1   VISUAL COMMUNICATION

1(1) ELEMENTS OF THE COMMUNICATION PROCESS

1	**2**	**3**
SENDER	MESSAGE	RECEIVER
Who creates and Sends a message (Oral, Written, VISUAL, AUDIOVISUAL,...)	The information sent By the sender	Who receives the message

FEEDBACK
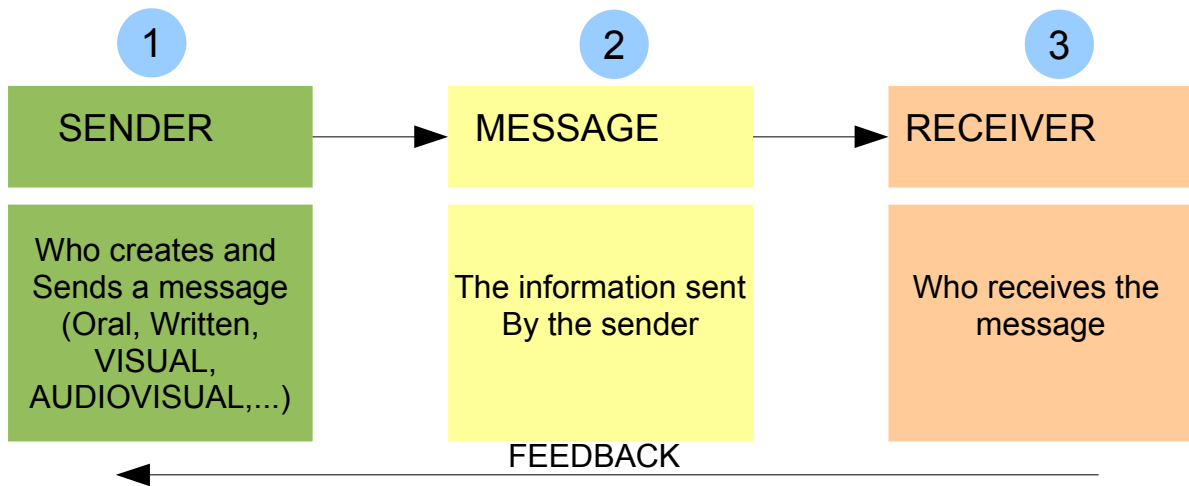
4	CODE (LANGUAGE)	The group of preset signs and rules that are known by the sender and the receiver in order to encode and decode messages
5	CHANNEL	Is the means used to transmit the message. e.g.: voice (radio), text(book, e-book...), art graphic technics (drawing, painting,...), audiovisuals (cinema, video,...), etc
6	CONTEXT	Environmental conditions (place, moment, social environment, etc) in which tha communicatio is done (so, the same message could have different interpretations in different contextss)
7	NOISE	Calquera interferencia no canal que dificulta a comunicación.
8	FEEDBACK	Information back from the receiver

2 (1) THE VISUAL COMMUNICATION.

The visual communicatión is the process of communication made through images Images can transmit (convey) messages by themselves or combined with words, sounds, etc.
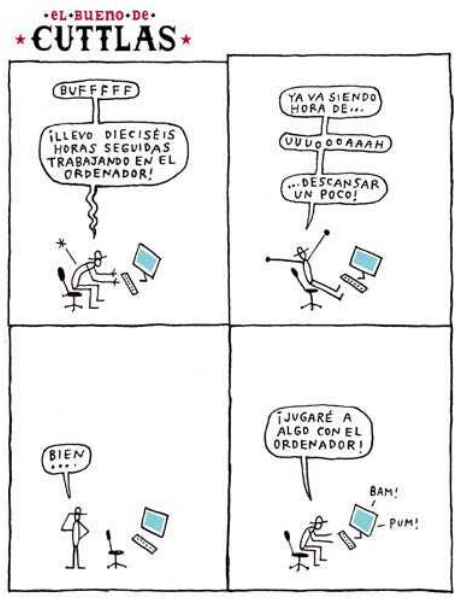
3 (1) THE PURPOSE OF THE IMAGES

As a communication is established, the sender has always a main purpose and, depending on it, the images can be classified in four groups:

informative	The purpose is to describe something (an object, a situation, etc.)
exhortative	The communication is intended to suggest, order, recommend, convince ...
expressive	The sender wants express personal feelings
aesthetic	The sender looks for beauty by itself

Usually we can find more than one purpose on the images but one of them is going to be the most important. For instance, a photographercan take a picture to illustrate a piece of news in a magazine and, at the same time, try to express some feelings. To know what is the main purpose of an example of visual communication,we must ask ourselves:
what is the image made for?

Car freshener	Advertisement of Coca-Cola	Map of Madrid underground	Painting "the scream" by E. Munch
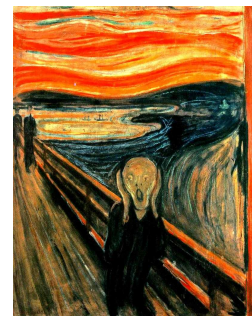
Main purpose

Other purposes

A1-1 **Activity: Recognize the elements of visual communication**

Image in digital newspaper	
kind	
sender	
receiver	
message	
channel	
Context	
noise	
feedback	
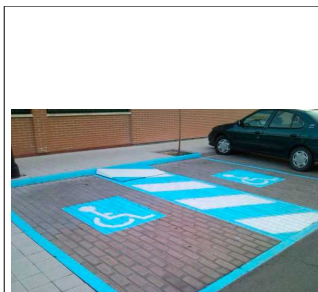
Pictograma painted on the street	
kind	
sender	
receiver	
message	
channel	
Context	
noise	
feedback	
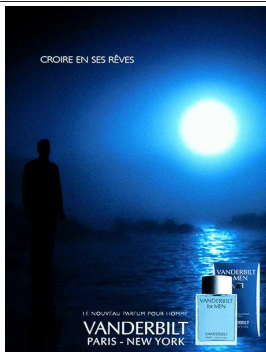
Perfume advert in a magazine	
kind	
sender	
receiver	
message	
channel	
Context	
noise	
feedback	

Weather forecast. Broadcast Tv	
kind	
sender	
receiver	
message	
channel	
Context	
noise	
feedback	

Plan of a house	
kind	
sender	
receiver	
message	
channel	
Context	
noise	
feedback	

building: Cathedral of Santiago	
kind	
sender	
receiver	
message	
channel	
Context	
noise	
feedback	

Collar with amber beads	
kind	
sender	
receiver	
message	
channel	
Context	
noise	
feedback	

Astract painting by Rothko	
kind	
sender	
receiver	
message	
channel	
Context	
noise	
feedback	