

INTRODUCTION 01

THEORY

(light sources and the environment – the flow of light – lighting – spectral character) LIGHT 02 (sensitivity and sharpness of sight – limitations of sight and deceptions) SIGHT 03 **COGNITION 04** ATTENTION 05 (intelligence - memory - literacy) COGNITION FACTORS 06 **REPRESENTATION OF INFORMATION 07** (figure – sign – symbol – composition – linear and holistic communication) COMMUNICATION 08 (basic symbols - arrows - combinations, variants and mutations - historical shapes - folk approaches) USE OF FIGURES, SIGNS AND SYMBOLS (basic terms - legibility - comprehensibility) WORK WITH TYPE 10 TEXT SIGNS 11 (how colours work - general colour code in practice - analogue and symbolic use) USE OF COLOURS 12 (colour and signboard - colours with signboard - signboard without colour) COLOUR AND SIGNBOARD 13 (orientation codes and further complementary colour codes) FURTHER USE OF COLOURS 14 **REQUIREMENTS PLACED ON COMMUNICATORS AND CONTROLS 15 VISUALISATION 16 SPECIAL PHENOMENA 17**

SELECTED COMMUNICATION AREAS 18

CONTROLS AND COMMUNICATORS OF MACHINES ORIENTATION MARKERS IN SPACE QUALITIES HEALTH AND SAFETY SCIENCE CULTURE

PRACTICE

ERRORS AND HOW TO CORRECT THEM 19 THE CREATION OF NEW ELEMENTS 20 HARMONISATION OF SYSTEMS 21 (testing legibility – testing comprehensibility) TESTING QUALITY 22 TESTS AND TOOLS 23 HISTORY OF PRACTICAL VISUAL COMMUNICATION 24 COMMUNICATION SYMBOLS IN ART AND ADVERTISING 25 A DIFFERENT PRIORITY 26 THE GOOD SOLDIER SCHWEIK ROAMS THE WORLD 27 INSTITUTE FOR INFORMATION DESIGN 28 AFTERWORD: PROFESSIONAL CODES 29 GLOSSARY 30 LITERATURE 31

(website and CD only) VOCABULARY

PUBLIC INFORMATION PUBLIC TRANSPORT TERMINALS SPORT AND PHYSICAL EDUCATION HEALTH AND SAFETY PROTECTION ROAD TRANSPORT (IID TEST) ENVIRONMENT FOODSTUFFS BIOLOGY TEXTILES AND CLOTHES CARE MOTOR VEHICLE CONTROLS ELECTRO-TECHNICAL OBJECTS AND DEVICES OFFICE MACHINES