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Visual Communication

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Visual Communication

Can You Make Your Content Appealing?

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First, A Question...

Which Advertisement do you like the most and why?

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Elements of Design

- Line
- Shape
- Size
- Space
- Color
- Texture
- Value
Lets play a game

Its Isha’s birthday. She is planning to throw a party at her house.

She decided to write an invitation letter for her friends...

She wants to write:

• **Venue:** Fun Villa
• **Time:** 12'o clock, night
• **Message:** You all are cordially invited to a party at my place. There would be food, fun and dance...and of course a happy time chance.
• **RSVP** – Isha Dusadh
Help Her to Make This Invitation

How should she write it, that it looks appealing and most of her friends come to make this party...PARTY??

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Use your imagination and design an invitation for her. Feel free to add extra elements/change language.
Principles of Communication

- **Pattern**
- **Contrast**
- **Emphasis**
- **Balance**
- **Rhythm**
- **Variety**
- **Alignment**
- **Symmetry**

### The Principles of Design

<table>
<thead>
<tr>
<th>Principle</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pattern</td>
<td>A regular arrangement of alternated or repeated elements (shapes, lines, colours) or motifs.</td>
</tr>
<tr>
<td>Contrast</td>
<td>The juxtaposition of different elements of design (for example: rough and smooth textures, dark and light values) in order to highlight their differences and/or create visual interest, or a focal point.</td>
</tr>
<tr>
<td>Emphasis</td>
<td>Special attention/importance given to one part of a work of art (for example, a dark shape in a light composition). Emphasis can be achieved through placement, contrast, colour, size, repetition... Relates to focal point.</td>
</tr>
<tr>
<td>Balance</td>
<td>A feeling of balance results when the elements of design are arranged symmetrically or asymmetrically to create the impression of equality in weight or importance.</td>
</tr>
<tr>
<td>Scale</td>
<td>The relationship between objects with respect to size, number, and so on, including the relation between parts of a whole.</td>
</tr>
<tr>
<td>Harmony</td>
<td>The arrangement of elements to give the viewer the feeling that all the parts of the piece form a coherent whole.</td>
</tr>
<tr>
<td>Rhythm/Movement</td>
<td>The use of recurring elements to direct the eye through the image; the way the elements are organized to lead the eye to the focal area. The eye can be directed, for example, along edges and by means of shape and colour.</td>
</tr>
<tr>
<td>Unity</td>
<td>All parts of an image work together to be seen as a whole.</td>
</tr>
<tr>
<td>Variety</td>
<td>Using different elements in an image to create visual interest.</td>
</tr>
</tbody>
</table>
What makes it work?

**Elements:**
- Line
- Shape
- Size
- Space
- Color
- Texture
- Value

**Principles:**
- Balance
- Contrast
- Emphasis
- Proportion
- Pattern
- Gradient

**Venn Diagram:**
- Composition
Small ways to do the trick

Choose the Right Color

F shaped Reading Pattern
Small ways to do the trick

Symmetry

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Happy Learning!! ☺ ☻
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