

Visual Communications

by Sophia



WHAT'S COVERED

Welcome to the first lesson in the Visual Communications Pathway. Today's lesson is going to focus on the basics of visual communication. Specifically, it is going to introduce you to:

1. What Is Visual Communication?

Visual communication is a process by which an image conveys some sort of idea or message to an audience in order to inform, sell, persuade, educate, or entertain.

Visual communication relies heavily on both the biology of human vision and the viewer's past experience. Now, various practitioners, companies, and organizations of many different backgrounds and disciplines will communicate visually. So, in order for this communication to be more effective, it's extremely important to understand just how viewers actually collect and interpret that visual information.



TERM TO KNOW

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BIG IDEA

On a typical day, a person will encounter various types of visual communication in the form of packages, labels, ads, newspapers, magazines, movies, TV, and much more. The better you understand how visual input is interpreted, the more likely you will be to effectively communicate your message to the viewer.

2. Perceptual Communications Model

The **perceptual communications model** is a visual communication theory that focuses on a viewer's personal interpretation and prior experiences.



TERM TO KNOW

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experience.

3. Sensory Communications Model

The next theory is the **sensory communications model**, which is a theory that solely focuses on the data that enters the brain.



TERM TO KNOW

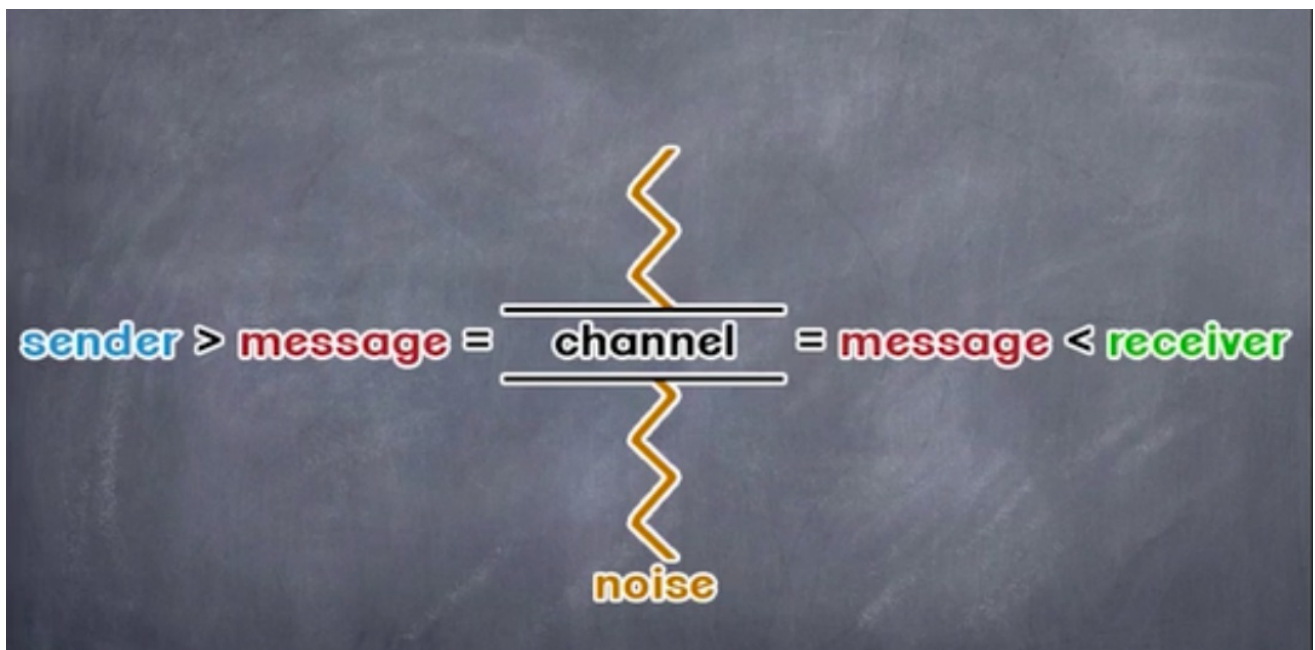
Sensory Communications Model

A visual communications theory which focuses strictly on the data that enters the brain.

4. Transmission Model

The **transmission model** is a model adopted by many communications disciplines that states that a sender transmits a message to receiver.

Below is an example of what the transmission model looks like in action.



You have the **source**, or the sender, who wants to communicate some sort of message, and will transmit this message through a **channel**, which will be the means or medium of transmission. As a message is being channeled, it becomes susceptible to various dysfunctional factors that can interfere with the message. These factors are called **noise**. The message then proceeds to the receiver.

➞ **EXAMPLE** A granddaughter wants to wish her grandmother a happy birthday. As the source, she transmits that message by means of a telephone, and the channel is the telephone cable or wire. This channel may be susceptible to noise in the form of static or electrical interference. There may also be other forms of background noise.

➞ **EXAMPLE** In a class, one student tries to communicate to another. The channel is just verbal

communication, but it will be susceptible to noise in the form of ambient sounds from other classmates, which can disturb, interfere with, or alter the message in some way.



TERMS TO KNOW

Transmission Model

A model adopted by many communications disciplines that states that a sender transmits a message to a receiver.

Source

A person who desires to communicate.

Channel

A transmission medium or means.

Noise

In the transmission model of visual communications, anything that interferes with the communication process.



SUMMARY

In this lesson, you learned that **visual communication** is a form of communication in which messages are conveyed through images. You also learned about the three different visual communication models: the **perceptual communication model**, the **sensory communication model**, and the **transmission model**.

Keep up the learning and have a great day!

Source: THIS WORK IS ADAPTED FROM SOPHIA AUTHOR MARIO E. HERNANDEZ



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