

CONTENTS

1 What is visual communication?	1
Introduction	1
The materials of visual communication	3
Semiotic materials and social behaviour	4
To ask and answer research questions	8
Guides to doing visual analysis: what is unique and special about this book?	10
Outline of the chapters	12
2 Approaches to visual communication	15
Introduction	15
Social semiotics	15
Semiotic materials and affordances	18
Multimodality	24
Discourse and social practice	27
New writing and integrated design	29
Materiality and consciousness: A model of communication	33
Creating analytical tool kits	37
3 The photograph	39
Introduction	39
The photograph and its uses	39
Analysing photographs	47
Suggestions for research questions	62
4 Document design	63
Introduction	63
Document design in different social practices	64
Analysing document design	76
Suggestions for research questions	84
5 Packaging	85
Introduction	85
Discourses of packaging	86

Analysing packaging	93
Suggestions for research questions	108
6 Space design	109
Introduction	109
How space shapes behaviour	110
Analysing space design	120
Suggestions for research questions	130
7 Film clips	133
Introduction	133
Types of film-clip narratives	133
Analysing film clips	146
Suggestions for research questions	161
8 Data presentation	163
Introduction	163
Typical forms of data presentation	164
Analysing data presentation	177
Suggestions for research questions	187
9 Conclusion	189
<i>References</i>	195
<i>Index</i>	203