What is Visual Communication?

Visual communication is composed of content and form.

Content is the essence of a work like a story, idea, or information we exchange with others	**Form** is the manner or way in which content is delivered, designed, or package for consumption
Content relates to what we want to say.	While form has to do with how we choose to express it or communicate it.

To put it in another way, we can think of content as a person's body, and the form is the makeup, clothing, or accessories to accentuate physical appearance.

Aesthetics

"While content, function, and usability are important, our affinity for things is greatly affected by our perceptions of outward beauty or appearance."

Aesthetics is essential to enhance a professional framework that you can use to examine your work and others' design choices critically.

Applied aesthetics moves us away from unfounded judgments that are rooted in personal bias and opinion, and to the place where we begin to make reasoned and informed observations based on formal theory and research.

Principles Of Design

The principles of design are formal rules and concepts for optimizing the arrangement and presentation of two-dimensional visual elements.

Unity

It can be thought of as the perceptual glue that holds a design together and maintains a sense of visual harmony.

Principles Of Design (cont)

Proximity	The law of proximity states that objects are more likely to be perceived as related when they are positioned close together.	
	Alignment	The principle of alignment encourages designers to position objects that belong together along a common edge or implied line.
		Encourages the designers to position elements that belong together in a common edge or implied line. Any alignment is acceptable as long as the placement is consistent.
	Similarity	Objects that are alike are more likely to be grouped.
		The more dissimilar they are, the more they will likely resist and pull apart from the grouping.

Principles Of Design (cont)

However, the law of similarity does not suppose that all elements in a group be identical. Additionally, **designers often take advantage of the dissimilarity of objects to create emphasis.**

Repetition

can be used to create harmony and consistency.

Repeating significant elements enhances the usability of a webpage.

Emphasis

"Emphasis can be used to quickly guide the viewer's attention to the main subject or message in a communication exchange."

"Since our eyes are naturally drawn to larger objects in a design, varying the size of spatial elements is a common way to connote emphasis."

Contrast

The strongest visible contrast is represented by the difference between black and white.

Value	It describes the range of light and dark portions in an image or design.
	value is usually expressed as contrast.
Tonal Ranges	It is the number of colors or gradient steps in a composition that fall between the bipolar extremes of black and white

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Principles Of Design (cont)

	The greater the tonal range, the greater the contrast, and the more interesting a composition will generally appear.

Color

Color is a powerful tool for enhancing contrast in visual design space, and color contrast has been used particularly well in the advertising industry.

Warm colors	These colors reside near the orange area of the spectrum and include shades of red and orange, as well as warm greens. The human eye is attracted to the warm color regions of a design first.
Cool colors	Cool colors such as violets, blues, and cool greens seem to recede away from us into the background, appearing distant and detached. Cool colors are calm, soothing, and placid, like the blue waters of a still mountain lake.

Depth

It is effective in achieving emphasis in a design.

Principles Of Design (cont)

In photography, film, and videography, the term depth of field describes the portion of the zaxis that viewers perceive as being in focus at any one time.

Proportion

It is the scale of an object relative to other elements within a composition.

Our perception of an object's size is related to the size and position of other objects within the field of view.

The location of an object also affects our perception of size.

*Perpetual Forces**

When we look at a graphic representation within a frame (still picture or moving image), our brains are constantly processing the relative push and pull of perceptual field forces within the visual space.

Regardless of whether we view a photograph when it is lying flat on a table, hanging on a wall, or even rotated a quarter turn, we tend to perceive the top of the image as up and the bottom of the image as down.

Balance

A balanced composition is achieved when the visual weight of objects is equally dispersed within the frame, producing a perceived state of equilibrium.

Symmetrical Balance	It is analogous to a seesaw whose pivot point or fulcrum is centered.
Asymmetrical Balance	Asymmetrical, or informal, compositions are much more interesting to design and compose, and can appear more visually interesting and dynamic.

Principles Of Design (cont)

Continuation

The law of continuation suggests that our brains tend to process what we see as continuing along lines that are predictable and free of obstacles, and that don't abruptly change direction.

Figure-Ground

Figure	It an element that appears in the foreground of our perceptual field.
Ground	everything behind the figure.

In nature, the phenomenon of depth perception enables us to distinguish between figure and ground.

Visual cues within are needed to provide a sense of order in a two-dimensional space.

You need to remember that the viewer wants to make sense of what he or she is seeing.

Psychological Closure

The principle of psychological closure is used in visual design all the time.

Explanations of words and symbols can be replaced with partial impressions or abstract variations of elements.

With psychological closure, the brain aims to create a meaningful order out of visual chaos. Enough visual cues are needed for the brain to complete a mental impression.

Software Tools

Digital Audio Editing & Production

Adobe Audition	It emulates a professional audio studio, including multi-track productions and sound file editing, along with digital signal processing effects.
Pro Tools	It is a high-end integrated audio production and editing enviro-nment that runs on Mac computers as well as Windows.

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Software Tools (cont)

	Offers easy MIDI creation and manipulation as well as powerful audio mixing, recording, and editing software.
Audacity	Audacity is an open-source, free, and easy-to-use multi--track audio and music editing platform. It is compatible in windows and in mac.

Graphics and Imaging

Adobe Photoshop	Adobe Photoshop is the standard in a tool for graphics, image processing, and image manipulation. Layers of images, graphics, and text can be separately manipulated for maximum flexibility, and its set of filters permits creation of sophisticated lighting effects.
Adobe Illustrator	Adobe Illustrator is a powerful publishing tool for creating and editing vector graphics, which can easily be exported to use on the Web.
Adobe InDesign	Adobe InDesign is use for publication layout and design like magazines, books, newspaper, brochures. The latest is, InDesign already have a function wherein you can create interactive publications that you can distribute online.

Software Tools (cont)

Figma	Figma is quite similar to Adobe Illustrator because both of them is a vector graphics editing tool. However, Figma is also use to design user interface for web, mobile, and other smart products. This is also use to create interactivity in your designs through its prototyping tool. Primarily, this is a web-based app but there is also a desktop application.
Adobe XD	Adobe XD is also similar to Figma. It is also a vector-based editing tool that's primarily used for user experience and interface design tool for web and mobile.
GIMP	GIMP is a cross-platform image editor available for GNU/Linux, OS X, Windows and more operating systems. It is free software, you can change its source code and distribute your changes.

Video Production and Editing

Software Tools (cont)

Adobe Premiere	Adobe Premiere is a simple, intuitive video editing tool for nonlinear editing— putting video clips into any order. Video and audio are arranged in tracks, like a musical score. It provides a large number of video and audio tracks, superimpositions, and virtual clips. A large library of built-in transitions, filters, and motions for clips allows easy creation of effective multimedia productions.
Adobe After Effects	Adobe After Effects is a powerful video editing tool that enables users to add and change existing movies with effects such as lighting, shadows, and motion blurring. It also allows layers, as in Photoshop, to permit manipulating objects independently.
Final Cut Pro	Final Cut Pro is a video editing tool offered by Apple for the Macintosh platform. It allows the input of video and audio from numerous sources, and provides a complete environment, from editing and color correction to the final output of a video file.
DaVinci Resolve	DaVinci Resolve is non-linear vide tool primarily use for color grading or editing the colors of a video. Adding visual effects and editing can also be done here.

Animation

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Software Tools (cont)

Autodesk Maya	It is a complete modeling package. It features a wide variety of modeling and animation tools, such as to create realistic clothes and fur. Autodesk Maya runs on Windows, Mac OS, and Linux.
Autodesk 3Ds Max	Formerly 3D Studio Max, it includes a number of high-end professional tools for character animation, game development, and visual effects production. Models produced using this tool can be seen in several consumer games.
Adobe Animate	This is formly Adobe Flash. It allows users to create interactive movies by using the score metaphor—a timeline arranged in parallel event sequences, much like a musical score consisting of musical notes. Elements in the movie are called symbols in Animate. Symbols are added to a central repository, called a library, and can be added to the movie's timeline. Once the symbols are present at a specific time, they appear on the Stage, which represents what the movie looks like at a certain time, and can be manipulated and moved by the tools built into Animate. Finished Animate movies are commonly used to show movies or games on the Web. Animate is also used in creating 2D Animated videos.

Software Tools (cont)

Blender	Blender is an open-source 3D graphics software that you can use to create various 3D objects, create animated visuals, and motion graphics.
Cinema 4D	Cinema 4D is a professional 3D software by Maxon and is also commonly used in the industry. It is efficient for motion graphics as well, visual effects, and even in VR or virtual reality.

Web Design Tool

Dreamweaver	Dreamweaver is a webpage authoring tool that allows users to produce multimedia presentations without learning any HTML.

Digital Learning Design

Articulate 360	A possible career path that a Multimedia Arts graduate can explore is being an e-learning designer wherein you can design the visuals of a digital learning material. In the e-learning industry, they usually use Articulate 360 in designing interactive learning materials.

Elements of Design

The elements of design are the fundamental building blocks of visual content.

Space

It has an outer frame where the visual elements are placed.

In Adobe Photoshop and Illustrator, the document window or workspace is referred to metaphorically as the canvas.

Elements of Design (cont)

Two-Dimensional Space	A digital workspace has two dimensions: width and height. Both are measured in pixels which are tiny blocks of color.
Positive Space	It is the part of an image where the visual elements are placed.
Negative Space	It is the rest of the image without visual elements.

Dots

It is the most basic representation of form.	The starting point for all other elements of design.

Dots can be combined in large numbers to portray complex visual objects and images.

Shapes

It is a two-dimensional element formed by the enclosure of dots and lines.

Shapes are formed by enclosing dots and lines.

A shape can be as simple as a circle, or as complex as a snowflake.

Basic Geometric Shapes are; Circles, Triangles and Squares.

These shapes are called geometric shapes as they can be changed or modified using mathematics and formal rules of construction.

Organic Shapes	These shapes are similar to objects in nature.
	Organic shapes are imperfect and soft.
	They are often constructed of continuous curves or circular elements.

Form

Form adds the dimension of depth to shape.

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Elements of Design (cont)

Form is three-dimensional and connects us more fully to the way we see objects in the natural world.

Sphere and Cube.

Form accentuates the depth of shape. Form adds the dimension of depth to shape.

Lighting	Lighting affects form.
	Hard lighting from distant or narrow light sources casts shadows, which gives an image the illusion of volume, and emphasizes texture.

Texture

Texture is the surface attribute of a visual object that evokes a sense of tactile interaction, and it can be implied in images.

We perceive texture with the sense of touch.

Texture evokes our sense of touch, smell, and taste. However, an image can only imply a sensory response.

Pattern

It is the reoccurrence of a visual element within a design space.

Patterns are present in clothing, furniture, and wallpapers.

Similar to texture, pattern adds visual interest; like shape, pattern can be organic and geometric.

Color

Color has three (3) dimensions: **hue**, **saturation**, and **brightness**.

Hue	It is the color shade of an object as a single point on the color spectrum.
Saturation	It is the strength or purity of color.
Brightness/Value	It is the lightness or darkness of the color.

Plan and Design

Road Map

The time and effort you put into planning a multimedia project will determine the degree to which the project, once completed, hits its mark. A plan is your road map and serves as the foundational visionary framework undergirding the creative enterprise.

Creativity

Creativity is a process that “involves the production of novel, useful products.”

THE THREE Ps OF MULTIMEDIA PRODUCTION	For many years, film and video producers have utilized a popular process model known as the three Ps: preproduction, production, and postproduction.	
	Pre-Production	Pre-production is the preparation phase of a project.
	Production	Production is the acquisition or design phase of a project.
	Post-Production	Post-production is the assembly phase of a project.

Client and Producer

The market is full of freelance producers and directors who operate independently on a work-for-hire basis.

The producer is the message design expert.

Plan and Design (cont)

Initial Client Meeting	The starting point for nearly every project is the initial client meeting, a general fact-finding session involving the client and producer and their respective team members. No matter how the teams are constituted, each party will have a designated leader or point-person.
Needs Assessment, Fact Gathering, Research	The members of the design team need information, and lots of it, before they can fully assess the problem and begin offering solutions. During the initial client meeting, the project director will often take the lead by asking lots of questions and taking copious notes.

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Plan and Design (cont)

Idea Generation and Concept Develo-pment	The next step in the process is to begin developing a general idea or concept for the project.
	The process model for idea generation can vary widely depending on whether you're designing a website, an interactive photo gallery, an educational training video, or something else.
Previsual-ization Tools	Previsualization is a term that has been used for years to describe the act of putting an idea or concept into a visual form that can be better understood by the author of the idea and shared with others.

Plan and Design (cont)

Treatment	A treatment is a short narrative description of a project.
Storyboard	A storyboard combines words and pictures together to communicate an idea.
Script	A script is a written narrative framework for organizing the visual and audio portions. Scripts are most often used for time-based media projects and increasingly for interactive narratives.
AV Script Format	It is one of the most common and versatile script formats used in commercial production today.

Plan and Design (cont)

	The two-column AV format is ideal for the producers of radio and television commercials, music videos, promotional videos, education and training programs, documentaries, interactive narratives, and more.

The Design Process

Specify Requir-ements	Specifying requirements helps establish the scope of your project, or the range of content and pages or screens. During this phase, your design team will meet with the client to identify business needs and requirements, existing problems, and potential users.

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Plan and Design (cont)

Analyze Users	Next, you will conduct research to define your target users by demographic characteristics and/or their technology skills. You will explore when, where, and how target users will use the interface. You'll also learn about their previous experience with similar interfaces.

Plan and Design (cont)

Build a Prototype	The design and initial production stage involve planning your layout with a wireframe, creating a mockup or paper prototype, getting initial user feedback, and creating a working prototype. Your team will first develop a conceptual model of the interface, addressing target users' needs and incorporating functional solutions.

Plan and Design (cont)

Evaluate and Revise	Before turning the prototype into the actual interface that you'll give users, your team needs to evaluate and refine it. Begin by testing the interface yourself and fixing obvious problems. Then usability test it and fix the remaining problems.

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