Contents

List of figures viii
Preface xiii

Introduction: the grammar of visual design 1

1 The semiotic landscape: language and visual communication 19

2 Narrative representations: designing signs of social action 44

3 Conceptual representations: designing social constructs 76

4 Representation and interaction: designing the position of the viewer 113

5 Modality and validity: designing models of reality 149

6 The meaning of composition 179

7 Materiality and meaning 224

8 The third dimension 252

Bibliography 279
Index 287