

Chapter 11

Visual Content

In this chapter we will further investigate the image as a vehicle for communication. The study of pictures and their meaning can be an area of great complexity, the subject matter of *Aesthetics* (philosophy of beauty), *Semiotics* (study of signs and symbols), *Hermeneutics* (methodological interpretation), all of which are well beyond the scope of this book. In our study of *visual content* we will take a simple, systematic approach to the subject.

Topics

Bracketed Observation, Background, Closure, Conceptual Depth, Contextual Association, Contextual Information, Element Condition, Foreground, Form, Formal Content, Element Function, Gestalt, Mid Ground, Narrative Content, Primary Level of Perception, Secondary Level of Perception, Spacial Planes, Symbolic Content, Visual Content, Visual Information, Variety, Unity/Harmony

Image Links:

Figure 11.1 <http://www.metmuseum.org/art/collection/search/12665> [Public domain], Gilbert Stuart via The Metropolitan Museum of Art **Figure 11.2** www.metmuseum.org/art/collection/search/489986 [Public domain], Paul Klee via The Metropolitan Museum of Art

Figure 11.3 <http://www.metmuseum.org/art/collection/search/361587> [Public domain], Wenceslaus Hollar via The Metropolitan Museum of Art

Figure 11.6 <http://www.metmuseum.org/art/collection/search/436839> [Public domain], Georges de La Tour via The Metropolitan Museum of Art

Figure 11.7 <http://www.metmuseum.org/art/collection/search/11050> [Public domain], Martin Johnson Heade via The Metropolitan Museum of Art