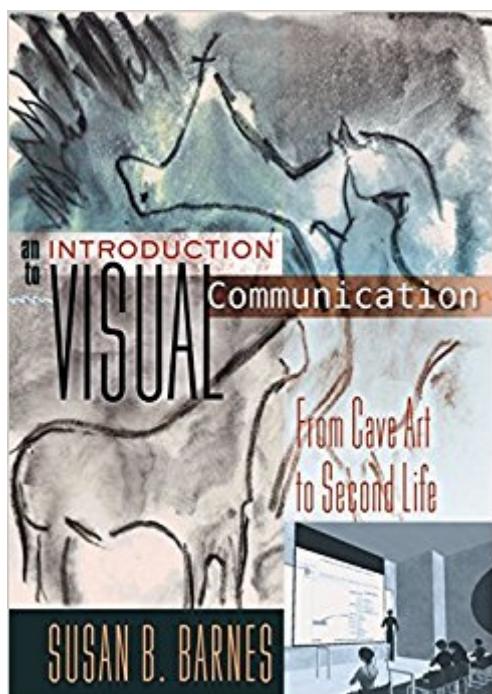


The book was found

# An Introduction To Visual Communication: From Cave Art To Second Life



## **Synopsis**

Technological changes have radically altered the ways in which people use visual images. Since the invention of photography, imagery has increasingly been used for entertainment, journalism, information, medical diagnostics, instruction, and communication. These functions move the image beyond aesthetic issues associated with art and into the realm of communication studies. This introductory textbook introduces students to the terminology of visual literacy, methods for analyzing visual media, and theories on the relationship between visual communication and culture. Exploring the meanings associated with visual symbols and the relationship of visual communication to culture, this book will provide students with a better understanding of the visually oriented world in which they live. Student-friendly features such as boxed topics, key terms, web resources, and suggestions for exercises are provided throughout.

## **Book Information**

Series: Visual Communication (Book 2)

Paperback: 273 pages

Publisher: Peter Lang Inc., International Academic Publishers; First printing edition (October 6, 2011)

Language: English

ISBN-10: 1433112574

ISBN-13: 978-1433112577

Product Dimensions: 9.9 x 6.9 x 0.6 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars 5 customer reviews

Best Sellers Rank: #163,394 in Books (See Top 100 in Books) #65 in Books > Arts & Photography > Business of Art #173 in Books > Arts & Photography > Study & Teaching #639 in Books > Textbooks > Communication & Journalism > Communications

## **Customer Reviews**

Ã¢â€œThis book is a joy to read. The credible and extensive body of critical thought it addresses immediately makes clear how visual communication is a topic relevant to virtually everybody. This book makes for an excellent introduction to visual communication approaches, providing analytical, historical, semiotic, and other rich approaches to understanding visual texts. The wide range of examples are cogent, imparting appreciation of and insight into ways in which visual worlds shape human experiences. With a philosophical approach that is both historically and pedagogically

sound, this important work provides a clear set of principles and a language for us to speak about visual communication.» (Mark Lipton, Associate Professor in the College of Arts, University of Guelph; Director of the Media Education Project) «Few undergraduate texts look at the visual design of information and most do not embrace an applied approach where students learn specific cognitive theories and then apply them in the construction of visual messages. Susan B. Barnes' extensive background and profound knowledge of art and design is coupled with her up-to-date grasp on visual literacy in the digital age, making this text distinctly different from other introductions to visual communication. Her writing style and content organization is highly accessible to the undergraduate student. Meticulously researched, this text is comprehensive enough for programs that have only one visual course and, at the same time, rich enough to be shared over two related courses.» (Roxanne O'Connell, Associate Professor and Chair of the Department of Communication and Graphic Design, Roger Williams University)

Susan B. Barnes is a full professor in the College of Liberal Arts and Associate Director of the Lab for Social Computing at the Rochester Institute of Technology. She has received numerous grants for both applied and theoretical research on the impact of computers in society. Her publications include *Online Connections: Internet Interpersonal Relationships* (2001), *Computer-Mediated Communication: Human-to-Human Communication Across the Internet* (2003), and *Web Research: Selecting, Evaluating, and Citing* with Marie Radford and Linda Barr (2002).

Dr. Susan Barnes is highly competent in visual communication theory. She brings in a larger interdisciplinary perspective than most scholars in this field. Her textbook is excellent. I highly recommend it to others who teach an introduction to visual communication.

I received the wrong book.

Excellent! Have used in my own work on visual communication. It's clearly written, up to date, thoughtful, theoretically sound yet practical in its applications.

Overall the book provides what I need for the class.

Perfect condition!!!

[Download to continue reading...](#)

An Introduction to Visual Communication: From Cave Art to Second Life Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Man Cave: Design Your Den: Everything You Need to Know to Design Your Own Man Cave Beyond Mammoth Cave: A Tale of Obsession in the World's Longest Cave Cave Diving Survey and Mapping (Cave Diving eManuals Book 1) Cave Exploring: The Definitive Guide to Caving Technique, Safety, Gear, and Trip Leadership (Falcon Guides Cave Exploring) The Essentials of Cave Diving: Jill Heinerth's Guide to Cave Diving The Man Cave Cookbook: Super Snacks: 50 Awesome Game Day Recipes (The Man Cave Cookbook Series 2) TWENTY THOUSAND YEARS IN A CAVE (Cave Divers Series Book 1) 10 Best - Riviera Maya - Traverses: Cave Diving Guide for Cave Divers in Mexico (10 Best Riviera Maya Traverses) The Collins Big Book of Art: From Cave Art to Pop Art Communication, Media, and Identity: A Christian Theory of Communication (Communication, Culture, and Religion) Eyewitness Visual Dictionaries: The Visual Dictionary of the Human Body (DK Visual Dictionaries) Nonviolent Communication: A Language of Life, 3rd Edition: Life-Changing Tools for Healthy Relationships (Nonviolent Communication Guides) Introduction to Communication Disorders: A Lifespan Evidence-Based Perspective (5th Edition) (Pearson Communication Sciences and Disorders) Human Communication Disorders: An Introduction (8th Edition) (Allyn & Bacon Communication Sciences and Disorders) Introduction to Communication Disorders: A Lifespan Evidence-Based Perspective (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Communication Mosaics: An Introduction to the Field of Communication Visual Methodologies: An Introduction to Researching with Visual Materials Phone Genius: The Art of Non-visual Communication

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)