

**COLLEGE OF NON-CONVENTIONAL VOCATIONAL COURSES FOR  
WOMEN**

**(CNCVCW), CSIBER.**

**KOLHAPUR**



A PROJECT REPORT ON

**“VISUAL COMMUNICATION & BACKGROUND DESIGNING”**

SUBMITTED TO CNCVCW

AFFILIATED TO

SHIVAJI UNIVERSITY KOLHAPUR

IN PARTIAL FULFILLMENT OF REQUIREMENT FOR THE DEGREE OF

**BACHELOR OF MULTIMEDIA**

SUBMITTED BY

**POONAM PATIL**

UNDER THE GUIDANCE OF

**RAGHUNATH TOPKAR**

ASSISTANT PROFESSOR

DEPARTMENT OF MULTIMEDIA 2020-2021

# DECLARATION

I hereby declare that, the project work entitled “**VISUAL COMMUNICATION & BACKGROUND DESIGNING**” is my original work. To the best of my knowledge and belief it contains no material previously published either written by another person or material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning. Except where due to acknowledgement has been made in the text.

NAME: MISS. POONAM TANAJI PATIL

PRN NO: 2018087032

SIGNATURE:

DATE:10/08/2021

COLLEGE OF NON-CONVENTIONAL VOCATIONAL COURSES FOR WOMEN

(CNCVCW)

CSIBER, KOLHAPUR.

## **CERTIFICATE**

This is to certify that, **POONAM TANAJI PATIL** Of Bachelor of Multimedia(B.M.M.) IV has satisfactory completed the project entitled “**VISUAL COMMUNICATION & BACKGROUND DESIGNING**” in partial fulfillment of Bachelor Degree in Multimedia affiliated to Shivaji University, Kolhapur, for the academic year 2020-2021.

**Mr. Raghunath Topkar**

**(Project Guide)**

**Forwarded Through: Dr. A. R. Kulkarni**

**(M.Sc., PhD, MMEI, RQP, LEAD AUDITOR (EMS))**

**(Principal)**

**EXTERNAL EXAMINER**

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## ACKNOWLEDGMENT

I have great pleasure in the submission of this project entitled “**VISUAL COMMUNICATION & BACKGROUND DESIGNING**” in partial fulfillment of Bachelors of Multimedia (B.M.M.) program.

While submitting this project report, I take this opportunity to thank those directly and indirectly related to project work. Without their active co-operation and guidance, it would have been extremely difficult to complete this task in time.

As the outset, I keep in record my deep sense of gratitude towards my project guide **MR. Raghunath Topkar** who guided me, right from initial stage of project and offered me several valuable suggestions for developing this project in a systematic and presentable manner.

I am also thankful to our Faculty Members, **Dr.A.R.Kulkarni**, Principal and **Dr. A.D.Shinde**, Secretary and Managing Trustee for their support throughout my project work.

DATE: 10/08/2021

PLACE: CNCVCW, Kolhapur

**Poonam Tanaji Patil**

# ABSTRACT

The project titled “**Visual Communication & Background Designing**” is all about creating visual design to convey message to the audience through my design.

**Visual Communication** is also known as communication design. Graphic design are work as visual communicators, I have create visual designs by using computer software. I have communicate ideas to inspire, inform, or captivate consumers through both physical and virtual art forms that include images, words, or graphics.

The purpose of choosing Visual Communication is I got inspire by atmosphere around me observing visual communication. Like, traffic lights , sign languages and graphics visuals.

The main purpose of Graphic design is to **communicate**. Primarily graphic design is visual communication; it uses images and colours to represent certain ideas or messages. The good old saying “pictures speak louder than words” explains what design can do for communicating. With the assistance of powerful images, colours and layout, you i have **deliver strong messages** to potential audience without using lengthy paragraphs. In simplest terms, design can make the message clearer and straightforward.

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# INTRODUCTION TO VISUAL COMMUNICATION

## **Unit–I : Communications**

Definition- Nature and Scope – Intentions- Communication need Importance of Human and Visual Communication as Expression- Skill and process- Understanding communication- SMCR model.

## **Unit–II : Communication Types**

Intrapersonal Communication- Interpersonal Communication and Mass communication- Functions of Communication-Group communication. Types of non-verbal behavior- Public Communication- Barriers of Communication – Physical- Linguistic Cultural and Mechanical.

## **Unit–III : Visual Communication**

Visual culture- Visualizing- Visual power- Visual pleasure Fundamentals of Design- Definition- Approaches- Elements - Line, Shape, Space, Color, Texture, Form- Principles of Design – Symmetry, Rhythm, Contrast, Balance, Mass/ Scale.

## **Unit–IV : Perceptions**

Principles of Visual and other Sensory Perceptions- Color psychology and theory, Definition- Optical/Visual illusion-Visual concept Design- Making of Script- Model of Script Writing Development of Script Writing- Spot Script Writing.

## **Unit–V : Graphics Design**

Basics- Elements- Design Process – Research-Source of concept Process of developing ideas –Verbal-Visual- Combination and Thematic- Visual thinking- Associative techniques- Materials- Tools precision instruments- Design execution and Presentation.



# UNIT I

**Communications definition, Nature & Scope – intentions, communication need for and importance of human and visual Communication as expression, skill and process. Understanding communication: SMCR model.**

**Communication** – sending of a message from one person to another, in simplest terms - has been one of the oldest characteristics of human life. Even when formal languages were not available, people were able to make each other understand their feelings and gestures to accomplish routine tasks.

There is no trace available as when the languages came into being, the communication among people, however, got on faster track than before with the availability of formal languages in the form of symbols, gestures, body expressions and words.

## **Basic Concepts of Communication**

Well, the world communication has its origin in the Latin word COMMUNIS which stands for common or to create commonness with the people around you. This is possible when you share your feelings and ideas with others.

According to commonly used definition, communication is transfer of message from sender to receiver through a channel. It is understood that speech or utterances in the form of voice, were the initial stages of communication which gradually developed into a defined form of language when all the people of a community got to attach specific meanings to the voices and gestures.

## **Why need communication?**

### **Survival**

The foremost reason to communicate to others for the human beings in particular is their own survival. There is hardly any sense in believing that a person can all alone live a life by fulfilling its daily life needs. The fact is that every next moment a person is dependent on others to survive. Hence it is inevitable for all of us to bank on communication.

### **Co-operation**

There is a very genuine instinct in all the living creatures to cooperate with each other to keep the cycle of life running. Humans need this more cautiously as to keep their hard felt sense of superiority.

### **Relationships**

Feeling of keeping a range of relationship from an individual to family and tribe was strong from early days of human civilization. It would have been extremely difficult to promote a life style without

acknowledging the relationships among people living together for sometime. Communication was essential to identify relations among people to accomplish different tasks.

### **Persuasion**

Communication proved handy in the course of persuasion and influence others to keep the human civilization grow. The task is done even today, though, with different techniques and in a rather complex world of communication.

### **Power**

Better communication helped people and tribes to command power over others. This phenomenon is more evident in the fields of conflict and to bring the enemy down. To muster support by using better communication skills has always been the hallmark of human interactivity.

### **Social needs**

Social needs grow with almost the same pace, human culture and civilization nurture. History stands as testimony to the fact that the circle of human social needs expands as people try to live together in more organized manner. Communication is the common most thing which knit societies to fulfill their desire to rise jointly.

### **Information**

In more advance world, as it is today, it is a piece of information – a piece of communication, which brings relief to human living in a score of ways. 4 Information about roads, condition, may help you change your traveling plan, for instance. A small bit of information may have a life long impression on your future business.

### **Decision making**

And not the least, in present day affairs communication goes long way in helping us in decision making. Not an individual alone, but families and nations, can draw certain conclusions with the help of available communication on certain matters which is likely to improve the overall living standards and a more secure life for all of human beings.

# **Major Fields of Mass Communication**

## **General Information**

The main field of mass communication has been to inform people at large about things which are in their immediate interest. This includes the vast area of news, views and current affairs. Apart of specific nature of news etc. people are also informed about entertainment which may include sporting events, music or recreation.

## **Public Relations**

Although this area of mass communication has assumed new dimensions in the modern world, keeping relations with various types of public has its traces from ancient history. This area has proved handy to organized and corporate sectors, which have a defined purpose to achieve by keeping relations with audience of their choice.

## **Publicity**

Publicity, which is more known as advertising, is definitely an outcome of modern means of communication for it largely depends on the technology being exploited to address masses for purely commercial purposes. So enormous has been the impact of advertising through means of mass communication that a huge advertising industry has come up offering tens of thousands of jobs of different nature to people across the world.

## **SEVEN CENTURIES OF MASS COMMUNICATION – FROM PRINTING TO COMPUTER**

As if printing process was an invention long been eagerly awaited to bolster communication at the level of masses, it opened doors for creation and discoveries of many valuable means in the area of mass transaction of messages which, as the time proved, had far reaching impression on the growth of societies, cultures, habits, disputes and organizations which could help people live in a world close to each other.

## **Newspapers/ magazines**

It took almost two hundred years that the concept of regular publication appeared in the form of newspapers. There are conflicting ideas as who brought out the first newspaper in the world and how long it had sustained but according to the World Association of Newspapers, the first titled English language private newspaper, The Corrant, was first published in London in 1621.

The first English daily newspaper, the Daily Courant, was founded by Samuel Buckley on 11 March 1702. In 1631 The Gazette, the first French newspaper was founded. In 1690, Public Occurrences in Boston became the first newspaper published in America. In 1803, just 15 years after the first British

penal colony was established, Australia's military government published the Sydney Gazette and the New South Wales Advertiser, Australia's first newspapers.

## **Circulation and Readership**

United Nations' data from 1995 indicates that Japan is the country with most newspaper readership. It has three daily papers with a circulation well above 4 million. Germany's Bild, with a circulation of 4.5 million, was the only other paper in that category. USA Today has daily circulation of approximately 2 million, making it the most widely distributed paper in the U.S.

## **Business side**

Almost all newspapers make almost all their money from advertising. Publishers of commercial newspapers strive for higher circulation so that advertising in their newspaper becomes more effective, allowing the newspaper to attract more advertisers and charge more for the service.

## **Radio – radical change in mass communication**

As the world was enjoying the benefits of mass communication through print medium, scientists had been working on some other miracle – reaching out masses through voice. Though in the middle of 19th century it sounded as talking-high, towards the end of the century things had started shaping as the idea might be materialized.

### **Marconi – transmits signals by radio waves**

An Irish-Italian inventor Guglielmo Marconi is commonly credited for doing that in 1895. But, whether he was actually the first to send signals through the air is open to debate. Other countries have some impressive evidence that some of their citizens transmitted radio signals before Marconi. Even so, if you asked the question on some quiz show, you'll be safest with the name "Guglielmo Marconi." Once he proved that wireless transmissions (radio to you and me) could work, Marconi patented the invention in England and set up the Marconi Wireless Telegraph Company.

## **Brief Radio history**

Once radio broadcasting was launched, people began to realize just how significant this new medium could be. The first regular radio broadcast in the USA in 1920 brought presidential election returns - in advance of the newspapers. People quickly took note of all the free music, information, and commentary that was suddenly available to anyone with a radio set.

But, something else was going on at the same time. Scores of people were building their own personal radio stations, probably motivated in part by the ability to be widely heard by friends, neighbors, relatives, and even strangers. That created a major problem. Soon there were too many stations for the number of frequencies available to separate them on the radio dial.

## **Broadcast Advertising**

Then another element entered the picture — broadcast advertising. In 1922, a station in New York ran a 10-minute talk on the merits of some co-op apartments in Jackson Heights, N.Y — and charged \$50 for their effort. That was deemed a toll broadcast — now better known as a commercial. At that point it was discovered that you could actually make money by promoting products on radio — and, of course, things have been the same since then.

Other countries had their own ideas about this new medium. In Great Britain this led to the establishment of the BBC (British Broadcasting Corporation) in 1923. The BBC used public taxes on radio receivers, rather than commercials, to pay for their broadcast system.

## **Government Regulation**

With the advent of paid radio advertising in the United States, sponsors were rather insistent on having their commercials heard. Since corporate money and profit were involved (which largely finance politics), the government suddenly started to get quite interested in doing something about the problem. So the U.S. Congress passed the Radio Act of 1927, which created the Federal Radio Commission (FRC). Its purpose was to organize the licensing of transmitters, including assigning radio station frequencies.

## **Television – miracle in modern mass communication**

It was not much later that people heard radio as one top and fast means of communication, that scientists brought a device in the middle which along the voice could support images and events unfolded in front of the people as a real life occurrence.

Championed in 1927, the invention of TV took hardly ten years to assume a regular shape as one strong source of mass communication. The 2nd World War towards the end of third decade of the last century, however, halted progress on this most modern mean of communication, the end of war saw a rapid advancement in telecommunication in which the transmission of the images ranked at the top. In most countries the TV stations were set up, regulations enacted and sets were sold in high number by the end of forth decade of the century.

## **Computer**

The world had not yet fully exploited the TV as the strongest organ of mass communication that unending research and developments in the field of science and technology brought computers – internet, so to say, for people who wanted to be beneficiaries of mass communication. Computers which were introduced on limited scale in early 1960 for the purposes of communication and fast data processing became in 1990s the major source of communication across the world.

## **ELEMENTS OF COMMUNICATION AND EARLY COMMUNICATION MODELS**

Like all the complex objects, communication is also made up of certain basic things called elements. A building has its elements in brick, sand, cement, iron, wood, paints and sanitary fittings. A machine has a number of components which are all elements joined together to enable the machine to give desired results.

In this chapter we will give a long sight to various elements which have been marked by experts and which provide the very basics of any piece of communication however simple it may be.

### **Elements of communication**

#### **Sender**

First and foremost is the person who sends a message. Known as sender in the jargons of communication, he or she is the chief initiator of any communication. In fact a communication may not take place if there is no sender. The sender may be singular and plural as well. It all depends on the nature of communication..

#### **Message**

When sender – the source of communication, decides to communicate he/she encodes the crux of the feeling in words/gestures or any other form commonly understood. This encoded form is called message. It may be a simple word or a very complex and technical integration of feelings by the source on a given subject.

#### **Channel**

No sooner a message is created by a sender, it enters in the channel. The channel is part of the communication process which helps carry the message to its desired destination. In case of printed words paper is the channel, in the matter of voice air may serve as a channel. In telephonic conversation the wire and the sets make the channel.

#### **Receiver**

The process of communication may not be complete if the message does not reach a person, or persons, it is designed for. Receiver in this process is the element which is target of the message and actually receives it. The dimension of receiver is very wide – it may vary from an individual to an army of people, or a nation or all nations. Again, it depends what the message is.

#### **Interpreter**

Receiving message in most case is half the process of communication done. In most cases an interpreter is required to understand – decode – the message so that the purpose of communication is served. Noise always occurs at this stage. Noise means part of meaning which is lost from the original message. There is hardly a message which is decoded, or interpreted cent per cent.

## **Feedback**

Sending and receiving of message is a simultaneous process in which the receiver continuously sends back its approval or disapproval after having interpreted the message. This helps the sender to modify or discipline its message. This element in the communication process is referred as feedback. For instance a person is delivering speech, the voices, gestures and facial expressions – all part of feedback, would help the speaker to check its loudness, smiles, rhetoric, contents or time to speak.

## **Context**

Every message is delivered and received in a given context. Change in the background factors denoted as context, may change the meanings altogether. Context itself comprises multiple factors each one of them becomes essential when it comes to interpretation of the original message.

## **Communication**

Model Communication experts have long been striving to arrange elements of communication into some graphic arrangement so that all the complexities of communication may come in view in a glance. But before we try to examine them lets try to understand what a model is.

### **What is a Model?**

- A model is a systematic representation of an object or event in idealized and abstract form. Models are somewhat arbitrary by their nature.
- Communication models are merely pictures; they're even distorting pictures, because they stop or freeze an essentially dynamic interactive or transitive process into a static picture.
- Models are metaphors. They allow us to see one thing in terms of another.

### **The Shannon-Weaver's Model of Communication**

The Shannon-Weaver's model is typical of what are often referred to as transmission models of communication. Claude Shannon and Warren Weaver were two different entities that jointly produced a model known after their names.

Claude Shannon and Warren Weaver produced a general model of communication.

This model is now known after them as the Shannon-Weaver's Model. Although they were principally concerned with communication technology, their model has become one which is frequently introduced to students of human communication early in their study.

The Shannon-Weaver's Model (1947) proposes that all communication processes must include following six elements:

- Source
- Encoder
- Message
- Channel
- Decoder
- Receiver

The Source

All human communication has some source (information source in Shannon's terminology), some person or group of persons with a given purpose, a reason for engaging in communication. You'll also find the terms transmitter and communicator used.

## **The Encoder**

You, as the source, have to express your purpose in the form of a message. That message has to be formulated in some kind of code. How do the source's purposes get translated into a code? This requires an encoder. The communication encoder is responsible for taking the ideas of the source and putting them in code, expressing the source's purpose in the form of a message.

In person-to-person communication, the encoding process is performed by the motor skills of the source - vocal mechanisms (lip and tongue movements, the vocal cords, the lungs, face muscles etc.), muscles in the hand and so on. Some people's encoding systems are not as efficient as others'. So, for example, a disabled person might not be able to control movement of their limbs and so find it difficult to encode the intended non-verbal messages or they may communicate unintended messages.

## **The Message**

The message of course is what communication is all about. Whatever is communicated is the message.

Denis Mc Quail (1975) in his book Communication writes that the simplest way of regarding human communication is 'to consider it as the sending from one person to another of meaningful messages'. The Shannon-Weaver's Model, in common with many others separates the message from other components of the process of communication. In reality, though, you can only reasonably examine the



message within the context of all the other interlinked elements. Whenever we are in contact with other people we and they are involved in sending and receiving messages.

## **The Channel**

The words channel and medium are often used interchangeably, if slightly inaccurately. The choice of the appropriate channel is a vitally important choice in communication. It's obvious that you don't use the visual channel to communicate with the blind or the auditory channel with the deaf, but there are more subtle considerations to be taken into account as well.

## **COMMUNICATION MODELS – GRAPHIC PRESENTATION OF COMPLEX ISSUES**

True, the Shannon-Weaver's model received attention of communication experts but as we know Shannon was not working to bring the communication – as we understand the term for exchange of messages for human consumption, in the form of a model. His endeavor was more on the engineering side where he was trying to put the elements of communication like the encoder and decoder along with channel in some logical sequence. To his own extent he was successful. Before we continue talking Schramm's model lets have a break and see communication models from a different angle:

### **Advantages of Models**

#### **Should give general perspective**

A good model is useful, then, in providing both general perspective and particular vantage points from which to ask questions and to interpret the raw stuff of observation. The more complex the subject matter—the more amorphous and elusive the natural boundaries—the greater are the potential rewards of model building.

#### **Should clarify complexity**

Models also clarify the structure of complex events. They do this, as well known communication scholar, Chapanis (1961) noted, by reducing complexity to simpler, more familiar terms. Thus, the aim of a model is not to ignore complexity or to explain it away, but rather to give it order and coherence. Should lead us to new discoveries.

### **Limitations of Models**

But studying various aspects of communication through models is not devoid of certain drawbacks. Here are few points to keep in mind.

### **a. Can lead to over simplifications**

There is no denying that much of the work in designing communication models illustrates the often-repeated charge that anything in human affairs which can be modeled is by definition too superficial to be given serious consideration. We can guard against the risks of over simplification by recognizing the fundamental distinction between simplification and over-simplification. By definition, and of necessity, models simplify.

### **b. Can lead to a confusion of the model between the behaviors it portrays** **Mortensen:**

Critics also charge that models are readily confused with reality. The problem typically begins with an initial exploration of some unknown territory. Then the model begins to function as a substitute for the event: in short, the map is taken literally. And what is worse, another form of ambiguity<sup>14</sup> is substituted for the uncertainty the map was designed to minimize.

### **c. Premature Closure**

The model designer may escape the risks of oversimplification and map reading and still fall prey to dangers inherent in abstraction. To press for closure is to strive for a sense of completion in a system. The danger is that the model limits our awareness of unexplored possibilities of conceptualization. We tinker with the model when we might be better occupied with the subject-matter itself.

Schramm-Osgood's Interactive Model, 1954

### **a. Background**

Wilbur Schramm (1954) was one of the first to alter the mathematical model of Shannon and Weaver. He conceived of decoding and encoding as activities maintained simultaneously by sender and receiver; he also made provisions for a two-way interchange of messages. Notice also the inclusion of an "interpreter" as an abstract representation of the problem of meaning.

### **The strong points**

1. This model provided the additional notion of a "field of experience," or the psychological frame of reference; this refers to the type of orientation or attitudes that interacting people maintain toward each other.
  2. Included Feedback<sup>15</sup> Communication is reciprocal, two-way, even though the feedback may be delayed.
- Some of these methods of communication are very direct, as when you talk in direct response to someone.

- Others are only moderately direct; you might squirm when a speaker drones on and on, wrinkle your nose and scratch your head when a message is too abstract, or shift your body position when you think it's your turn to talk.
- Still other kinds of feedback are completely indirect. Few examples from our daily life
- Politicians discover if they're getting their message across by the number of votes cast.
- Commercial sponsors examine sales figures to gauge their communicative effectiveness in ads.
- Teachers measure their abilities to get the material across in a particular course by seeing how many students sign up for it the next term.

### **3. Included Context**

A message may have different meanings, depending upon the specific context or setting. Shouting "Fire!" on a rifle range produces one set of reactions, reactions quite different from those produced in a crowded theater, though the word is the same. Culturally a message may have different meanings associated with it depending upon the culture or society. Communication systems, thus, operate within the confines of cultural rules and expectations to which we all have been educated.

### **Drawback**

Schramm's model, though less linear, still accounts for only bilateral communication between two parties. The complex, multiple levels of communication between several sources is beyond this model. The concepts of model carry some more points to students of communication.

### **A few are mentioned below:**

#### **Entropy**

Entropy is the measure of uncertainty in a system. Uncertainty or entropy increases in exact proportion to the number of messages from which the source has to choose. In the simple matter of flipping a coin, entropy is low because the destination knows the probability of a coin's turning up either heads or tails. In the case of a two-headed coin, there can be neither any freedom of choice nor any reduction in uncertainty so long, as the destination knows exactly what the outcome must be. Redundancy

The measure of information not related to the message. "Any additional signal that interferes with the reception of information is noise. In electrical apparatus noise comes only from within the system, whereas in human activity it may occur quite apart from the act of transmission and reception. Interference may result, for example, from background noise in the immediate surroundings, from noisy channels (a crackling microphone), from the organization and semantic aspects of the message, or from psychological interference with encoding and decoding.

## **Channel**

Capacity The measure of the maximum amount of information a channel can carry. “The battle against uncertainty depends upon the number of alternative possibilities the message eliminates. Suppose you want to know where a given checker was located on a checkerboard. If you start by asking if it is located in the first black square at the extreme left of the second row from the top and find the answer to be no, sixty- three possibilities remain-a high level of uncertainty.

## **Berlo's S-M-C-R Model (1960)**

David Berlo's SMCR Model (1960) proposes that there are five elements within both the source/encoder and the receiver/decoder which will affect fidelity.

### **Source-Receiver relationship**

Berlo's approach is rather different from what seems to be suggested by the more straightforward transmission models in that he places great emphasis on dyadic communication, therefore stressing the role of the relationship between the source and the receiver as an important variable in the communication process.

“A given source may have a high level of skill not shared by one receiver, but shared by another. We cannot predict the success of the source from her skill level alone.”

## UNIT II

**Types of Communication: Intrapersonal Communication, Interpersonal Communication and Mass communication, Functions of Communication, Group communication. Types of non-verbal behavior, public communication, barriers of communication – physical, linguistic, cultural and mechanical.**

### TYPES AND FORMS OF COMMUNICATION

Having understood elements of communication, their functions and placement in various models, it is time to complete an other chapter on types and forms of communication before resuming our discussions on various other areas of mass communication for a detailed study.

#### Types of communication

Broadly speaking, whole human communication could be classified into two distinct parts.

- Intra personal communication
- Inter personal communication

#### Intra personal communication

The part of communication in which self of a human being is involved only and the communication is confined to one human entity. This means that all the elements which come into action in a given piece of communication are located within the self of an individual. A message originating from source part of the brain travels through the channel of nerves to reach another location, however close it may be to the point of origin of message, where it is interpreted and understood as receiver.

All the process of meditation, thinking, monologue and even dreaming while asleep are all but examples of intra communication.

#### Inter personal communication

This part of communication belongs to involving two or more individuals for exchange of information. Since this part is experienced more due to its vastness, it is further classified in many categories.

Inter personal

The simplest form in which more than one individual communicate to each other

## **Group Communication**

More often people are seen exchanging views with almost all the participants enjoying an equal status on one count or the other. Like all the players of a T 19 hockey team, class-fellows, doctors, teachers, bureaucrats, politicians, economists etc.

## **Organizational communication**

In this part, communication usually takes place on vertical lines. For instance, a company director is passing on instructions to managers who would be guiding accordingly to field officers and the relevant other field staff. An army general may not be talking to lowest rank men in khaki but would follow the chain of organizational command to deliver his message to the last rank people.

Be it a corporate sector, NGO, a political party, an educational institution, the communication process would strictly follow the essentials of the organizational communication.

## **Mass Communication**

In this category we refer to the communication originating from one source and meant for all possible audience irrespective of distance, cast, creed, religion, nationality and beyond. The mass communication involves use of technology for it is not possible to carry message to a very high number of receivers without the use of certain devices or techniques. All other types of communication may take place when the source is coming across receivers without involving technology. That is why more research and investment has gone into handling the mass communication

## **Forms of communication**

In another way we can examine the communication process by dividing it into different forms of exchanging messages.

- Verbal
- Non verbal

### **Verbal**

All the messages said or written in words make part of the verbal communication. This way, all that appears as text in books, magazines and newspapers is part of verbal communication. One can guess the size of an industry in the area of mass communication based on verbal communication. Likewise, all the words heard on radio, television, telephone or any other public address system are also part of verbal communication. Again, the industry and technology based on verbal communication is enormous in size and value as well.

## **Non verbal**

### **Senses**

Part of human communication involving other than written or spoken words is referred to as non verbal communication. It involves human senses – sight, taste, touch, hearing and smelling. As a matter of fact about 90 per cent communication among human beings takes place through their senses and the rest by the use of words as languages.

### **Symbols, signs**

Emblems, gestures, symbols and signs make more vivid and strong communication as compared to words which are often difficult to decipher. For instance making a victory sign by politicians, army generals, sportspersons and leaders in general at the time of defeating enemy is easily understood even by the illiterate. If the same feeling is expressed in words, many may not come even close to understanding what it is. The traffic signals, red-cross mark and the symbol of dove are but few illustrations to make people around understand what a message stands for.

### **Combination**

For practical purposes, however, the use of verbal and non verbal makes a very strong piece of communication. One may see a match on TV but an enthusiast commentator may relish the joy if your favorite team is winning the game.

Similarly, feature films, documentaries and dramas on mini screen stand for more effective pieces of communication than if only one form of communication is brought into use. Even the newspapers and magazines, which are more to bank on verbal communication, carry so much of non verbal communication in the form of images, graphics and maps.

## **MESSAGE – ROOT OF COMMUNICATION I**

Message in communication holds the key in determining what a piece of communication is all about. A slight change at the end from where a message is originating may lead to a yawning difference in understanding it at the end of receiver.

Human message is entirely different from a mechanical message which makes it a very tricky, some time complex but embarrassing proposition. If you blow a horn of a motorcar it would sound the same if you try it a hundred times. The telephone bell will ring in the same fashion – sound and the level of volume, where you have adjusted it. Listen to a recorded music and you would hear the same no matter how many times you bother the machine to play it.

Here we will study nature and characteristics of message and the measures to be taken to avoid problems in communication especially when a message is meant for cross cultures, religions, continents, nationalities and casts etc. Division Messages are generally divided into two categories:

- Verbal
- Non verbal

## **VERBAL MESSAGE**

A message composed in words – spoken or written – fall in this category. All we read in newspapers, magazines and books as well as listen to fellow beings face to face or radio, TV, telephone etc are clear examples of verbal messages.

### **Linguistic Barrier**

All people even when they belong to one clan do not possess same linguistic skills. Nor a person ever knows that whatever he or she is saying – by composing in idioms and words – is to be understood as such by others. Think of a situation when people are talking to each other that belong to different areas where even the same words stand for different meanings.

### **Standard Meaning's Problem**

Some time a language may not prove up to the mark even two very close people are exchanging views. For instance two people understand what is meant by the word 'hot'. Even then if one person reports to other that it is hot 22 outside, the receiver may not quantify how hot it is unless physics (science) is applied and the sender says it is 40 degree Celsius outside. Written Message Confusion

### **Static Evaluation**

Words themselves do not carry the same meanings through time and space. A word which gave a specific meaning a hundred years ago may not give the same meanings today – for scores of reasons. Similarly meanings of same words are changed at some distance. A verbal message which once stood for certain meanings, may not always stand for the same meanings because static meaning evaluation does not hold in any language.

## **NON VERBAL MESSAGE**

Many messages we come across in our daily life are non verbal – not in words but in gestures, symbols, signs etc. Here we will see how this part of communication takes place.

### **Gestures**

We usually adopt some patent gestures to communicate certain feelings. A victory sign is a clear example of sending a message of a win. A baby brings certain gestures on his/her face to communicate mother and others about the pain or pleasure it is feeling. Wink of an eye may send a message across for multiple meanings.



## **Signs and Symbols**

At times the non verbal communication – message, prove more to be understood beyond the bounds of culture and creed. A red-cross sign has assumed a global understanding for medical care. Blaring of siren by an ambulance sends the same meaning to all. Traffic signals are globally understood the same way.

## **Cultural Conflict**

Some cultures however differ in communicating the same meanings of common symbols. For instance present a white rose in Japan may stand for meanings different if the same is done in the subcontinent. Seeing into the eyes may stand as a sign of truthfulness of a child, it may be deemed as an offense.

## **Body Gestures (Language)**

As we send down a message even in words, we tend to attach some non verbal action to give more meaning to the message. If we have to say sit down please, we also extend our hand as to support the verbal communication.

## **Voice Accentuation**

Not only at most inter-personal and group communications but also at the level of mass communication the common most thing in a message is the voice accentuation. Speakers at a mass rally or even on radio and television tend to change their voice level and stress words to give some particular meaning to their utterances.

## **Message in Mass Communication – Misgivings, Conflicts, Ethics and Solutions**

Message is the most sensitive area in communication. Send a message and all the confusion, conflict and misgivings are borne thereafter. The inherent problem with message is that it can't be understood with hundred per cent purity and the sender is never in a position to ascertain at the time of letting the message go across as what it may result into when interpreted by the receiver.

## **Misgivings**

Treading in such a sensitive area of mass communication by composing an effective message is bound to cause doubts in the mind of receiver. A message at the mass communication level is never understood from the face value of the words, does not matter how smartly they are chosen, and so misgivings are very likely to arise. Such a situation also occurs when one is going through a newspaper story, a book of history or watches a play on TV.

## **Conflicts**

The most difficult situation in composing a message for mass communication arises when the subject matter is already caught in a conflict. As has been cited in the Kashmir example above, even the softest and most carefully picked words by one party in the conflict may not appease the people living on other side of the conflict. At times – in given context, an observation in its most objective form causes a conflict. For instance a Pakistani bowler is not performing well; an observation on his performance by an Indian commentator would generate a heated debate among their Pakistani counterparts or vice versa.

## **Negative Message – Propaganda**

Here a deliberate effort is seen on part of sender to distort facts and outlook of a situation to further aggravate meanings (understanding) on a given subject and reap the benefit (resultant) by damaging the enemy. The composing of message as branded in the term propaganda is centuries old and widely used in wars and severe political discords.

## **Message as a Commercial Product**

At times the sender attempts to use a message at mass communication scale to garner commercial benefit. This approach has led to setting up of an entirely different industry in mass communication, known as advertising industry. We will see in coming lectures more as how a message is molded in a manner to fetch commercial gain. It again starts a controversy whether a message with commercial value tells the truth or discards it.

## **Solution**

Since the gravity of misunderstood messages in communication is enormous, experts continue to work on lines to diffuse the negativity in this part of communication.

## **Use of Standard Language**

One foremost practice all over the world is to use to a maximum possible extent of a standard language. There is nothing like a standard language, but in practice one believes that use of polite and decent words command more acceptability than harsh or intimidating words especially on matters of disputes. Best example of this phenomenon is witnessed when foreign offices of different countries issue representative statements on behalf of their respective governments especially on issues of disagreements.

## **Brevity of Message**

In case of severe conflicts, issuing a brief and calculated statement offers another solution to avoid the controversies to get to a point of no return. Fewer words are bound to cause fewer infringements and a situation is saved from spilling over and generating more confusion or tension.

## **Ethics**

The world is multicultural. This composition of the world is most embarrassing for students of mass communication for it is next to impossible to address all the people belonging to different cultures which give one meaning to the words said. Screening a TV play written and produced in one part of the world (culture) may hurt viewers of another part of the world where cultural values are different. But within one society the same problem may not exist with same intensity. It is advisable to take care of ethics while composing a message – which may be writing a script for a play, or even news

## **EFFECTS OF COMMUNICATION**

Communication generally and mass communication in particular has a great deal to serve a diversity of purposes human beings have always wished to achieve. The strong effects of striving to achieve purposes of human communication are visible and helped bring harmony of living in a number of ways. Here we will see how the process of communication at different scales has helped people of different societies to benefit from exchanging views (messages) on subjects of their interest. First we will see to what effect the communication stands for.

### **Discover**

The immediate effect of communication is to discover something – from an individual to an idea to physical exploration – as a consequence of generating a message. For centuries human beings have been striving to explore the world around them. Nothing more has helped them in this quest than the communication. It is usually the answer to a communication which brings in certain effects of discovery.

### **Relationship**

Next to discovering, the most important effect of communication is to create relationship with people and things around. A piece of communication is always targeted towards other people with whom you want to have a relationship, or with whom a relationship – of friendship or enmity – already exist. Usually the effect of communication is that a new relationship is set or a fresh dimension, which may be strengthening an existing relationship, is given..

## **Helping Out Others**

Hallmark of communication effects has been the human effort to provide assistance to other fellow beings. It is due to communication from one part of the world to another that the suffering humanity is saved from various disasters. At a lower scale as well, a piece of communication works miracle to save lives of many. Think of a situation when a house catches fire and a family is trapped inside.

### **Stimulation**

Stimulation, or persuasion, is another effect caused on human beings by communication. An advice from a teacher may effect into activating students to work more seriously, or conduct research on a given topic. At mass level, an appeal from a cherished leader to donate blood or to draw certain measures may do a magic. For instance in the wake of soaring sugar prices if an appeal – a communication- is made from a leader asking people to reduce use of the sweetener may work more than other administrative measures and the price may start falling due to low demand.

### **Relaxation**

Among effects of communication one huge area is the relief which is effective when an exchange of ideas or even receiving of messages is done in common life. It is a frequent sight seeing people telling jokes to ward off their worries. Watching a humorous TV play when one is tense does substantially well to change the mood and lessen the anxiety level. Similarly, watching a tense match and seeing your favorite team winning eventually relaxes you to a large extent.

### **Social Growth**

Growth of social values, physical structures and increase in the overall intellectual level of a society are result of the net effect it receives from the every day communication. The exchange of message on scores of issues commonly shared by the people living in one society always lead to 28 organizing people in a better way. The coherence in living style gives a sort of strength to people of one community which distinguishes it from others. Likewise, sharing of economic knowledge by the people of same society is the effect of common swapping of expertise which some people have gained by their individual efforts. The present campaign of globalization and all the debate originating from it is a clear effect of the communication which has been taking place on this subject over the decades. It is a matter of common sense that the new approach of one village is going to benefit almost all the people who excel in any field of life.

## UNIT III

### **Visual Communication:**

Visual culture, visualizing, visual power, visual pleasure. Fundamentals of Design: Definition, Approaches, Elements (line, Shape, Space, Color, Texture, Form, etc.,) Principles of Design – Symmetry, Rhythm, Contrast, Balance, Mass/ Scale etc., Visual communication as the name suggests is communication through visual aid and is described as the conveyance of ideas and information in forms that can be read or looked upon.

Visual communication solely relies on vision, and is primarily presented or expressed with two dimensional images, it includes: signs, typography, drawing, graphic design, illustration, colour and electronic resources. It also explores the idea that a visual message accompanying text has a greater power to inform, educate, or persuade a person or audience. The evaluation of a good visual communication design is mainly based on measuring comprehension by the audience, not on personal aesthetic and/or artistic preference as there are no universally agreed-upon principles of beauty and ugliness. Excluding two dimensional images, there are other ways to express information visually - gestures and body language, animation (digital or analogue), and film. Visual communication by e-mail, a textual medium, is commonly expressed with ASCII art, emoticons, and embedded digital images.

### **Visual Culture**

Visual Culture as an academic subject is a field of study that generally includes some combination of cultural studies, art history, critical theory, philosophy, and anthropology, by focusing on aspects of culture that rely on visual images. Among theorists working within contemporary culture, this often overlaps with film studies, psychoanalytic theory, gender studies, queer theory, and the study of television; it can also include video game studies, comics, traditional artistic media, advertising, the Internet, and any other medium that has a crucial visual component.

## **EXPLORING THE ELEMENTS & PRINCIPLES**

### **Elements of Design**

A design is a visual plan you can use to create your 4-H project. Everything you can see has a design. When you describe something you see, you use words that tell about the lines, shapes, colors, textures, and spaces.

Line, shape, color, texture, and space are the basic elements of design.

The elements of design are important to everyone who works in textiles and clothing, home interiors, woodworking, photography, landscaping, architecture, foods, and the visual arts. If you understand the design elements, you will be more successful with your 4-H projects

## **Line**

Lines can be horizontal, vertical, dotted, zig-zag, curved, straight, diagonal, bold, or fine. Lines can show direction, lead the eye, outline an object, divide a space, and communicate a feeling or emotion.

## **Shape**

Shapes are made by connecting lines. Circle, square, triangle, and freeform are words used to identify shapes. Look at the objects around you and describe their basic shapes. Are they one shape, or are they a combination of many shapes? After doing this several times, you will begin to understand what shape really is. Line creates two dimensional or flat shapes. When shapes are three dimensional, we call them forms. A circle is a shape; a ball is a form. A square is a shape; a cube is a form. A drawing is a flat shape; a sculpture is a three-dimensional form.

## **Color**

Color is described with the words hue, value, and intensity. Hue refers to the name of the color—red or blue, for example. Value tells the lightness or darkness of a hue. Intensity refers to the brightness or dullness of a hue. You can use a color wheel and learn how colors work together in the publication, 4H-633, Color.

## **Space**

Space refers to the area that a shape or form occupies. It also refers to the background against which we see the shape or form. Space can be defined as positive and negative. The positive space of a design is the filled space in the design—often it is the shapes that make up the design. Negative space is the background. The negative space in design is as important as the positive area

## **Texture**

Texture is the surface quality of an item. It's how something feels when touched, or looks like it would feel if touched. Sandpaper is rough. Velvet is smooth. A drawing of a tree stump could show rough outer bark and a smooth 32 inner surface. Search for ways to add texture to your projects. Texture adds variety and interest.

## **PRINCIPLES OF DESIGN**

**Rhythm** You have felt rhythm in music. Rhythm is also a part of things you see. It allows the eye to move from one part of a design to another part.

Rhythm can be created by:

- Repeating a color, shape, texture, line, or space when designing.
- Varying the size of objects, shapes, or lines in sequence (small to large).
- Using a progression of colors from tints to shades (light blue to dark blue)
- Shifting from one hue to a neighboring hue (yellow to yelloworange to orange to red-orange to red).

Some combinations of design elements (line, shape, color, texture, and space) work better than others. Here are some guidelines to help you understand why some combinations work and others do not work as well. These guidelines—rhythm, proportion, emphasis, balance, and unity—are the principles of design.

### **Honesty**

#### **Proportion**

Proportion refers to the relationship between one part of a design and another part or to the whole design. It is a comparison of sizes, shapes, and quantities. For example, the relationship between the vertical and horizontal measurements of a wall hanging may be pleasing because the unequal lengths produce an interesting contrast.

#### **Emphasis**

Every design needs an accent—a point of interest. Emphasis is the quality that draws your attention to a certain part of a design first. There are several ways to create emphasis:

- Use a contrasting color.
- Use a different or unusual line.
- Make a shape very large or very small.
- Use a different shape.
- Use plain background space.

## **Balance**

Balance gives a feeling of stability. There are three types of balance. Symmetrical, or formal balance, is the simplest kind.

An item that is symmetrically balanced is the same on both sides. Our bodies are an example of formal balance. If you draw an imaginary line from your head to your toes dividing your body in half, you will be pretty much the same on both sides. Designs that have a radial balance have a center point. A tire, pizza, and a daisy flower are all examples of design with radial balance. When you look through a kaleidoscope, everything you see has a radial balance. Asymmetrical balance creates a feeling of equal weight on both sides, even though the sides do not look the same.

## **Unity**

When things look right together, you have created unity or harmony. Lines and shapes that repeat each other show unity (curved lines with curved shapes). Colors that have a common hue are harmonious. Textures that have a similar feel add to unity. But too much uniformity sometimes can be boring. At the same time, too much variety destroys unity.

## **Honesty of Design**

Honesty of design refers to three specific areas—media, form, and function. You are being honest with a medium when you are familiar with that medium, use it to its best advantage, and avoid making it look like something else. Clay should not be glazed to look like wood, and wood should not be painted to look like clay bricks.

## **Ideas and Inspirations**

Where do you get your ideas? Just as you do not copy from the encyclopedia when you write a term paper or from another person's paper when you take a test, you should never copy another person's design. You are what makes your designs special! Inspiration or sources for designs may come from 34 poetry, music, nature, and your own photographs and sketches. Let these inspirations be springboards for your imagination.

## **Evaluating Design**

Evaluating your designs and those of others can help you improve your understanding about design. You can get help in evaluating your work from many people, among them your parents, other 4-H'ers, leaders, teachers, and fair judges. There is seldom only one way to improve a design, so don't be surprised if different people have different ideas on how you might change your work. In the end, the decision is yours. Becoming a good designer takes practice. The more you talk about and play with the elements and principles of design, the easier it will be to use them effectively.



## Here are some questions to ask yourself about your designs.

1. Where did you get the idea for your design?
2. Describe one of the design elements. How did you use it?
3. What do you like about the way your design looks?
4. What might you change another time?
5. Is your design honest in media, form, and function?

Principles of Visual and other Sensory perceptions: Color psychology and theory ( some aspects), Definition, optical/visual illusion etc.,.

## How do colors affect our moods?

**Color**, without our realizing it, can have a profound effect on how we feel both mentally and physically. Dr. Morton Walker, in his book *The Power of Color*, suggested that the ancient Egyptians as well as the Native American Indians used color and colored light to heal. Below are some emotional associations that humans tend to have with certain colors. These are important to keep in mind in order to create the mood you are seeking.

**Blue** represents peace, tranquility, calm, stability, harmony, unity, trust, truth, confidence, conservatism, security, cleanliness, order, loyalty, sky, water, cold, technology, and depression. Blue can "slow the pulse rate, lower body temperature, and reduce appetite." Blue is considered a business color because it reflects reliability. In China, blue is associated with immortality. In Colombia, blue is associated with soap. For Hindus blue is the color of Krishna. For the Jews, blue symbolizes holiness. In the Middle East blue is a protective color. Note: Blue is often considered to be the safest global color.

**Black** is the absence of light and therefore, of color. It represents power, sexuality, sophistication, formality, elegance, wealth, mystery, fear, evil, anonymity, unhappiness, depth, style, evil, sadness, remorse, anger, underground, good technical color, mourning and death. In speech we say "Don't let a black cat cross your path", "Black Market" or "Black Monday".

**Green**, one of most-often cited favorite colors. It represents nature, environment, health, good luck, renewal, youth, vigor, spring, generosity, fertility, jealousy, inexperience, envy, misfortune. "Its cool quality soothes, calms, and has great healing powers." It is often worn in operating rooms by surgeons. In China, green hats mean a man's wife is cheating on him; it is not a good color for packaging. In France studies have indicated green is not a good color choice for packaging either. In India green is the color of Islam. In Ireland green has religious significance (Catholic). In some tropical countries green is associated with danger. Orange is a combination of yellow and red.

**Orange** is considered a warm color like red, but to a lesser extent; orange expresses energy. It has luminous qualities and has been used for attention-getting purposes, such as on caution signs. Orange brings up memories of fall leaves, pumpkins and Halloween. It symbolizes balance, warmth, enthusiasm, vibrance, flamboyancy, and is demanding of attention. In Ireland orange has religious significance (Protestant). Purple represents royalty, spirituality, nobility, ceremony, mystery, transformation, wisdom, enlightenment, cruelty, arrogance, mourning. Purple is considered an exotic color.

**Purple** dye was made from the mucous gland of a snail. It required thousands of snails to yield 1 gram of dye causing it to be a color only nobles could afford. Today purple is a trendy color targeting creative types.

**Red** is the color that we pay the most attention to. It is the warmest and most energetic color in the spectrum. We associate red with love, valentines, danger, desire, speed, strength, violence, anger, emergency exit signs, stop signs and blood. Red can evoke a fight-or-flight response, raise blood pressure and make the heart beat faster. Red would not be the color of choice for psychiatric wards, prisons or a hospital. In China red symbolizes celebration and luck, used in many cultural ceremonies that range from funerals to weddings. In India red is the color of purity (used in wedding outfits).

**White** is what we see when all colors come together in perfect balance. It represents reverence, purity, simplicity, cleanliness, peace, humility, precision, innocence, youth, birth, winter, snow, good, sterility, and marriage. We use white in figures of speech like "pure as the driven snow" or "a white lie." We associate white with the good guy in old western movies. In Japan, white carnations signify death. In eastern cultures white symbolizes coldness and sterility.

**Yellow** represents joy, happiness, optimism, idealism, imagination, hope, sunshine, summer, gold, philosophy, dishonesty, cowardice, betrayal, jealousy, covetousness, deceit, illness, hazard, spirituality and inspiration. The yellow rose is a symbol of friendship, less passionate or threatening than red ones. In Asia yellow is sacred, and imperial.

How do colors "move" in an image?

Another important aspect of color is understanding how colors move in space. Bright, high-intensity, warm colors advance in space. They appear as though they are going to jump out at you. They get our attention. Low intensity, cool colors, on the other hand, recedes; they make a space appear larger than it is. By combining these colors you can create the appearance of dimension or depth to a one-dimensional picture:

**What are some color combinations that should be avoided?**

## **Primary Colors**

Many people feel that primary colors go together. And indeed, there are many times when these combinations have been used successfully, especially with children's toys. Here's an example of a web site that uses high-intensity primary colors. Ouch! The reason that primary color combinations tend to not work is because both are high intensity colors, and so side-by-side they appear to vibrate. The eye cannot make the adjustment where the two colors meet, making this combination very hard on the eyes. This color combination can be used very successfully if you use shades or tints of one of the colors, for instance bright red and navy blue.

## **Dark on Dark**

Dark colors, especially dark colored text, on a dark background are very difficult to see. Consider contrast.

## UNIT IV

Visual perception is the ability to interpret information and surroundings from the effects of visible light reaching the eye. The resulting perception is also known as eyesight, sight, or vision (adjectival form: visual, optical, or ocular). The various physiological components involved in vision are referred to collectively as the visual system, and are the focus of much research in psychology, cognitive science, neuroscience, and molecular biology.

The visual system in humans allows individuals to assimilate information from the environment. The act of seeing starts when the lens of the eye focuses an image of its surroundings onto a light-sensitive membrane in the back of the eye, called the retina. The retina is actually part of the brain that is isolated to serve as a transducer for the conversion of patterns of light into neuronal signals

**Color psychology** is the study of color as a factor in human behavior. This includes very diverse studies, ranging from quantizing individual color preference to investigating the relationship between shirts Color with match outcome in English football.

**Placebo effect** The color of placebo pills is reported to be a factor in their effectiveness, with "hot-colored" pills working better as stimulants while "cool" colored pills work better as depressants. This relationship is believed to be a consequence of the patient's expectations and not a direct effect of the color itself. Consequently, these effects appear to be culture-dependent.

**Blue public lighting** In 2000, Glasgow installed blue street lighting in certain neighborhoods and subsequently reported the anecdotal finding of reduced crime in these areas. This case was picked up by several news outlets and, although the significance of this finding is widely disputed, a railroad company in Japan installed blue lighting on its stations in October 2009 in an effort to reduce the number of suicide attempts. V 38 Use of color to create ambiance Color has long been used to create feelings of coziness or spaciousness.

### **Use of color to create ambiance**

Color has long been used to create feelings of coziness or spaciousness. However, how people are affected by different color stimuli varies from person to person. The hues in the blue range have been shown to have the highest preference amongst people.

There is evidence that suggests that people tend to prefer certain colors depending on the ambient temperature. People who are cold prefer warm colors like red and yellow while people who are hot

prefer cool colors like blue and green. Studies have shown that colors have an affect on people's moods and emotions.

## **Light, Color, and Surroundings**

Light and color can influence how people perceive the area around them. For example when using light to create ambiance, in say one's home, it is important to take into consideration how the different light sources affect how the colors of walls and other objects are seen. Colors seen under natural sunlight may have specific hues but when seen under the light from an incandescent (tungsten) light-bulb they may appear to be more orange or "brownish" for lighter colors and just plain darker for darker colors.

## **Color analysis**

Color analysis, also called skin tone color matching or color seasons, is the process of finding colors of clothing and makeup to match a person's complexion, eye color, and hair color. It is often used as an aid to wardrobe planning and style consulting.

Color analysis is the process of determining the colors that best suit an individual's natural coloring. There are several means of analyzing personal coloring. The most well-known is "seasonal" color analysis, which places individual coloring into four general categories: Winter, Spring, Summer and Autumn.

### **The four color "Seasons":**

The fundamentals Color analysts usually describe the seasons as being the result of a combination of the three traditional primary colors (red, yellow and blue), as they appear in the undertones of the skin. However, in practice things are a little more complicated. Everybody's skin color includes strong elements of red (based on the color of the haemoglobin in his or her blood, which is visible, to some degree, through the translucent skin).

### **Winter**

Winter is, along with Summer, one of the two "cool" palettes. This means that a person who is a Winter should wear colors that have blue undertones. This means that they look best when dressed in colors that are relatively more intense, and that contain sharper contrasts, than would look best on a person belonging to the other "cool" season (Summer). When dressed in the strongly contrasting colours that suit them best, Winters look "intense", "pure" and "clean". When Winters dress in less intense or highly contrasting colours, the strong contrasts between their skin on the one hand and their hair and eyes on the other will seem "washed out."

### **Summer**

Summer is, along with Winter, one of the two "cool" (i.e. blue-based) palettes. This means that a person who is a Summer should wear colors that have blue undertones. Summers differ from Winters in that their skin tends to contrast gently with their hair and eye color,[16] and therefore seem "softer" and "less intense." When dressed in the less strongly contrasting colours that suit them best, Summers look "harmonious" and "subtle." When Summers dress in more intense or highly contrasting colours, the gentle contrasts between their skin on the one hand and their hair and eyes on the other will seem "overpowered."

## **Spring**

Spring is, along with Autumn, one of the two "warm" (i.e. yellow-based) palettes. This means that a person who is a Spring should wear colours that have yellow undertones. The main difference between Spring and Autumn colour palette is that the Spring's colours are based on yellow such as yellow sparkling gold, in contrast with Autumn's colours which are based on deep gold. As a result spring's colours are intense, often bright and playful.

## **Autumn**

**Autumn** is, along with Spring, one of the two "warm" (i.e. yellow-based) palettes. This means that a person who is an Autumn should wear colors that have yellow undertones. Generally the autumn colours are warm, soft, and deep. Some of the autumn colours are brick, coffee, caramel, beige, tomato red, forest green.

People who fall under this category usually have brown hair with golden or red undertones but a person with almost black hair and skin with yellow undertones can find him or herself to be an autumn too.

## **Prominent systems of "seasonal"**

color analysis A large number of color guides have been written since the 1970s. Unfortunately, as Alan Flusser notes in *Dressing the Man*, "their methodology was ... tortuous in detail and demanding in time...." Moreover, many of the books—and many of the associated color analysis websites that continue to exist to this day—were intended merely to be an entry-point to understanding color.

# UNIT V

## Graphic design

Graphic design is a creative process most often involving a client and a designer and usually completed in conjunction with producers of form (i.e., printers, programmers, sign makers, etc.) undertaken in order to convey a specific message or messages to a targeted audience. The term "graphic design" can also refer to a number of artistic and professional disciplines that focus on visual communication and presentation. The field as a whole is also often referred to as Visual Communication or Communication Design. Various methods are used to create and combine words, symbols, and images to create a visual representation of ideas and messages.

A graphic designer may use typography, visual arts and page layout techniques to produce the final result. Graphic design often refers to both the process designing by which the communication is created and the products designs which are generated. Common uses of graphic design include identity logos and branding, web sites, publications magazines, newspapers, and book, advertisements and product packaging. For example, a product package might include a logo or other artwork, organized text and pure design elements such as shapes and color which unify the piece. Composition is one of the most important features of graphic design, especially when using pre-existing materials or diverse elements.

## History

While Graphic Design as a discipline has a relatively recent history, with the name 'graphic design' first coined by William Addison Dwiggins in 1922, graphic design-like activities span the history of humankind: from the caves of Lascaux, to Rome's Trajan's Column to the illuminated manuscripts of the Middle Ages, to the dazzling neons of Ginza. In both this lengthy history and in the relatively recent explosion of visual communication in the 20th and 21st centuries, there is sometimes a blurring distinction and over-lapping of advertising art, graphic design and fine art.

After all, they share many of the same elements, theories, principles, practices and languages, and sometimes the same benefactor or client. In advertising art the ultimate objective is the sale of goods and services. In graphic design, "the essence is to give order to information, form to ideas, expression and feeling to artifacts that document human experience."

## The advent of printing

During the Tang Dynasty (618–906) between the 4th and 7th century A.D. wood blocks were cut to print on textiles and later to reproduce Buddhist texts. A Buddhist scripture printed in 868 is the earliest known printed book. Beginning in the 11th century, longer scrolls and books were produced using

movable type printing making books widely available during the Song dynasty (960–1279). Sometime around 1450, Johann Gutenberg's printing press made books widely available in Europe. The book design of Aldus Manutius developed the book structure which would become the foundation of western publication design. This era of graphic design is called Humanist or Old Style.

## **Emergence of the design industry**

In late 19th century Europe, especially in the United Kingdom, the movement began to separate graphic design from fine art. In 1849, Henry Cole became one of the major forces in design education in Great Britain, informing the government of the importance of design in his *Journal of Design and Manufactures*.

He organized the Great Exhibition as a celebration of modern industrial technology and Victorian design. From 1891 to 1896 William Morris' Kelmscott Press published books that are some of the most significant of the graphic design products of the Arts and Crafts movement, and made a very lucrative business of creating books of great stylistic refinement and selling them to the wealthy for a premium..

## **Twentieth century design**

A Boeing 747 aircraft with livery designating it as Air Force One. The cyan forms, the US flag, presidential seal and the Caslon lettering were all designed at different times and combined by designer Raymond Loewy in this one final design. The name "Graphic Design" first appeared in print in the 1922 essay "New Kind of Printing Calls for New Design" by William Addison Dwiggins, an American book designer in the early 20th century.

They designed buildings, theater sets, posters, fabrics, clothing, furniture, logos, menus, etc Jan Tschichold codified the principles of modern typography in his 1928 book, *New Typography*. He later repudiated the philosophy he espoused in this book as being fascistic, but it remained very influential. Tschichold, Bauhaus typographers such as Herbert Bayer and Laszlo Moholy-Nagy, and El Lissitzky have greatly influenced graphic design as we know it today.

## **Applications**

From road signs to technical schematics, from interoffice memorandums to reference manuals, graphic design enhances transfer of knowledge. Readability is enhanced by improving the visual presentation of text. Design can also aid in selling a product or idea through effective visual communication. It is applied to products and elements of company identity like logos, colors, packaging, and text. Whilst the terms are often used interchangeably, branding is more strictly related to the identifying mark or trade name for a product or service, whereas corporate identity can have a broader meaning relating to the structure and ethos of a company, as well as to the company's external image.



## **Skills**

A graphic design project may involve the stylization and presentation of existing text and either preexisting imagery or images developed by the graphic designer. For example, a newspaper story begins with the journalists and photojournalists and then becomes the graphic designer's job to organize the page into a reasonable layout and determine if any other graphic elements should be required.

In a magazine article or advertisement, often the graphic designer or art director will commission photographers or illustrators to create original pieces just to be incorporated into the design layout. Or the designer may utilize stock imagery or photography. Contemporary design practice has been extended to the modern computer, for example in the use of WYSIWYG user interfaces, often referred to as interactive design, or multimedia design.

## **Visual arts**

Before any graphic elements may be applied to a design, the graphic elements must be originated by means of visual art skills. These graphics are often (but not always) developed by a graphic designer.

Visual arts include works which are primarily visual in nature using anything from traditional media, to photography or computer generated art. Graphic design principles may be applied to each graphic art element individually as well as to the final composition.

## **Typography**

Typography is the art, craft and techniques of type design, modifying type glyphs, and arranging type. Type glyphs (characters) are created and modified using a variety of illustration techniques. The arrangement of type is the selection of typefaces, point size, line length, leading (line spacing) and letter spacing. Typography is performed by typesetters, compositors, typographers, graphic artists, art directors, and clerical workers. Until the Digital Age, typography was a specialized occupation. Digitization opened up typography to new generations of visual designers and lay users.

## **Page layout**

The page layout aspect of graphic design deals with the arrangement of elements (content) on a page, such as image placement, and text layout and style. Beginning from early illuminated pages in hand-copied books of the Middle Ages and proceeding down to intricate modern magazine and catalogue layouts, structured page design has long been a consideration in printed material. With print media, elements usually consist of type (text), images (pictures), and occasionally place-holder graphics for elements that are not printed with ink such as die/laser cutting, foil stamping or blind embossing.

## **Interface design**

Since the advent of the World Wide Web and computer software development, many graphic designers have become involved in interface design. This has included web design and software design, when end user interactivity is a design consideration of the layout or interface. Combining visual communication skills with the interactive communication skills of user interaction and online branding, graphic designers often work with software developers and web developers to create both the look and feel of a web site or software application and enhance the interactive experience of the user or web site visitor. An important aspect of interface design is icon design.

## **Printmaking**

Printmaking is the process of making artworks by printing on paper and other materials or surfaces. Except in the case of mono typing, the process is capable of producing multiples of the same piece, which is called a print. Each piece is not a copy but an original since it is not a reproduction of another work of art and is technically known as an impression. Painting or drawing, on the other hand, create a unique original piece of artwork.

Prints are created from a single original surface, known technically as a matrix. Common types of matrices include: plates of metal, usually copper or zinc for engraving or etching; stone, used for lithography; blocks of wood for woodcuts, linoleum for linocuts and fabric plates for screen-printing. But there are many other kinds, discussed below. Works printed from a single plate create an edition, in modern times usually each signed and numbered to form a limited edition. or multiple techniques.

## **Tools**

The pencil is one of the most basic graphic design tools. The mind may be the most important graphic design tool. Aside from technology, graphic design requires judgment and creativity. Critical, observational, quantitative and analytic thinking are required for design layouts and rendering. If the executor is merely following a solution (e.g. sketch, script or instructions) provided by another designer (such as an art director), then the executor is not usually considered the designer. The method of presentation (e.g. arrangement, style, medium) may be equally important to the design.

The layout is produced using external traditional or digital image editing tools. The appropriate development and presentation tools can substantially change how an audience perceives a project. In the mid 1980s, the arrival of desktop publishing and graphic art software applications introduced a generation of designers to computer image manipulation and creation that had previously been manually executed.

Computers and software applications are generally seen by creative professionals as more effective production tools than traditional methods. However, some designers continue to use manual and traditional tools for production, such as Milton Glaser.

## **Computers and the creative process**

There is some debate whether computers enhance the creative process of graphic design.[12] Rapid production from the computer allows many designers to explore multiple ideas quickly with more detail than what could be achieved by traditional hand-rendering or paste-up on paper, moving the designer through the creative process more quickly.[13]

However, being faced with limitless choices does not help isolate the best design solution and can lead to endless iterations with no clear design outcome. A graphic designer may use sketches to explore multiple or complex ideas quickly without the distractions and complications of software.[ Hand-rendered comps are often used to get approval for an idea execution before a design invests time to produce finished visuals on a computer or in paste-up. However, this practice has been increasingly less common since the advent of desktop publishing over 30 years ago. The use of computers and graphics software is now taught in most graphic design courses.

## **Occupations**

Graphic design career paths cover all ends of the creative spectrum and often overlap. The main job responsibility of a Graphic Designer is the arrangement of visual elements in some type of media. The main job titles include graphic designer, art director, creative director, and the entry level production artist. Depending on the industry served, the responsibilities may have different titles such as "DTP Associate" or "Graphic Artist", but despite changes in title, graphic design principles remain consistent. The responsibilities may come from or lead to specialized skills such as illustration, photography or interactive design.

Today's graduating graphic design students are normally exposed to all of these areas of graphic design and urged to become familiar with all of them as well in order to be competitive. Graphic designers can work in a variety of environments. Whilst many will work within companies devoted specifically to the industry, such as design consultancies or branding agencies, others may work within publishing, marketing or other communications companies.

Increasingly, especially since the introduction of personal computers to the industry, many graphic designers have found themselves working within non-design oriented organizations, as in-house designers. Graphic designers may also work as free-lance designers, working on their own terms, prices, ideas, etc.



**GRAPHIC  
DESIGN  
PORTFOLIO**

***“IF YOU BRING THE TOOL,  
I’LL BRING THE COLOR PALETTE.”***

**- POONAM PATIL**

# POONAM PATIL

GRAPHIC DESIGNER

## CONTACT

- 9158419235
- poonampatil02020@gmail.com
- Peth Vadgaon, Kolhapur

## PROFILE

Assists the department head in carrying out digital marketing campaigns works closely with the marketing head for digital promotions and others. Develop and maintain graphical standards, templates, and resources.

## EDUCATION

**BA Multimedia & Animation**  
Shivaji University, Kolhapur  
2018-2021

**High School**  
Vadgaon Vidyalay, Vadgaon  
2016-2018

## LANGUAGES

French (Beginner)  
Korean (Level 2)  
English (Intermediate)  
Hindi (Native)  
Marathi (Native)

## SKILLS

### MULTITASKING

Time management  
Problem solving  
Communication  
Creativity  
Leadership  
Quick learner

## EXPERIENCE

### SOCIAL MEDIA MANAGER

#### The Language Bureau | 2021

- Internship from 7/06/21-7/09/21 (3 Months)
- Comes up with unique video & graphic designs for company.
- Assisted the head designer in numerous projects.
- Works closely with the copywriting team.

### BACKGROUND DESIGNER

#### Crescents VFX & Animation | 2021

- Internship from 7/03/21-25/04/21 (45 Days)
- Background designing in Adobe Photoshop
- Created several backgrounds for story

## AWARDS

- VFX
- Adobe Photoshop
- Adobe Illustrator
- French Language
- Video Editing
- English Score
- Content Writing
- Korean Language (L1)
- Korean Language (L2)



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• THE SOHAM' OPEN HOUSE •

June 16, 2021

11 o'clock in the morning  
Birdev Chouk, Peth Vadgaon, Kolhapur

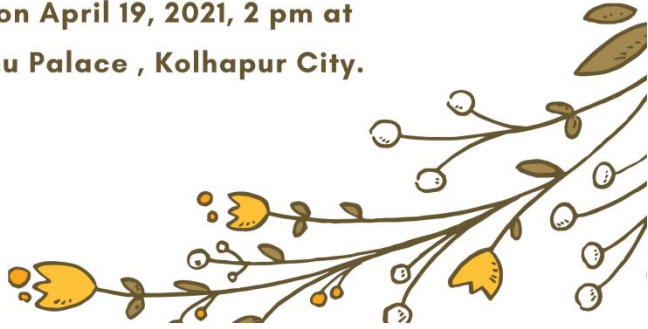




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**Vaccination?**



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**STEP 2**

Register your profile under the "Vaccine Registration" page.

**STEP 3**

Wait 3 to 5 business days to receive your vaccination schedule via email.

**STEP 4**

Email [hello@covidvaccine.com](mailto:hello@covidvaccine.com) to book your slot at our vaccination site.

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# WHY DO MEN RAPE





A journey of self-discovery

# Lonely Journey

*Dream, Smile, Shine - BTS*

'WINTER BEAR'

MAGAZINE DESIGN

# VOGUE

EMILIA  
CLARKE

*Tyler  
Swift*

EXCLUSIVE INTERVIEW

*"This feels like  
a new beginning"*

60

BEST  
BEAUTY

TIPS BY LARA

style  
show X

special coverage pics





# MAKESHIFT



JULY 2018

**32**

WAYS TO  
UPDATE  
YOUR LOOK

**FINDING THE  
PERFECT PAIR  
OF JEANS**

**YOUR NEW  
WORKOUT**

THE HOT NEW  
FITNESS CRAZE

**SUMMER  
TRENDS**

**YOU SHOULD  
CHECK OUT**

# T-SHIRT DESIGN







# ID CARD DESIGN

# NEW YEAR SPECIAL MENU



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**SPECIAL  
MENU**



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*Seasonal Offers*

### APPETIZERS TO START

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- 70 INR CRISPY PAKORAY (5 PCS.)
- 80 INR ALOO TIKKI (5 PCS.)
- 120 INR ATHRAK SOUP
- 150 INR SPICED CRAB CAKES

### FIRST COURSE OPTIONS

- 150 INR GREEN CURRY WITH NAAN BREAD
- 160 INR TANDOORI CHICKEN
- 160 INR TANDOORI PRAWN SKEWERS
- 120 INR NORTH INDIAN MATAR PANEER
- 180 INR SPICY BEEF VINDALOO

### SECOND COURSE OPTIONS

- 150 INR CHICKEN CURRY WITH NAAN BREAD
- 160 INR TANDOORI SPECIAL CHICKEN
- 160 INR TANDOORI FAMOUS PRAWN SKEWERS
- 120 INR NORTH INDIAN SPECIAL MATAR PANEER
- 180 INR SPICY SPECIAL BEEF VINDALOO

### SWEETEST ENDINGS

- 90 INR GULAB JAMUN WITH SAFFRON SYRUP
- 120 INR PAKISTANI-STYLE GAJAR KA HALWA
- 120 INR BENGALI SANDESH
- 130 INR STEAMED MODAK
- 150 INR SOUTH INDIAN PAYASAM





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**VECTOR ILLUSTRATION**

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### PROTECT WILDLIFE



Trees provide a home and protection to animals

### HELP US BREATHE



Through photosynthesis, trees produce oxygen

### COMBAT CLIMATE CHANGE



Trees absorb carbon-dioxide and convert it to oxygen

### PROVIDE SHELTER



Trees provide shelter and shade from the heat and cold

### PREVENT FLOODING

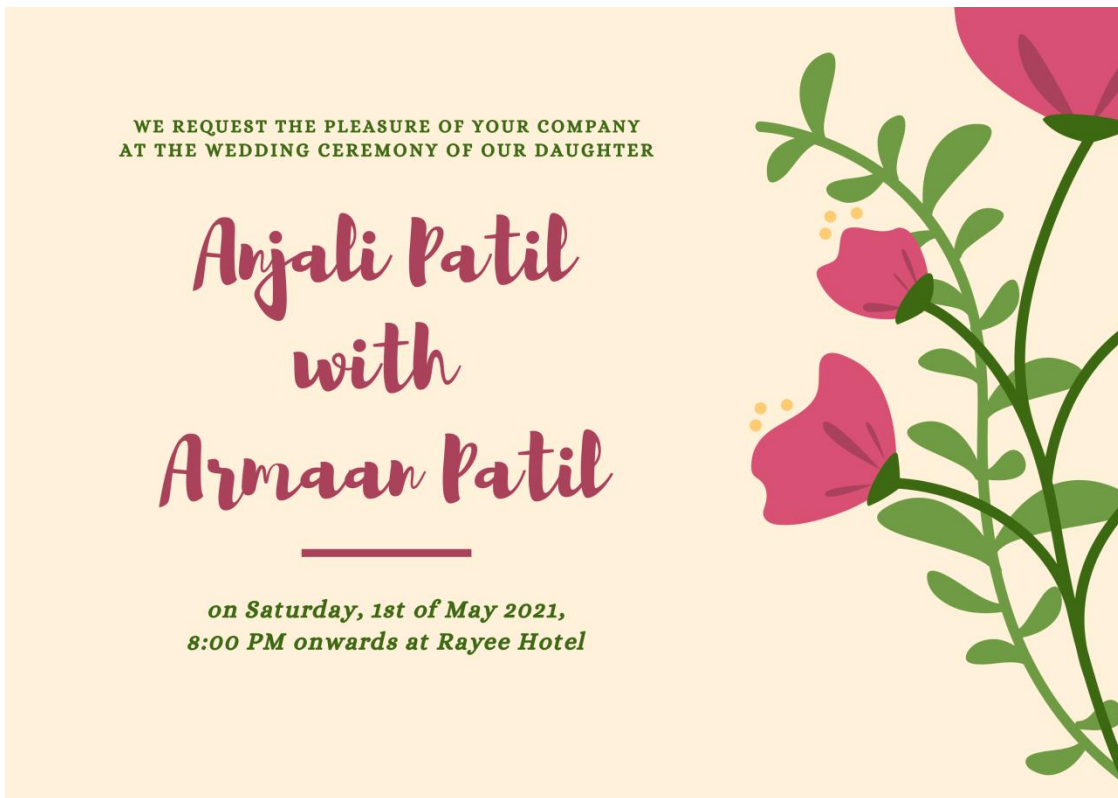


Trees along river banks help soak up excess water and keep soil in place

### SOURCE OF FOOD



Many parts of a tree are a source of food for people and animals: roots, leaves, flowers, fruits, seeds, nuts, pollens and sap.



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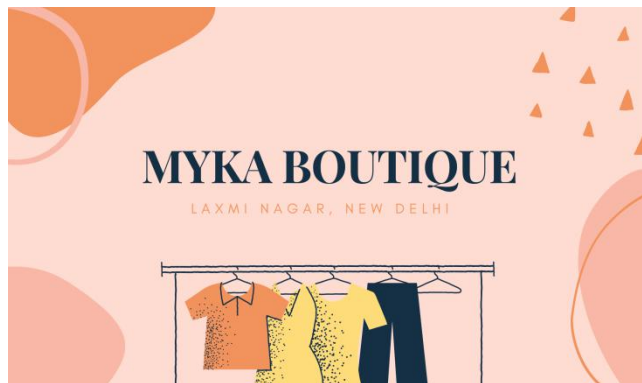
LAXMI NAGAR, NEW DELHI

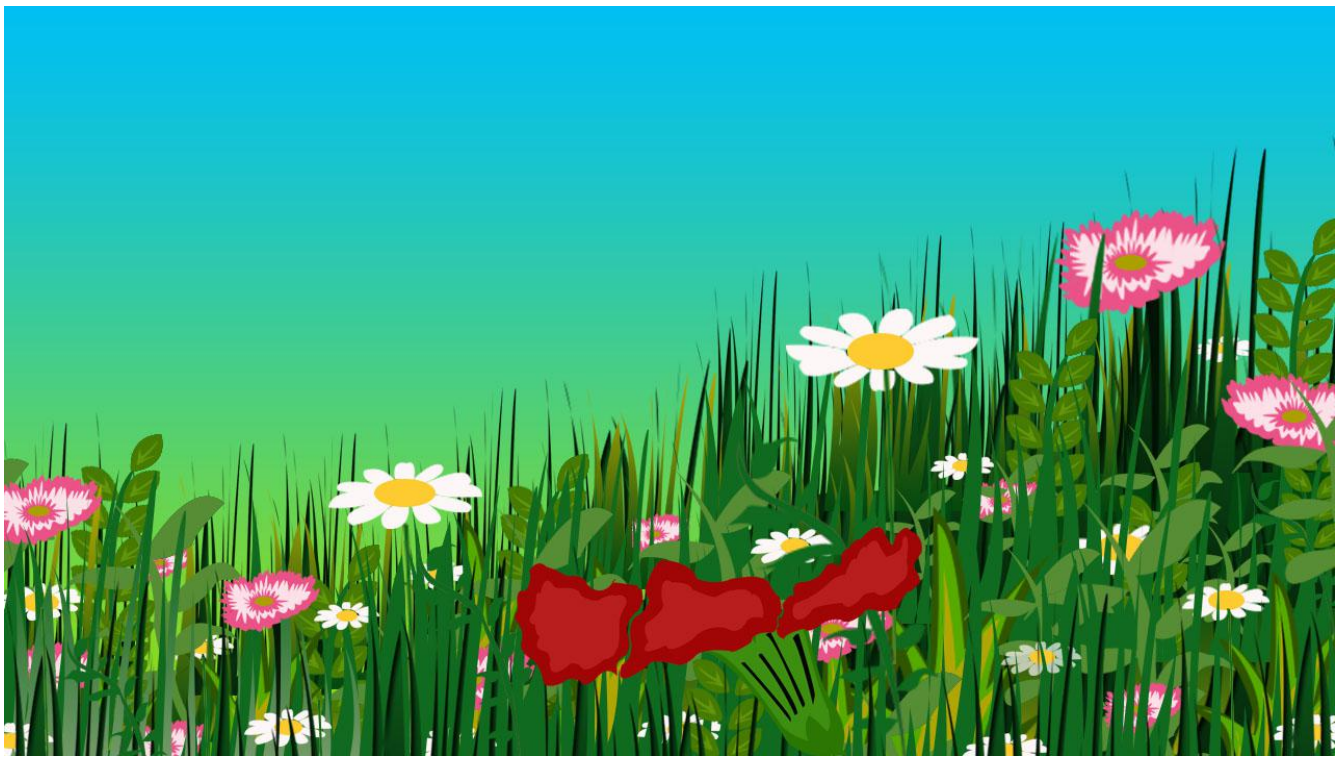
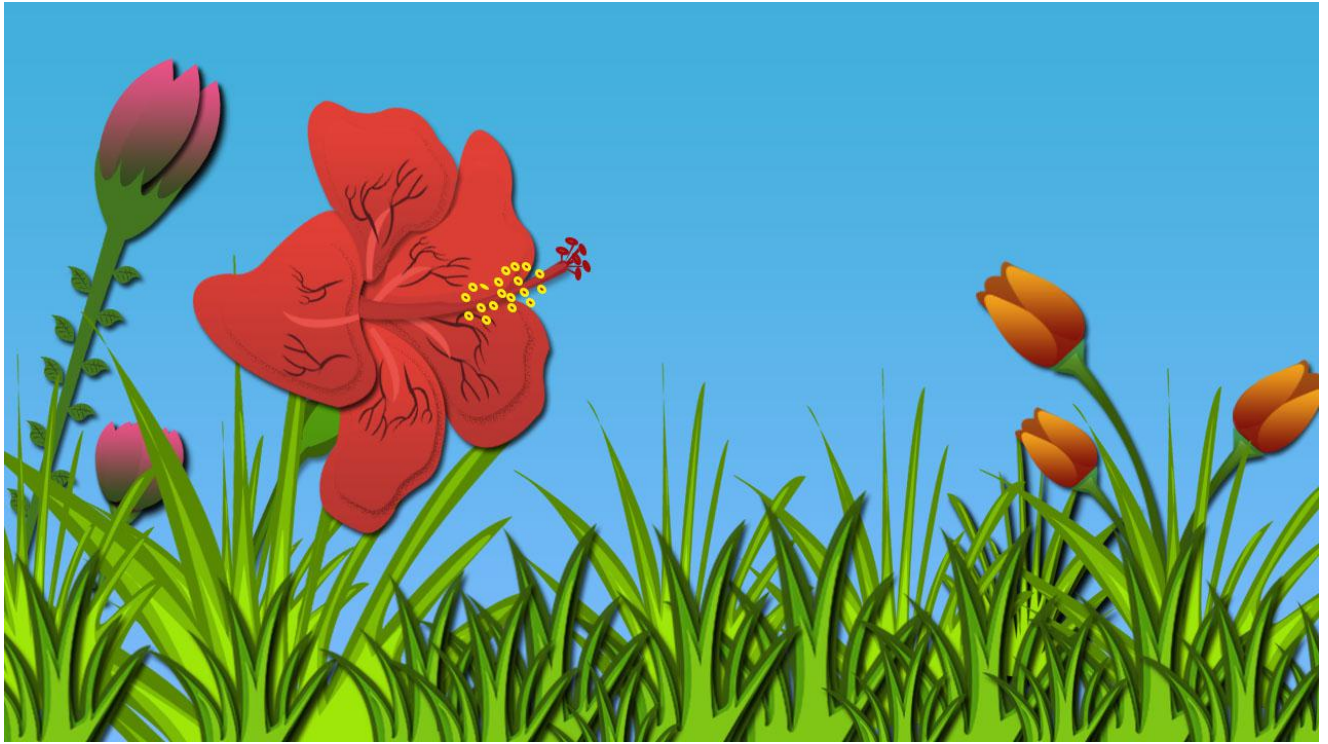
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## CONCLUSION

I have successfully completed the project on “**Visual Communication & Background Designing**”. The use of Adobe Photoshop & Adobe Illustrator has been done to complete this project.

The project, “Visual Communication & Background Designing” is a project which has been made by taking inspiration from the things around me. Also, the work done can be modified in future like; we can add different effects.

We can use different effects; we can give 3D effect to the designs to make it look more realistic and attractive. By creating this designs understood the role and importance of visual communication and background designing in every field.

So by using Adobe Photoshop and Adobe Illustrator software we can make the graphic designs easily. And when we are familiar with Adobe Photoshop and Adobe Illustrator then we can make more creative designs.



