

Visual Identities

Jean-Marie Floch

Translated by Pierre Van Osselaer and Alec McHoul

CONTINUUM
London and New York

Visual Identities Jean Marie Floch

David Whitbread



Visual Identities Jean Marie Floch:

Visual Identities Jean-Marie Floch, 2001-01-01 The six essays of Visual Identities are an important contribution to the growing field of industrial semiotics Floch's major strength is his analysis of signs in a way which is both industrially relevant and textually precise Until recently there have been two quite different and distinct ways of understanding commercial signs such as logos and advertisements Industry based work has tended to look at questions of marketing and has often been reduced to the mass psychology of appeal and audience research whereas the textual analysis of commercial signs has tended to come from limited positions of identity politics and criticism Marxism feminism etc Floch manages to find a way between and also outside these traditions In doing so he has produced a book which will interest industrial practitioners in advertising marketing and design as well as students and academics in semiotics *Visual Research Methods in the Social Sciences* Stephen Spencer, 2010-12-17 Visual Research Methods is a guide for students researchers and teachers in the social sciences who wish to explore and actively use a visual dimension in their research This book offers an integrated approach to doing visual research showing the potential for building convincing case studies using a mix of visual forms including archive images media maps objects buildings and video interviews Examples of the visual construction of place social identity and trends of analysis are given in the first section of the book whilst the essays in the second section highlight the astonishing creativity and innovation of four visual researchers Each detailed example serves as a touchstone of quality and analysis in research with themes ranging from the ethnography of a Venezuelan cult goddess to the forensic photography of the skeleton of a fourteenth century nobleman They give a keen sense of the motives philosophies and benefits of using visual research methods This volume will be of practical interest to those embarking on visual research as well as more experienced researchers Key concerns include the power of images and their changing significance in a world of cross mediation techniques of analysis and ethical issues and how to unlock the potential of visual data for research **The Palgrave**

Handbook of Image Studies Krešimir Purgar, 2021-10-01 This handbook brings together the most current and hotly debated topics in studies about images today In the first part the book gives readers an historical overview and basic diachronical explanation of the term image including the ways it has been used in different periods throughout history In the second part the fundamental concepts that have to be mastered should one wish to enter into the emerging field of Image Studies are explained In the third part readers will find analysis of the most common subjects and topics pertaining to images In the fourth part the book explains how existing disciplines relate to Image Studies and how this new scholarly field may be constructed using both old and new approaches and insights The fifth chapter is dedicated to contemporary thinkers and is the first time that theses of the most prominent scholars of Image Studies are critically analyzed and presented in one place

Semiotics and its Masters. Volume 1 Kristian Bankov, Paul Cobley, 2017-05-22 This volume presents a broad range of topics and current frontline research by leading semioticians The contributions are representative of the most cutting edge

work in semiotics but project as well the developments in the near future of the field

The Design Manual David Whitbread, 2009 The Design Manual by David Whitbread is an indispensable and comprehensive reference for traditional and digital publishing From beginners to professional graphic designers desktop publishers and graphic design students The Design Manual provides essential information on conceptual approaches planning and project development techniques for print web and multimedia production Design tasks are divided into sections on publication corporate identity on screen and advertising design There is discussion of specific skills such as branding and logo design stationery catalogue annual report and newsletter production websites storyboarding and animation techniques and more The production section discusses layout and typography for print and screen colour and colour systems printing and finishing processes With numerous checklists and practical tips throughout the text The Design Manual has become a standard reference for anyone involved in or interested in design

The SAGE Handbook of Visual Research Methods Luc Pauwels, Dawn Mannay, 2019-12-10 The second thoroughly revised and expanded edition of The SAGE Handbook of Visual Research Methods presents a wide ranging exploration and overview of the field today As in its first edition the Handbook does not aim to present a consistent view or voice but rather to exemplify diversity and contradictions in perspectives and techniques The selection of chapters from the first edition have been fully updated to reflect current developments New chapters to the second edition cover key topics including picture sorting techniques creative methods using artefacts visual framing analysis therapeutic uses of images and various emerging digital technologies and online practices At the core of all contributions are theoretical and methodological debates about the meanings and study of the visual presented in vibrant accounts of research design analytical techniques fieldwork encounters and data presentation This handbook presents a unique survey of the discipline that will be essential reading for scholars and students across the social and behavioural sciences arts and humanities and far beyond these disciplinary boundaries The Handbook is organized into seven main sections PART 1 FRAMING THE FIELD OF VISUAL RESEARCH PART 2 VISUAL AND SPATIAL DATA PRODUCTION METHODS AND TECHNOLOGIES PART 3 PARTICIPATORY AND SUBJECT CENTERED APPROACHES PART 4 ANALYTICAL FRAMEWORKS AND PERSPECTIVES PART 5 MULTIMODAL AND MULTISENSORIAL RESEARCH PART 6 RESEARCHING ONLINE PRACTICES PART 7 COMMUNICATING THE VISUAL FORMATS AND CONCERNS

Manual of Museum Exhibitions Maria Piacente, 2022-01-20 All museum activities converge in the very public forum of the exhibition Whether large or small exhibitions are responsible for driving museum attendance and revenue as well as showcasing new research and engaging audiences in new ideas As museums move from a transmission to a visitor centered model exhibitions are more experience driven participatory and interactive built around multiple perspectives and powerful storytelling The exhibition development process is more complex than ever as audiences demand more dynamic diverse and inclusive experiences Museum leaders interpretive planners designers and curators are rising to the challenges in innovative ways This manual details the

exhibition process in a straightforward way that can be easily adapted by institutions of any size It explores the exhibition planning and development process in a wealth of detail providing the technical and practical methodologies museum professionals need today This 3rd edition includes many new features and expanded chapters on evaluation virtual exhibitions multimedia travelling exhibition curiosity and motivation DEAI diversity equity accessibility and inclusion while retaining the essential content related to interpretive planning roles and responsibility and content development New and exciting case studies exhibition examples and more than 200 color photos and figures illustrate every step of the process No museum or museum professional can be without this critical guide to an essential function **Applying structuralist**

semiotics to brand image research George Rossolatos,2013 The aim of this paper is to display a conceptual and methodological framework for brand image research by drawing on the discipline of structuralist semiotics Upon a critical review of existing research from key authors in the brand semiotics literature and through an engagement with the concept of brand image as formulated by key authors in the marketing literature a semiotic model is furnished for the formation of brand image and brand identity By drawing on the structuration process of brand image along the three major strata in a brand s signification trajectory and the key operations of reduction redundancy recurrence isotopy homologation I focus more narrowly on how the chaining enchainment of elements from the three strata is effected with view to addressing how brand image may be operationalised in structuralist semiotic terms vis a vis a brand s intended positioning how it may be linked to a brand s advertising discourse and how the conceptual framework may yield a platform for ongoing brand image analysis and management //Rhetor. Dixit// Understanding Ad Texts' Rhetorical Structure for Differential Figurative Advantage George Rossolatos,2013-08-26 This book was put together over the course of the past three years and is the outcome of the author s publications in the multimodal advertising rhetoric research field and projects that were undertaken with the employment of the rhetor dixit c model It features four chapters that span different yet interlocking aspects of ad texts multimodal rhetorical configuration and culminates in a practical guide for the analysis of the verbo visual rhetorical structure of TV ad texts based on the unique methodology of the rhetor dixit c model on offer by disruptiVesemiOtics rhetor dixit Understanding ad texts rhetorical structure for differential figurative advantage neither seeks to cover exhaustively issues in any of the traditional fields of concern to the discipline of rhetoric an impossible endeavor indeed within the contours of a single book nor to address all issues on top of the current agenda in multimodal advertising rhetoric Its mission is to present key facets of current research in multimodal advertising discourse largely dispersed and spread out in multiple disciplines including semiotics in such a manner as to enable the reader to get to grips with the benefits that stem from employing a content analytic approach for the ongoing management of the modes of rhetorical configuration of advertising texts The combination of an interpretivist approach with the methodical outlook yielded by content analysis affords to transform multimodal rhetorical analysis of advertising texts from a theoretical enterprise geared towards making sense of

how meaning emerges through the figurative language of advertising to a systematic method for managing advertising textuality in such a manner as to enable practitioners in marketing related disciplines e g account planning marketing research brand management to actively manage how brand meaning is generated through distinctive modes of rhetorical configuration The managerial orientation of the rhetor dicit c model is intended to enhance understanding as to how a brand s intellectual capital is configured and moreover to point to directions whereby what I call a brand s figurative first mover advantage and differential figurative advantages may be furnished to a brand s discourse The systematic understanding of a brand s distinctive modes of rhetorical configuration is not just a nice to have add on in a metrics dashboard but a prerequisite for managing brands as constellations of figurative elements and modes of connectivity among figurative elements which are part and parcel of a brand s textual essence *Semiotics and Visual Communication II* Evripides Zantides, 2018-04-18 The chapters in this book consist of selected papers that were presented at the 2nd International Conference and Poster Exhibition on Semiotics and Visual Communication at the Cyprus University of Technology in October 2015 They investigate the theme of the Conference Culture of Seduction the seduction of culture and look at Seduction as in deception not sexual enticement but as a mechanism of attraction and appeal which has often been the case in many communication strategies and approaches used by mass and popular culture Seduction has historic and increasing agency in visual communication the urgency to entice viewers is ever more powerful in difficult economic times in an increasingly hyper real world and designers are led to become exceedingly complicit in its strategies The contributions here cover a range of approaches from theoretical aspects of seduction in verbal and nonverbal communication public spaces design and meaning seductive strategies and advertising design as well as fashion representations and packaging design

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