



Visual Communication: Images With Messages

Paul Martin Lester

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This is the only text to offer substantial coverage of issues specific to all forms of visual communication. It helps students analyze visual messages using a technique similar to the one used to evaluate words. It offers physiological and theoretical background on visual perception, then moves to discussion of various media (including typography, graphic design, informational graphics, photography, television, video, and interactive media) and the very visible role they play in our lives.

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