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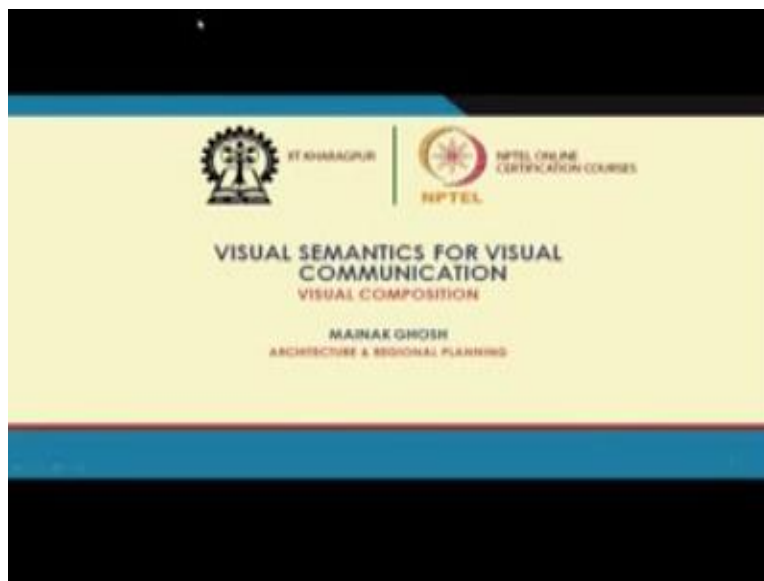
Course
On
Visual Semiotics for Visual Communication

by
Prof. Mainak Ghosh
Department of Architecture and Regional Planning
IIT Kharagpur

Lecture 07 Visual Semantic For Visual Communication
(Contd.)

Hello students welcome back to our course on visual semantics for visual communication.

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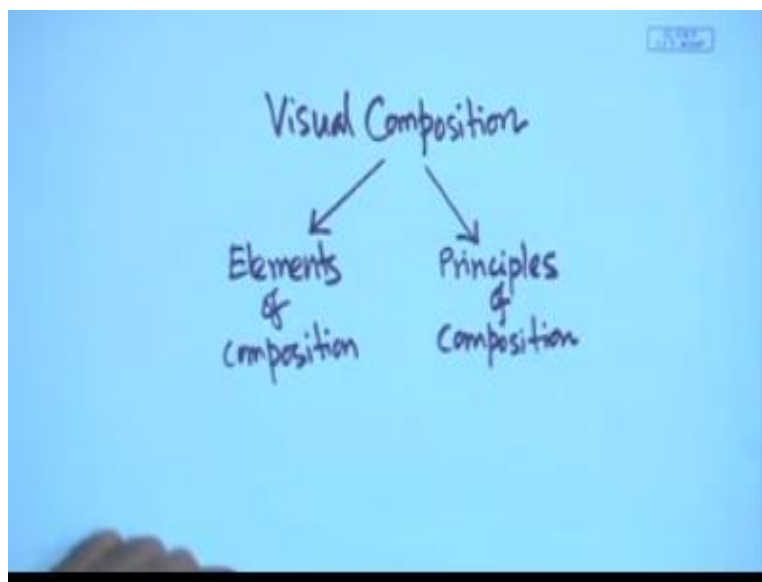


In today's class we will talk about visual composition. We have been talking about human communication as such and we talked about human corporative communication, we talked about visual perception, how do we perceive things around us and then we slowly dealt with visual

communication design as such how it is formed and how it is being used. However, we did not really talk about what creates visual composition or how visual communication design is done.

Many of you might be aware how visual communication or visual composition is done, we all use that or we are all, we have practiced that since our childhood I will just show you an example where you will understand that we all have been attuned to doing visual communication maybe knowingly or unknowingly. And it consists of certain principles or elements based on which visual composition is done. So basically when we talk about visual composition there are two things we have to keep in mind.

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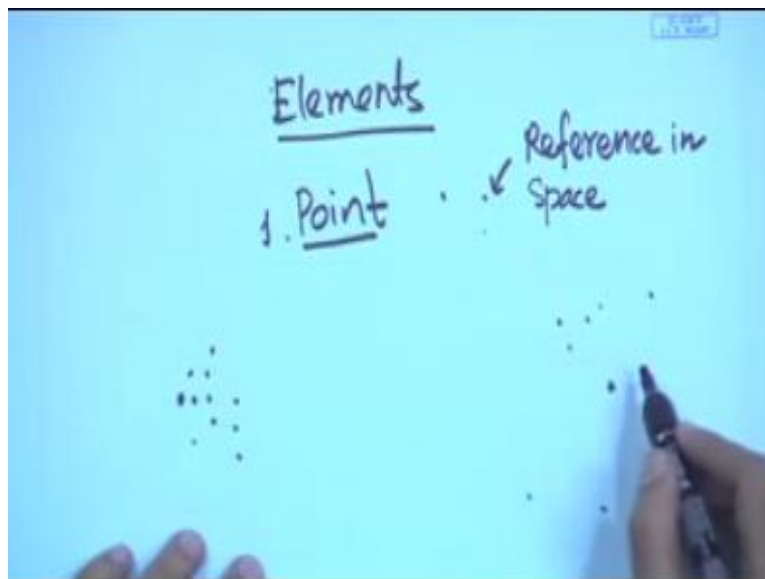


So visual composition has two distinct parts one part is the elements of composition, and the other is various principles of composition. So why are we talking about various elements and various principles of composition, because our composition as it is understood by its definition, is an arrangement of various things, our composition is architecting or arrangement of organizing different things or entities in one place.

So that essentially consists of certain elements, there are certain elements which are involved, there are certain elements which come together and pills a composition and not only that this elements come together in a particular fashion or by certain kind of order and these orders or principles also need to be known when we are talking about visual composition. So in today's lecture we will focus on two aspects of visual composition that is elements of visual composition and the principles of visual composition.

Any visual communication design, any visual composition around us abide by these two aspects, what we are looking all around consist of elements which form the composition and consist of order or certain principles coming in place for us to visually perceive and visual communication to happen with us. Now let us look at the elements first.

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So if we look at some of the elements, the first element we talk about is point. So any visual entity starts with a point, it is the indication of visual entity in space without a point or entity which we can refer to basically this is a reference we talk about, so we start with a point is reference in space, so a reference in space that we start with, without point we really do not go forward to any of the elements.

So the first element we talk about is a point and for visual communication say a point means a lot, a point say I draw a point here, I draw a point here immediately you start relating these two points by a line or see I draw points which are in close proximity and I draw points which are in distance, they create some kind of communication through the arrangement of these points. So we will talk about these arrangements later which we talked about the ordering of this points come into the domain of principles.

However, you can see that using points we are trying to achieve a communication or by using points we are trying to do certain kind of visual composition which relates or which means something to us, whatever be the case, but points are essential and primary element for visual composition we need to understand that. So in most of my classes when I talk about visual composition I start with our drawing which all of us have done in our childhood. So I ask people to draw a scenery or to draw a very basic drawing where which you must have drawn when you were very young so let us see one of those drawings.

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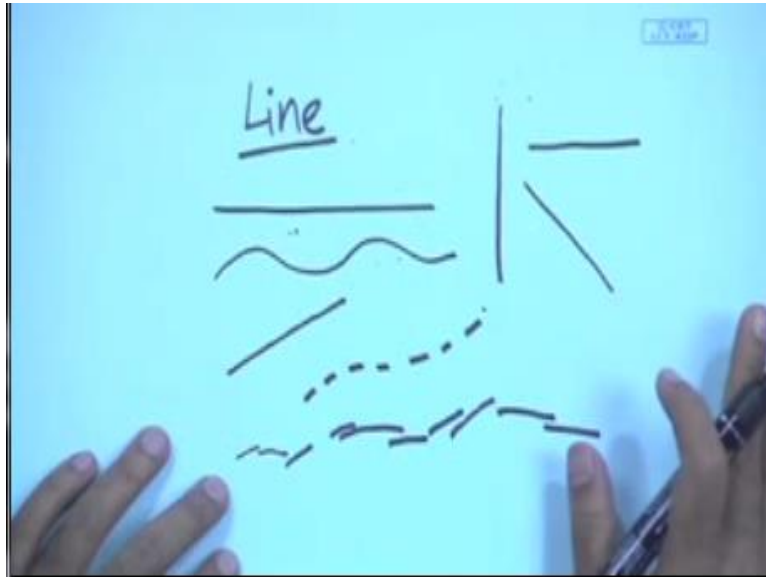


What we do when we are very young so young people tend to draw a house or they are thought to draw a house that is a window you draw some mountains behind you will draw a path way like this and you might draw a tree like this and there could be many more things as ice or there could be a water running a stream flowing by the mountain and many people might do many other sort of beatification in that particular painting you manier times draw a sun like this a sun peaking through and certain birds.

So this is very basic sketch which as a child or if you ask any of the children to draw a sketch or a scenery or a make a conceptualization of space they would draw a similar sort of drawing now I use this drawing to explain the many of the elements and principles of visual composition and visual communication because as child you have very basic understanding of visual composition you have a very basic understanding of the visual understanding of the world and hence you are representing that in some kind visual representation so that captures some of the very core elements and principles which are going to discuss in this class.

So first element we talk about is point and the importance of point as you understand this particular drawing is made out enormous point coming into picture and that together forms this particular visual representation now coming to the next element is the line or will use rather another paper to explain so the other element which comes into picture is.

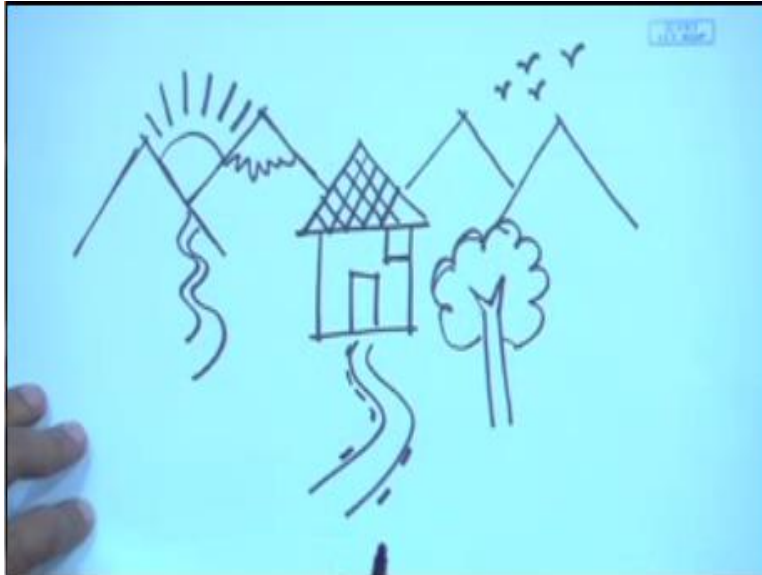
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The line so a line could be of various forms as you understand there could be straight lines there could curved lines there could be slanted line vertical lines horizontal lines, diagonal lines and as well as there could be something which is referred to as broken lines or lines having certain amount of textural quantity so there could be various dimensions to a line there could various ways of drawing a line.

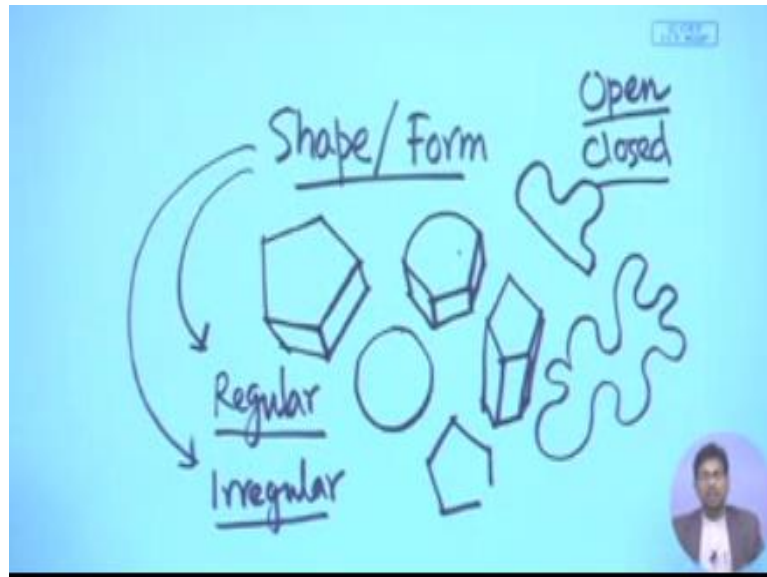
But the second element of visual composition which we talk about is line and line forms many of the other things it is one of the primary primitive that is being used for visual composition so if we go back to our house painting again if we look at this particular painting again.

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We see that this particular drawing is made various lines so various lines have been either straight line or curved line or broken line many of those things have been used for creating this particular drawing so the next very important element for visual composition is line which comes into picture so we use lines all the time for making this kind of visual representation now comes the next important element which we would talk about which is formed out of line is.

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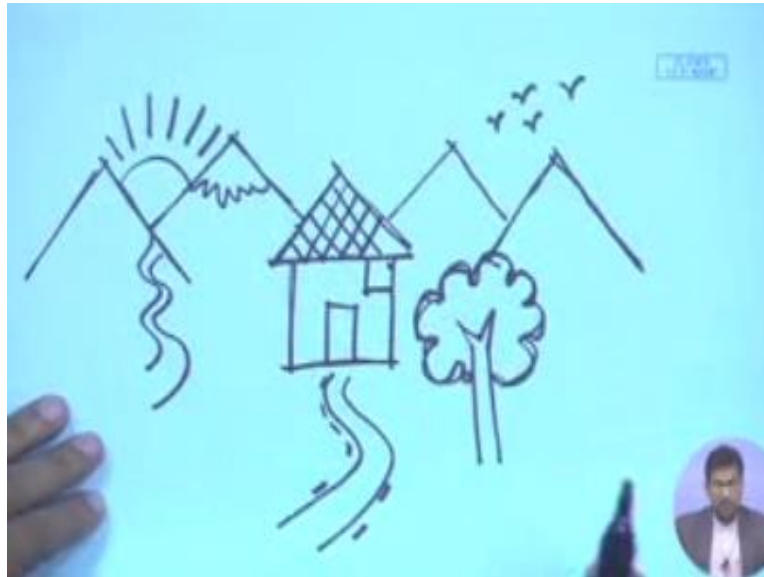
Shape or form so the another element which comes into picture is shape or form and the lines start forming shapes so various lines together start forming various shapes so our circle is essentially made out of a curve line there could be polygons which are formed out of straight lines there could be a combination of curved line and straight line there could be amyloid shape formed by irregular curves and there could be regularness so there could be regularness of shape And there could be irregularness of shape and form.

So there could be various types of shapes which could be made out of line there could be different dimensions to it different aspects to shape and there could be open shape and closed once so these are examples of closed shapes manier times our shape could be open as well so this particular shape which is opened to some extend but gives a sense of enclosure this case the sense of shape but at the same time it gives the sense of space variant.

So we will discuss space a little later but this is one aspect we should understand that shapes are forms are being formed and forms add to a three dimensionality to a particular shape so whenever we talk about form, form are many a times referred to as shapes having a three

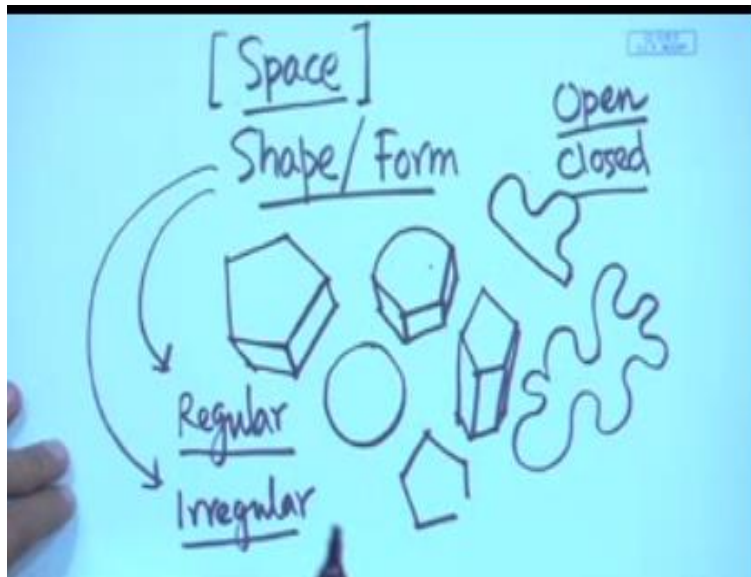
dimensionality to it. So there is a sense of three dimension to a two dimension, so that creates shape and form, so if we again refer back to our.

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This particular image we will see that there are various shapes that has been used so in this particular case a triangle has been used or a square has been used or a irregular amyloidal or curve linear shape has been used and there are various open shape also which are used so this is an open shape but gives a sense of three dimension gives a sense of a shape and gives a sense of space. So all of these together be its shape and form coming together to create a visual composition, so this is another very important aspect.

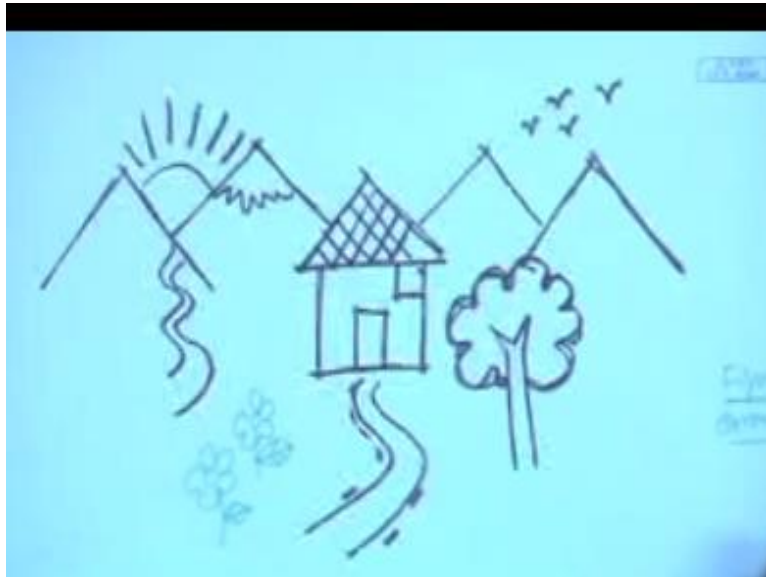
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We should know and coming to the next element which I was referring to is space, so apart from the shapes, lines and point what is important for us to understand that space in a composition is equally important as the object in itself so for example many a time if we talk about visual clutter or a composition being theotic or there are too many things in a visual composition that destroys the communication capabilities.

So we talked about one very essential characteristic or feature of information in one of the last classes where we talked about information is meant to be un-ambiguous it reduced uncertainty so when things are not certain you are adding on to the noise you are adding on to uncertainty it actually creates a bridging communication so in other words in terms of visual composition space acts as a very important element where you really do not fill up the entire space in your composition with elements. Which spaces lines color points you do not fill up the entire space you allow certain amount of space to be left out so that there is un-ambiguity and there is direct information communication happening with it, so if we look at this particular drawing again.

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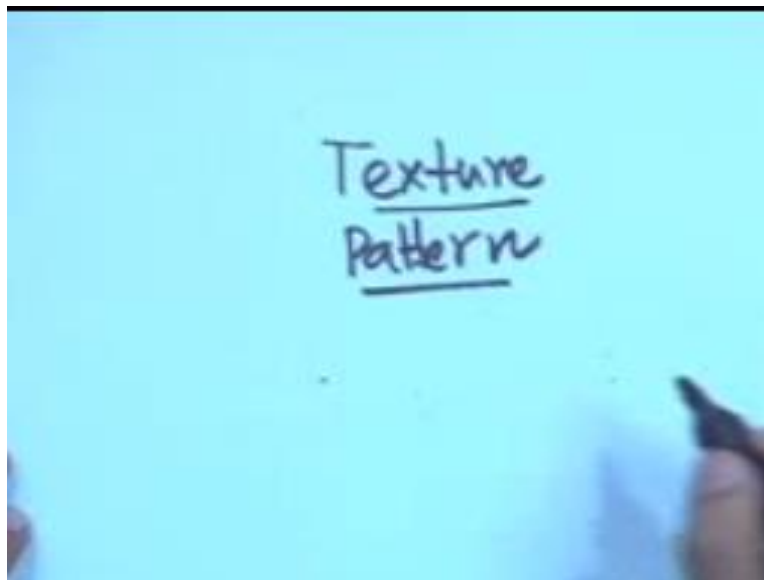


You must be noticing that this particular space is our arena of composition you would sell down find a child filling up all of these places, many a times another child may add a flower which is another very important element which we tend to see in compositions so if you look at these composition now you will find that there are lot of space being left out there have lines be there are uses of lines there are uses of shapes there are uses of various elements of visual composition coming together including these but there is certain space also, so this in many a times in terms of composition referred to as positive and negative spaces.

So positive spaces are many a time we refer to it as figure and ground so were refer to as figure an ground so basically the shapes, the lines, the color, the contrast we will talk about all of that a little later but all of these forms the figure aspect of this particular compositions so they are forming the figure aspect of this particular composition and ground is the base where the figures are been used and lot of space have been left out for the composition to take place And more essentially for a proper unambiguous visual communication to take place in this particular composition.

So now we talk about another very important aspects of visual composition which is related to the quality of surface and quality of light reflectance by the objects.

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So we termed that element as texture or pattern many a time they are used synonyms though there is a difference between them some texture and pattern predominantly relate to the visual characteristic or the characteristic of the surface, you know the diaconal characteristics or in other words the characteristics of the surface which is dependent on quality of light being reflected from that surface.

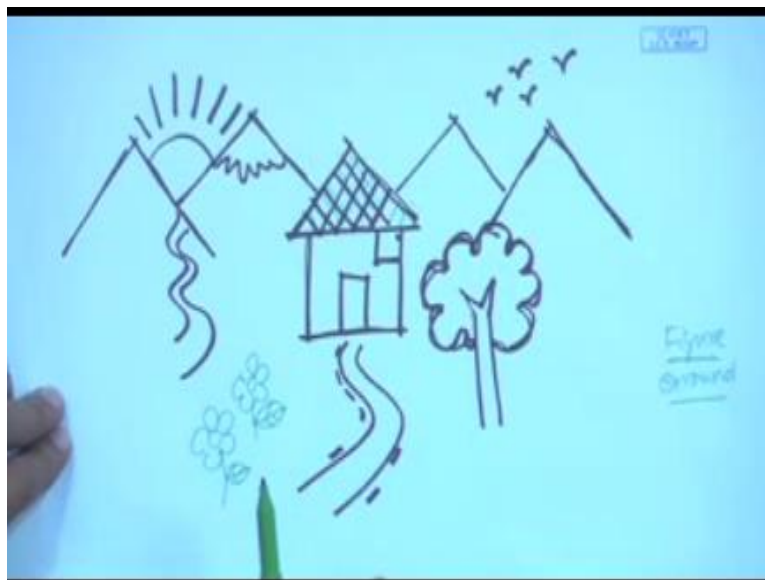
So as you are aware of texture being used colloquially texture it talk about smooth we talk about rough texture what it essentially means in terms of visual terms is a smooth texture is where that the light is reflecting uniformly and that creates a impression of smoothness whereas the light reflecting on a surface and is not reflected in a regular fashion that creates a sense of irregularity or mode textureness of a surface.

So this refers to the textural quality of a surface whereas pattern refers to usage of lines and shapes includes proximity which gives you a feeling of a surface of a different nature so patterns

are many times used as a repetition of the same shape or same lines or a combination of line and shape together or combination of shapes together so you keep on repeating that so that a pattern is created.

But the pattern essentially adds on to this textural quality of a visual, so hope that is clear to you so let us again refer back to our.

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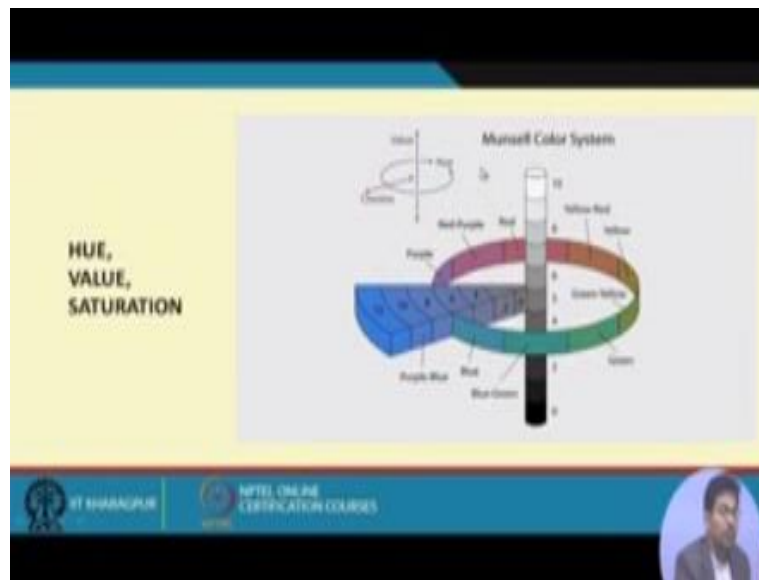


Base image so if you look at this particular roof I have used a particular series of lines the reason for doing this is to create a particular textural quality so you may refer to as a pattern because there is a repetition of lines in a particular manner so that creates a pattern but overall it adds on to the textural quality of this particular image, so this is the idea of texture when we talk about in terms of visuals.

So that let us understand many of the qualities or many of the elements we talk about when we refer to elements of visual composition. Now we will refer to one very key element for visual composition which is lacking in this particular drawing can you, you can look at that this particular drawing has been done, but does it lack something is this drawing looking very similar

dissimilar from the drawing you have made when you were a child yes, it is because of one factor that we will discuss now is based on color, so color is also a very, very important aspect.

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Of visual communication, and color in terms of visual language we distinguish it by three specific terminology the hue, value and saturation initially it might sound little difficult to understand or these are not commonly practiced on we use color in general but within a color three important factors are playing a role one is the hue, then the second is the value and the third is the saturation. So I will explain that concept through Munsell color system where you can look at munsell developed this scheme of color which actually explains what hue, value and saturation is.

So essentially if you look at this particular ring, this particular ring represents the hue, the hue is nothing but what we call equally turn as color so these are different names to a color you can see there is a red, there is yellow, there is green, there is blue and then there are combination of these colors forming other colors so which are called primary colors then you get secondary colors and then you get tertiary colors so with all side of combination you get enormous number or values of distinguishable colors by human eye.

So that particular aspect of visual composition is referred to as hue, so he is something which is running horizontally however there is another aspect to hue is value the next one which we talk about is the value and as you can see the value is ranging from 0 to 10 or in other words 0 represents the amount of light being present or the amount of blackness or darkness that the color possess and the white represents the highest value where the amount of, highest amount of light is present in this particular value and there could be other ranges of values in between.

So in other words the hue that is the hue ring that you see here if it would travel lower it would get darkened so the same blue for that matter if it goes down the value or the value is lesser it will become darker blue and darkest blue whereas if the value of the blue gets higher it will become lighter blue and the lightest blue and ultimately it will become white at the absolute situation. So I hope the concept of hue and value is clear to you that creates the enormous domain of different possible colors which we coequally refer to so huge number of colors could be formed based on the color that you are referring to.

So there you might be referring to red but the red can range between now in all through this values so ranging from black to a very dark red to dark red, to red to lighter red very light red and ultimately leading into a white value. So the value of red keeps on changing based on vertical scale so one more important aspect related to color is being left out which is the saturation or many a time it is refer to us promo as well so that is refers to as the intensity of the color or the intensity of the amount of hue presenting that so that ranges you can see in this diagram as it reaches to a discover of the value it turns greasy it loses its intensity and loses its color whereas if it ranges out it get saturated.

So this saturation is also a very important aspect of color and so now you understand that this three aspect of color ion general forms the notion of color, so color in terms of visual composition color in terms of visual communication realize on this three factors, one is the hue the second is the value and the third is the saturation so all of this together forms the color concept of a particular visual composition.

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So if we look at our this image right now this lacks any of this color aspect to it however different color could be used for creating a different mode of visual communication to this image and not only that so I am using a particular hue I can use different value to it I can use different saturation to it, so as you can understand as you can see what I am doing is the saturation in this region is growing if I would add a little bit of darker value to it the value is becoming darkling.

So I am right now representing it in a very crude for just to make you understand how the color hue value and saturation together makes a difference in the visual composition, so you can well imagine when they are will be different hue is coming in to this image with different values with different saturation this particular composition would look very differently and would communicating a very different manner from what it is doing now.

So we now will move on to the principles of visual communication in our next lecture but in this lecture if we reiterate again what we learn about various elements of visual communication or visual composition is the importance of points lines forms or shapes various textures and patterns and color which together with they come together as elements in the different composition to create a visual composition.

Or in other words whenever we are also experiencing any sort of visual composition it is broken down in to various shapes and its representation will also be broken down in to various shapes or various elements as we have discussed see for example when as a child you would a zoom or see and animal and try to represented you look at an animal as a entity in each other that does not come in terms of our package of lines forms shapes colors textures and all that.

You look at an animal as an entity as an hole prevalent in nature same as been the situation think about thousands and thousands years back when the first cave man started his drawing and the worlds of the cave before that no one ever has crash the single stone on the worlds of a cave to represent an animal the notion the thinking as always being the same so you are trying to depict or represent you are trying to encode an information which is prevalent in nature you are observe that information you have observed and based on that you have receive that information then you have processed it you perceived it and you start sketching or representing it.

And while you are doing that what all are the things that you are using you are using lines you are using points you are using different shapes you are using texture you are using patterns many of times and you are using colors, so all of these elements coming together forms the visual composition so you are basically breaking down whatever you are perceiving in to some form of visual elements which we discussed and then while representing you are actually trying to again encode this in to some kind of elemental arrangement in order to represent that.

This would be more clear or clearer when we discus about principles of visual communication design in the next lecture. Thank you very much.