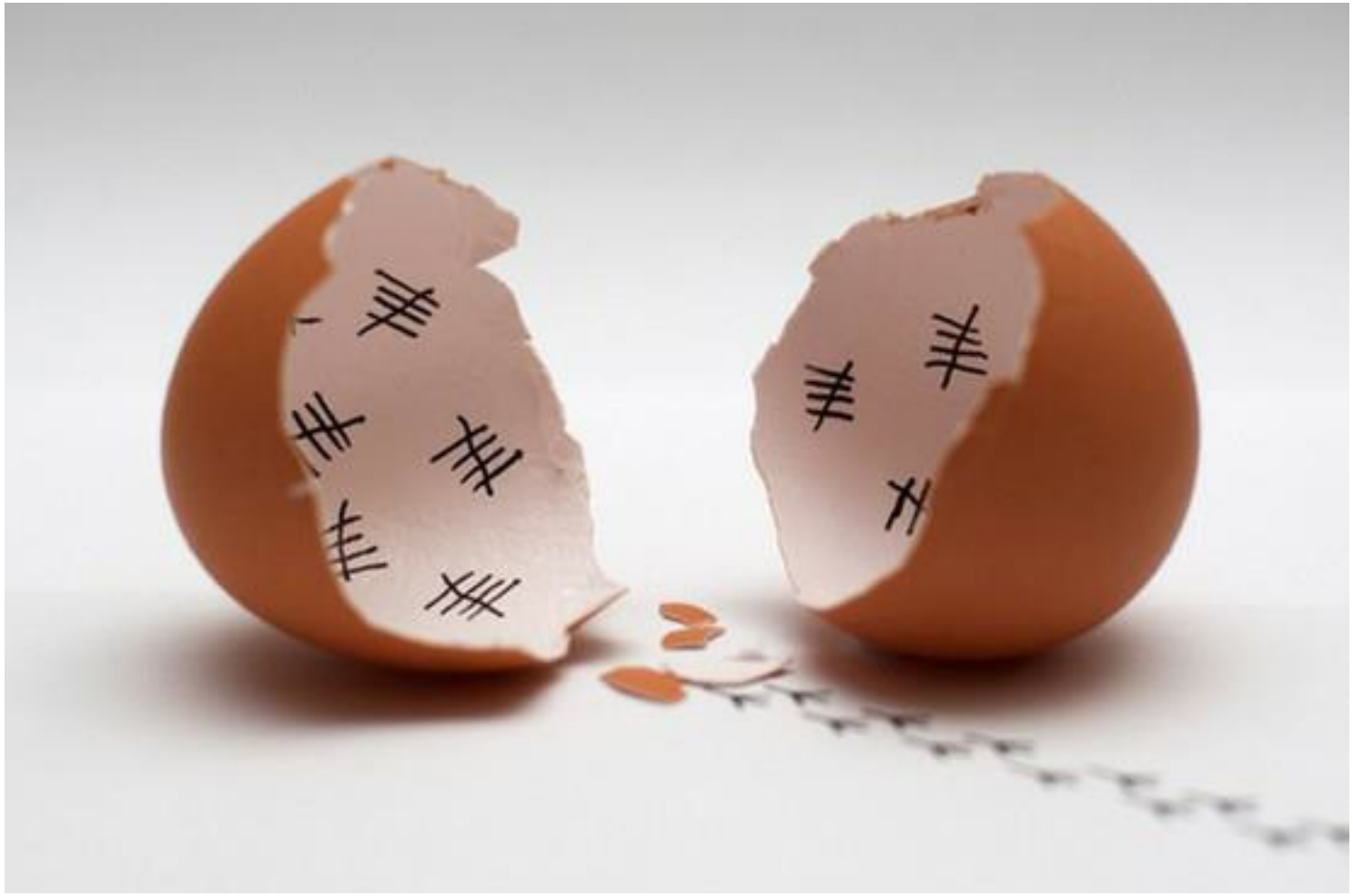
Visual Metaphor

The representation of a person, place, thing, or idea by way of a visual image that suggests a particular association or point of similarity.

Modern advertising relies heavily on visual metaphors. For example, in a magazine ad for the banking firm Morgan Stanley, a man is pictured bungee jumping off a cliff. Two words serve to explain this visual metaphor: a dotted line from the jumper's head points to the word "You"; another line from the end of the bungee cord points to "Us." The metaphorical message--of safety and security provided in times of risk--is conveyed through a single dramatic image







Metonym

A **metonym** is a figure of speech used in rhetoric in which a thing or concept is not called by its own name, but by the name of something intimately associated with that thing or concept. For instance, "Westminster", a borough of London in the United Kingdom, could be used as a **metonym** for its government

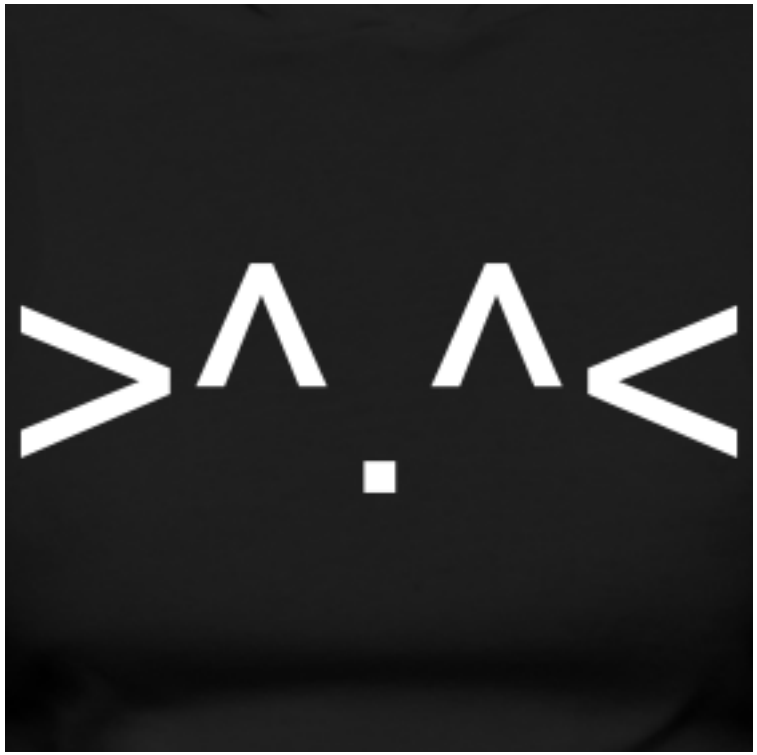

WALL ST


HOLLYWOOD

Semiotics

Semiotics is an investigation into how meaning is created and how meaning is communicated. Its origins lie in the academic study of how signs and symbols (visual and linguistic) create meaning.
It is a way of seeing the world, and of understanding how the landscape and culture in which we live has a massive impact on all of us unconsciously.





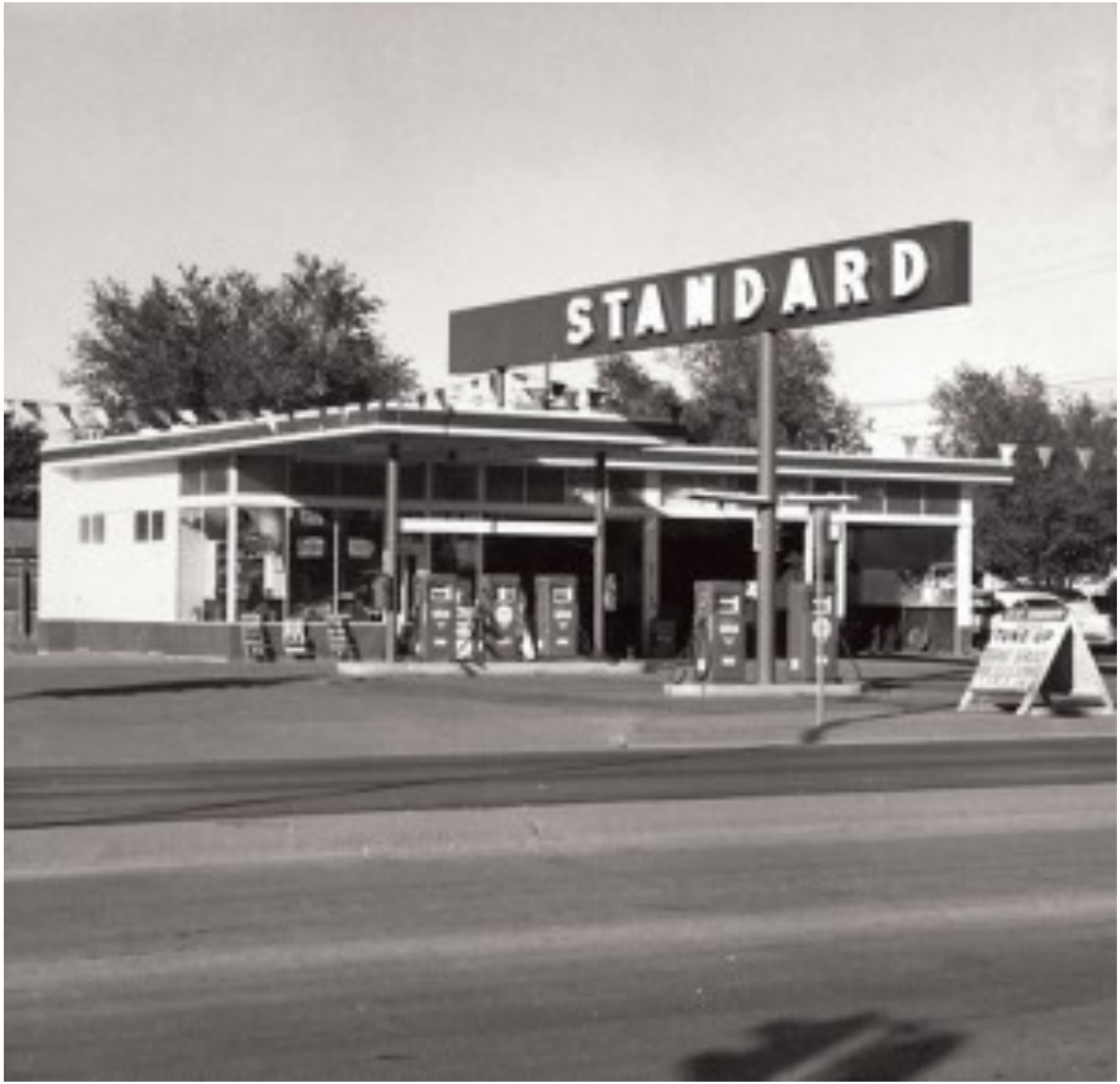

Ceci n'est pas une pipe.


8076
SIT YOUR ARSE DOWN AND WAIT
(JUST LIKE EVERYONE ELSE)


gty.im/
465893333
By
Matt Dutile






STANDARD

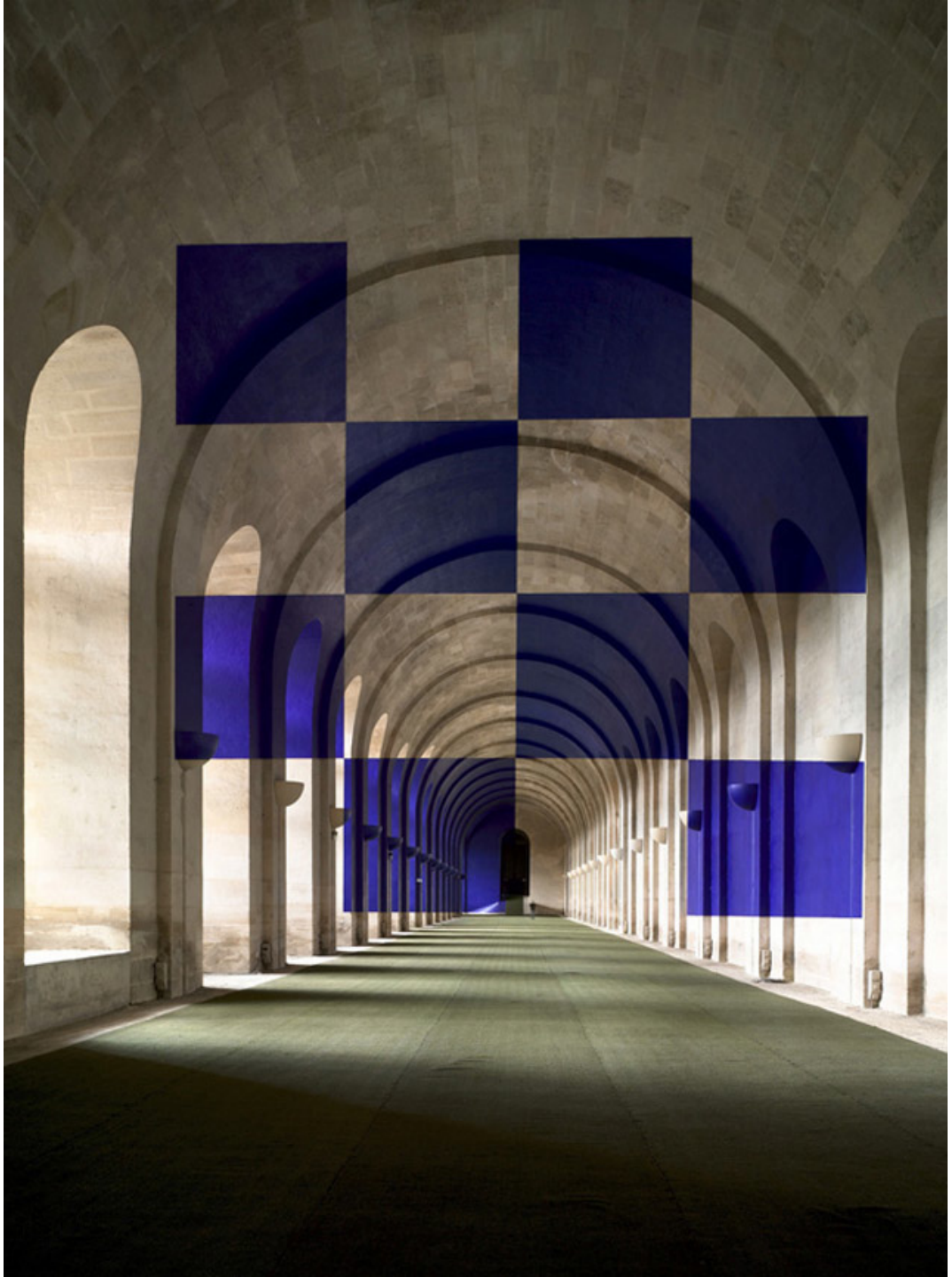

STANDARD




© Alastair Duncan - www.stillwalks.com

Varini

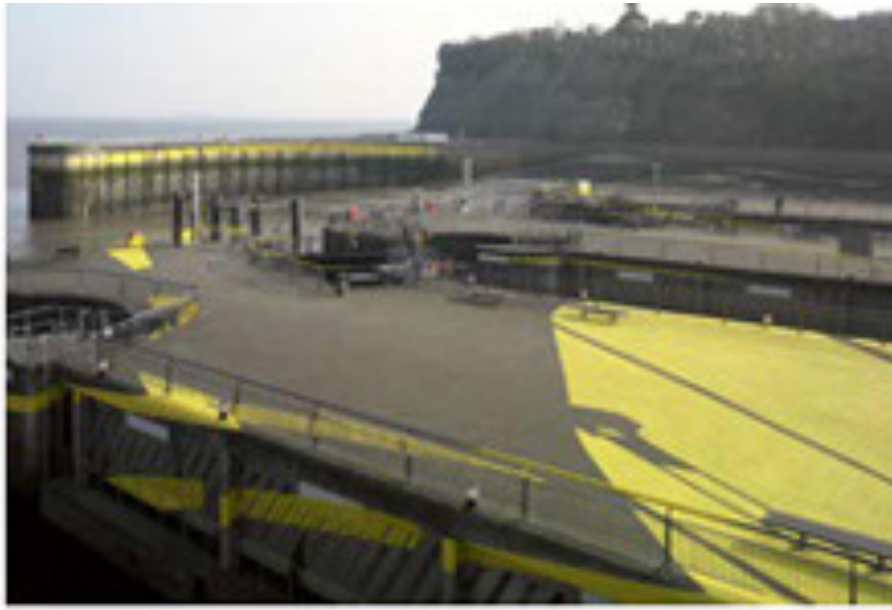














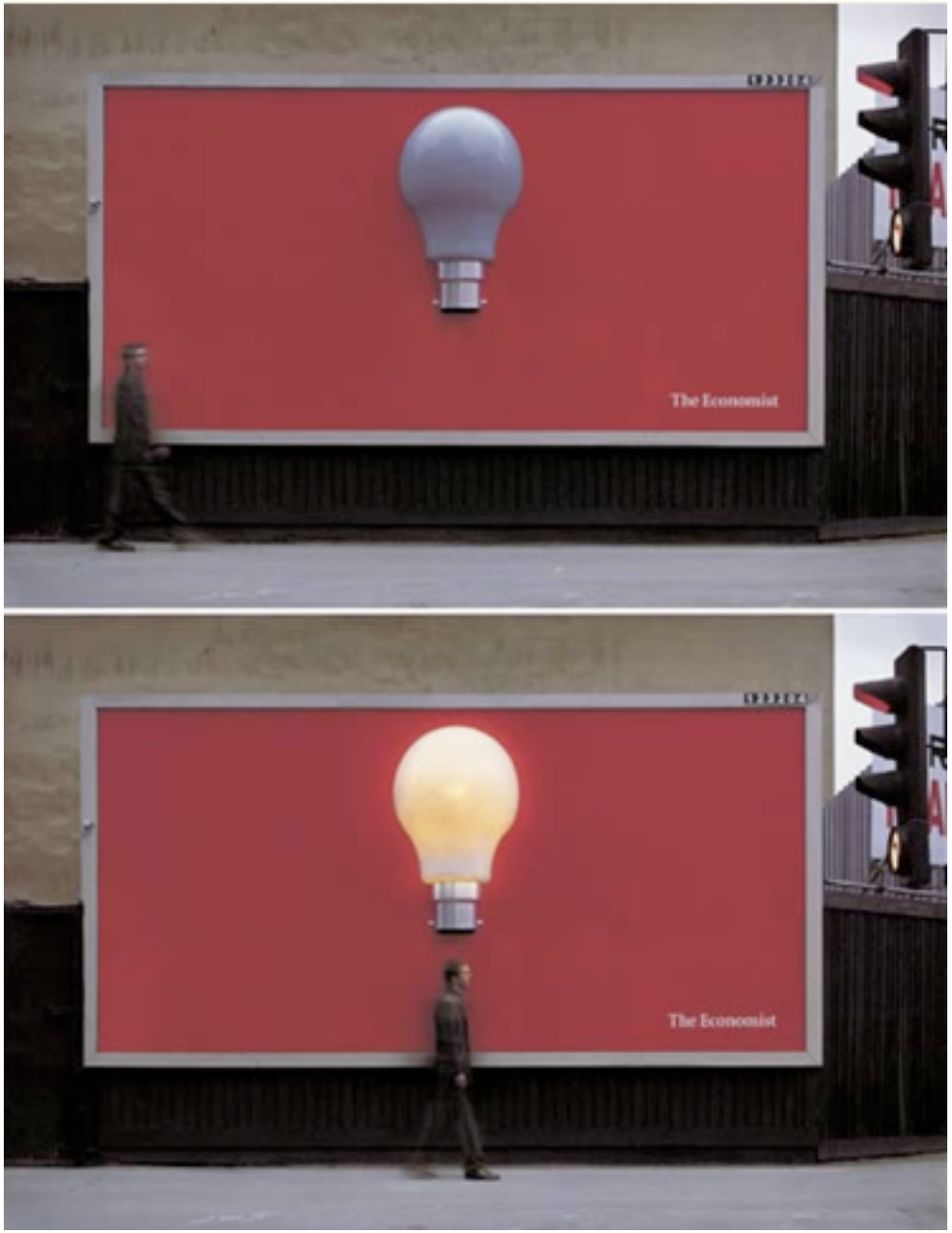


Ideas






47
Life's too short
for the wrong job!
jobsintown.de


The Economist
The Economist










PUSH
SPRINKLER
STOP VALVE
INSIDE


PREVIOUS

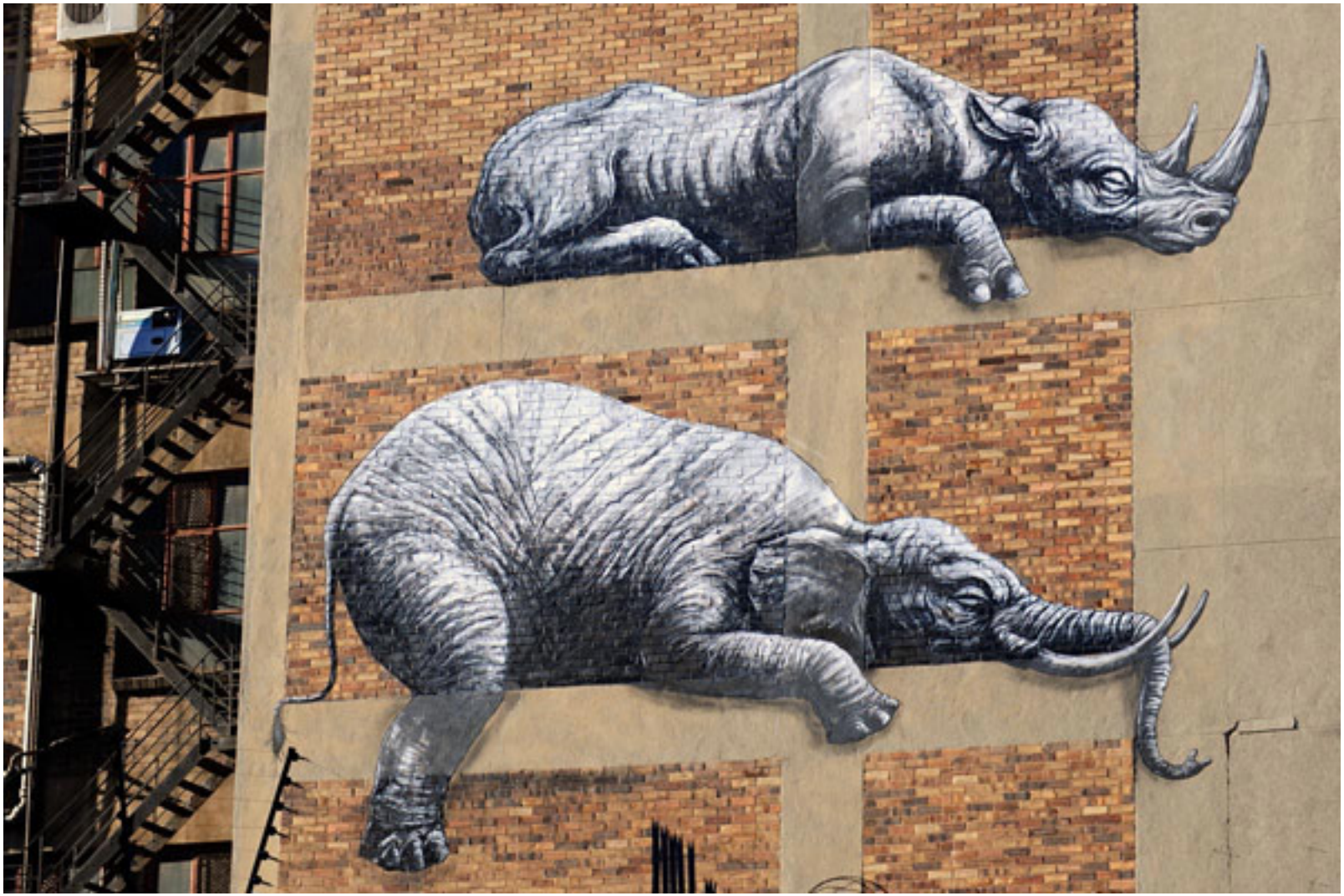





SPLAT
BRANDED
OBEY


SO 54



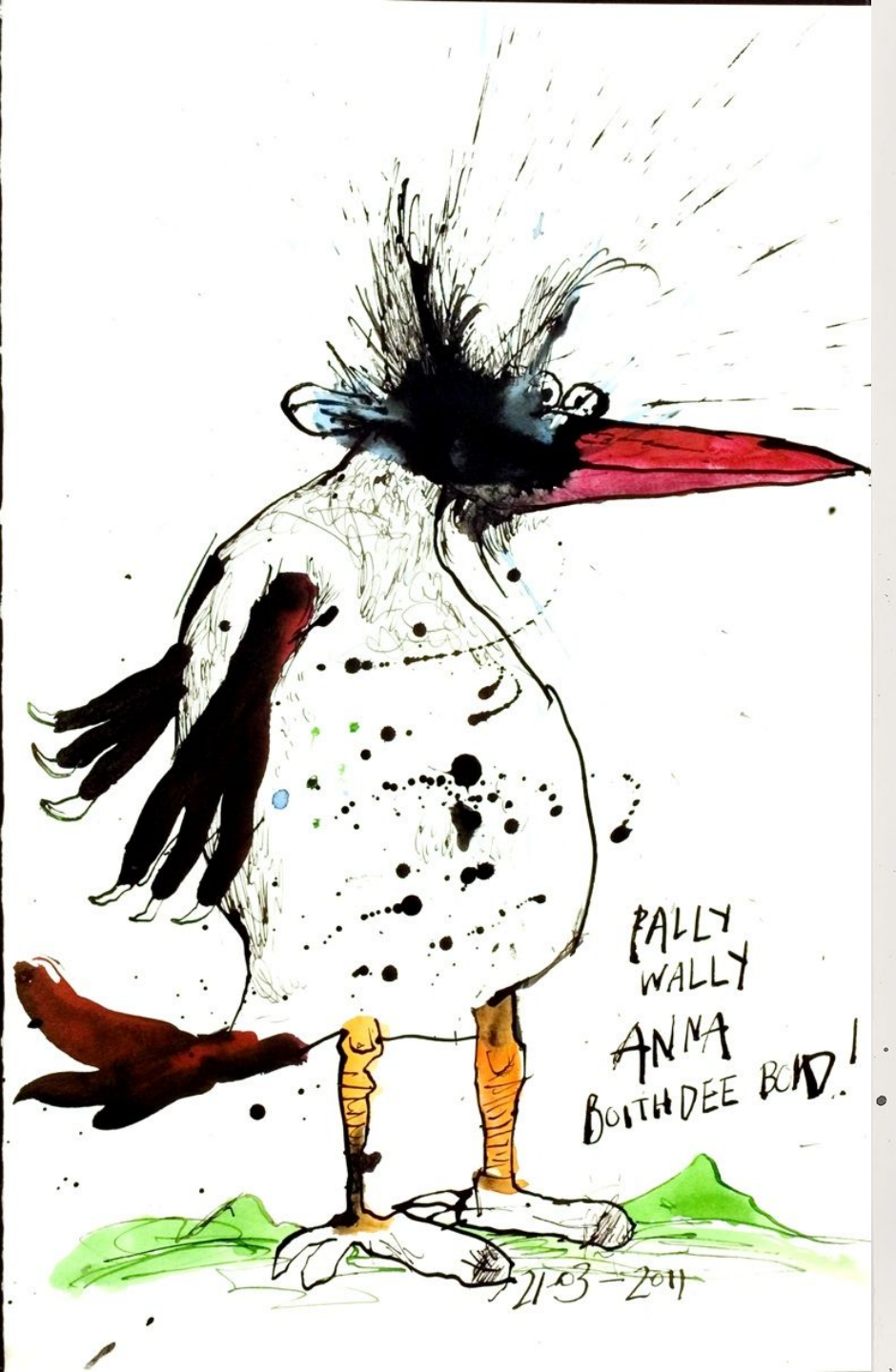



ARYZ

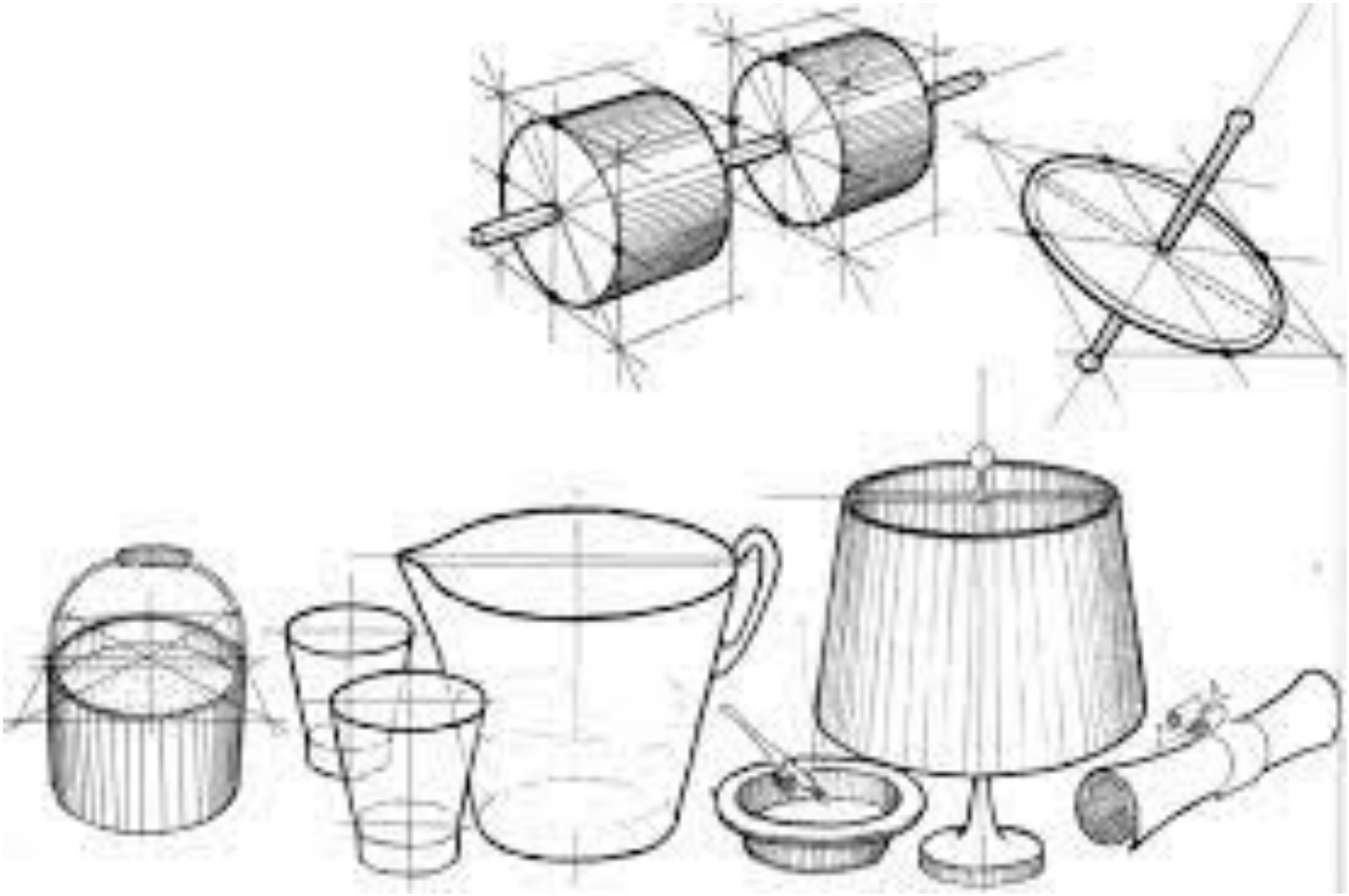



AT
12


BOOM!


PALLY
WALLY
ANNA
BOITHDEE BOID!
2103-2011


THE LESSER-BLOTTED
BITWING
RUGGSTEADman 11



chiaroscuro





Caravaggio




Rembrandt

Goya



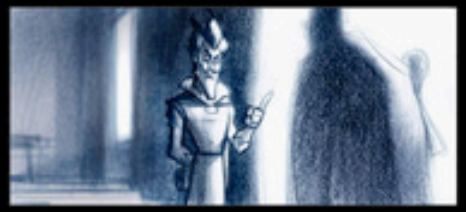
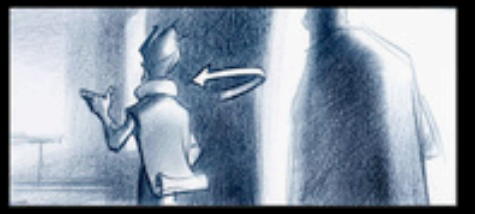
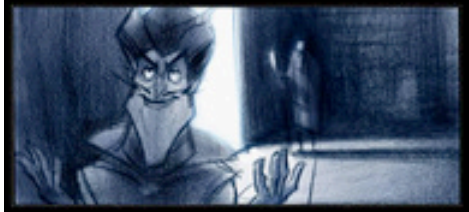







THE
LONDON
illustration
FAIR

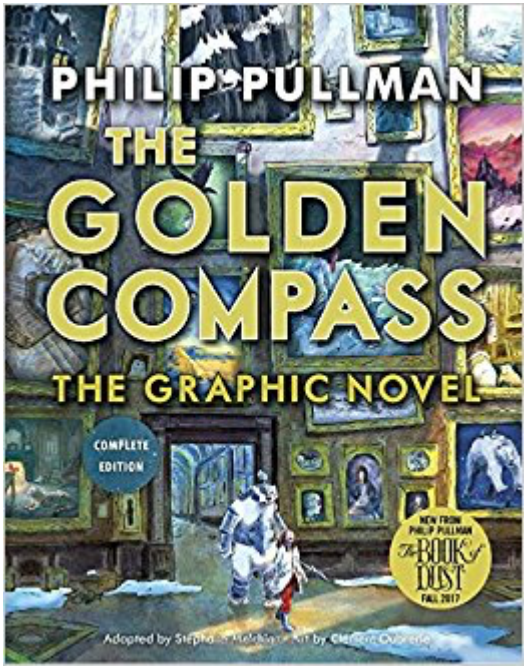
Donkey Xote

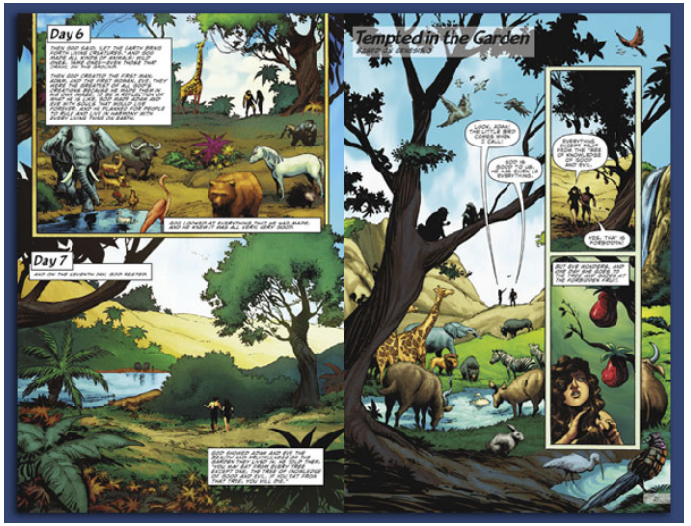





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PHILIP PULLMAN
THE GOLDEN COMPASS
THE GRAPHIC NOVEL
COMPLETE EDITION
NOW FROM PHILIP PULLMAN
The BOOK of DUST
FALL 2017


PAK MAN PRODUCTIONS
GREGPAK.COM
IoCo
CODE MONKEY SAVE WORLD
PAK
COULTON
MIYAZAWA
KHOLINNE
BOWLAND


Day 6
Day 7
Tempted in the Garden


Why did I talk back like that at the meeting?
Was I wrong?
I'm in advertising for christ's sake. We've sold other crap before.
Do I even have a right to complain if I'm taking a check from them?
How long am I going to do this?
When I was in college, I thought I was going to be a writer.
I took this job thinking I'd stay until I'd paid off my student loans.
Then I'd quit and write a bunch of novels and forget I'd ever worked at an ad agency.
UNLEASH THE BEAST!
God, I've fallen into the classic trap.
It's been five years and I haven't written anything but copy.
Maybe I'm just afraid of finding out I'm no good.


I thought that moving here was going to be so exciting.
I remember the bus ride in and seeing the buildings get bigger in the distance.
I thought I'd meet all these exciting new friends.


LIVE THE DREAM
LEARN TO
II
WELCOME TO
JUN
www.geocities.com/themovement314
10
LEARNIN
TO
Permanent Ink
A SINCERE
GOODBYE
TELUS
Fetal
A SERIES OF
BOGUS
CHARGES
AS EXPERIENCED
brooklyn
central
booking
1-14-1-15
HAVE
YOU
VISIONS of GHOSTS
AVOID
LUCKY
NUMBER
DREAMBOOK
2011
.99
XX
babel code
No.4
ONE DOLLA


#3
Featuring:
Canzine
cold weather
baking
failed bicycle rides
& more!
TELEGRAM MA'AM
frEckLEdgEcko#7
[more random crap from twilightgecko]
BRAINSCAN 23
got dick?
Licking
by Clementine Cannibal
From Here
To Back Again
your pretty face is going straight to HELL!!
(to yet ar
Our Minds #1
Thoughts on the
Bad experience
HAIRYFAIRY
Beautiful in
METAL GIRLS ON REEL
A FEMINIST DISCUSSION
ARCH-ENEMY'S ANGELA
SORRY
NOT
5
CULTURE SLUT #18
the polaroid issue
Like Friday
issue eleven
by Ivana Stab
your Pretty face
is going straight
to HELL
ISSUE THREE!
ving set girl
TELEGRAM MA'AM 19
#2
Am I Loud
enou
they'll Stay
as they are


SO LONG AS WOMEN
ARE NOT FREE THE
PEOPLE ARE
NOT FREE


MY MESSAGE TO THE
WOMEN OF OUR NATION
TOUGH!
Unemployment
£4,000,000,000
cut in public spending by 1981
Day care
centres closed
Hospitals
closed
nurseries
closed
6,000,000
council houses
FOR SALE
Fares
increase
Vat up to 15%
Price commission
defunct
£8,000,000 cut
from housing
budget
£55,000,000 cut from
education programme
Rose electricity up 16%


REBEL HEARTS
A PODCAST DEDICATED
Eleanor Osada
PARAHOY!
APRIL 6-10, 2018
PARAMORE


BANG
AMILY
We know
6
you
BANG


MAN, I CANT BELIEVE YOU CONVINCED ME TO STAY BEHIND WHILE EVERYONE GOES TO THE THEME PARK
BB, THEME PARKS ARE FOR PILLS
FUN BUS
PLUS I NEEDED TO SAVE MY POCKET MONEY
EURGH, WHAT FOR?
A DILDO
WHY
TRUST, THIS WILL BE THE PRANK OF THE CENTURY
I'M GONNA PUT IT INSIDE A FISH,
THEN LET IT GET ROTTEN IN MY LOCKER
AND I'M GONNA TAKE IT OUT ON THE LAST DAY OF SCHOOL...
...AND MESSIN' SLAP JOERAFFE UP THE FACE FSSSCHLAPS!
gross
GONNA BE SIIIICK. LET'S GO MEET BABY SEAL
AW MAN... BABY SEAL IS KINDA WEIRD. DO WE HAVE TO HANG OUT WITH HIM?
BABY SEAL IS A VALUABLE ASSET TO OUR DICKERY
DO YOU RECKON HE HAS ASPERGERS OR SOMETHING?
DEFINITELY.

THE INEVITABLE RETURN OF

Shocking Pink!

60p

a bargain at 1.875p a page

ON THE OFFENSIVE



FEATURING

THE POLITICS OF SULKING
UNEXPECTED PIN UPS
LIFE WITHOUT SCHOOLS
NEWS & REVIEWS
BREAST MAINTAINANCE FOR BEGINNERS

ACTION ADVENTURE LOVE STORIES...

ISSUE 1 - POTENTIAL COLLECTORS ITEM

Shocking Pink II

YET ANOTHER

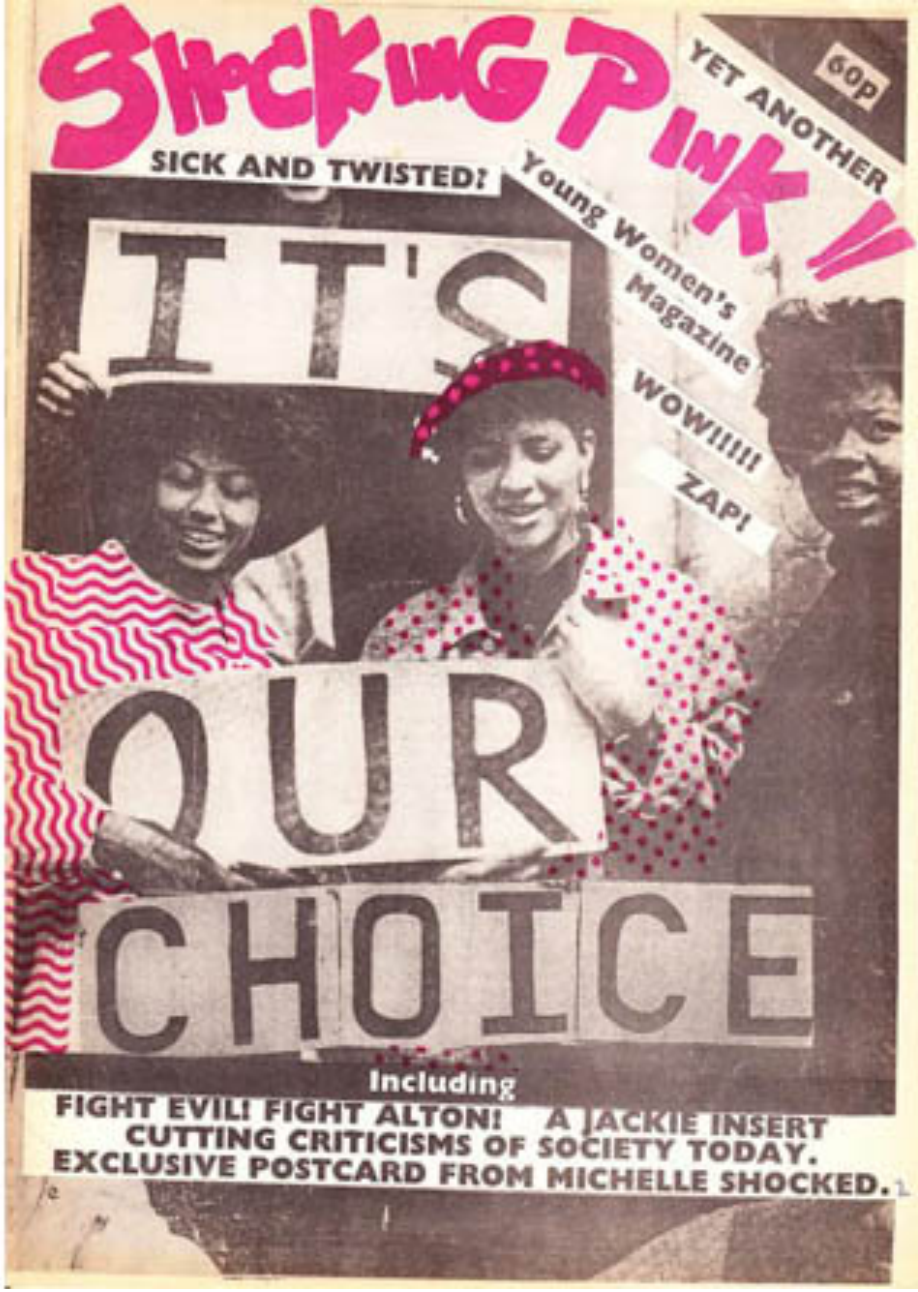
60p

SICK AND TWISTED!

Young Women's Magazine

WOW!!!!!

ZAP!



Including

FIGHT EVIL! FIGHT ALTON! A JACKIE INSERT
CUTTING CRITICISMS OF SOCIETY TODAY.
EXCLUSIVE POSTCARD FROM MICHELLE SHOCKED.


TYPES OF PLANTS
KYLE LETENDRE




An introduction to
Expressive Lettering
A WORKBOOK
by Kyle Letendre
FIRST EDITION


GRAPHIC DESIGN
GRAPHIC DESIGN



EXPERIMENT

FAIL

LEARN

REPEAT