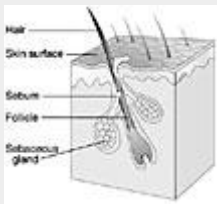



CQU: MMST11010 Illustration & Visualisation

Lecture 2, Table 1.

Some channels of visual communication correlated with:

- purposes;
- typical contexts;
- typical stylistic considerations; and,
- the main factors in consideration of approach.

Channel	Purposes	Contexts	Stylistic considerations	Main approaches
Diagram 	<ul style="list-style-type: none"> - explains object, system, process or relationship 	<ul style="list-style-type: none"> - technical documentation, - research paper, - data comparison, - news, - instructions 	<ul style="list-style-type: none"> - simplicity, - outlines, - solid line quality, - consistency of line, - plain or flat use of colour, - limited tonal rendition, - use of symbols, - explanatory key, - scale, - often computer drawn 	<ul style="list-style-type: none"> - selective, - interpretive - may or may not be representational of reality
Channel	Purposes	Contexts	Stylistic considerations	Main approaches
Map - diagrammatic 	<ul style="list-style-type: none"> - topographical, - geographical, - statistical explanation and analysis 	<ul style="list-style-type: none"> - technical documentation, - research paper, - data comparison, - news & weather 	<ul style="list-style-type: none"> -simplicity, - limited use of thin line, - plain or flat use of colour, - limited tonal rendition, - use of symbols, - explanatory key, - scale, - orientation, - often computer drawn 	<ul style="list-style-type: none"> - selective, - interpretive
Channel	Purposes	Contexts	Stylistic considerations	Main approaches
Map - illustrational	<ul style="list-style-type: none"> - topographical, - geographical, - statistical explanation and analysis, - engage, - inform and entertain 	<ul style="list-style-type: none"> - travel article, - children's book, - game 	<ul style="list-style-type: none"> - may be colourful, - characterization, - playful use of line and tone, - more flourish, - pictorially adorned, - cartoon-like 	<ul style="list-style-type: none"> - interpretive - representational



Channel

Purposes

Contexts

Stylistic considerations

Main approaches

Technical drawing



- accurately represent structural information and detail

- production,
- technical documentation,
- planning,
- promotion,
- instruction,
- any media

- line only,
- limited range of line weight,
- isometric projection,
- may be computer generated

- representational (realistic)

Channel

Purposes

Contexts

Stylistic considerations

Main approaches

Architectural/artist's impression



- concept approval,
- promotional,
- planning

- professional,
- collaboration,
- news,
- promotional,
- approval

- often sketchy, but clean confident pen lines,
- some colour wash or marker,
- use of symbolic features e.g. trees, people, cars,
- some impressionistic elements

- selective,
- interpretive,
- representational,
- evocative treatment

Channel

Purposes

Contexts

Stylistic considerations

Main approaches

Cartoon




- entertain,
- social comment,
- comedic relief,
- educate,
- advertise,
- promote

- movie,
- TV,
- print media,
- comic,
- game,
- presentation


- simplification of shapes & parts,
- commonly line styles for print media,
- pen & ink,
- ink & wash,
- texta,
- wide range of stylistic conventions – sketchy to hardline,
- Flash animation introduced characteristic computer drawn line style,
- now various

- characterisation,
- idealised/stylised representation,
- exaggeration,
- situation comedy,
- unrealism,
- absurdity,
- fictionalize,
- parallel,
- make difficult real situation more palatable,
- abstraction

			computer-generated 3D styles	
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Channel	Purposes	Contexts	Stylistic considerations	Main approaches
Thumbnail or rough visual 	<ul style="list-style-type: none"> - convey initial concept, - show spatial layout, - movement of characters, - key features 	<ul style="list-style-type: none"> - individual &/or collaborative idea generation, - concept presentation in workgroup 	<ul style="list-style-type: none"> - sketchy, quick line work, - little detail, - usually annotated 	<ul style="list-style-type: none"> - selective, - interpretive, - representation of possibility

Channel	Purposes	Contexts	Stylistic considerations	Main approaches
Comprehensive visual 	<ul style="list-style-type: none"> - concept presentation to executives &/or clients, - production aid 	<ul style="list-style-type: none"> - concept proposal/approval usually for funding of production - also for direction of production/talent etc 	<ul style="list-style-type: none"> - stylistically confident & consistent, - slick, - line and colour, - usually using pen and wash or markers or coloured pencil, - rendered to level apt for conveying necessary detail (not laboured) 	<ul style="list-style-type: none"> - representational of real or imagined possibilities

Channel	Purposes	Contexts	Stylistic considerations	Main approaches
Illustration 	<ul style="list-style-type: none"> - entertain, - educate, - amuse, - interpret, - conceptualise, - explain, - decorate, - supplement or compliment textual matter, - demonstrate & show example 	<ul style="list-style-type: none"> - books, - magazines, - editorial features, - advertising & promotion, - childrens' literature, - games, - packaging, - corporate image, - multimedia 	<ul style="list-style-type: none"> - endless variety of styles, techniques, genres and sub-genres, - can be cartoonlike, - pen/pencil/charcoal/computer line, - line & tone, - mono or coloured, - painterly, - textural, - mixed media, - montage, - often highly individual technique & finish with strong sense of personal style 	<ul style="list-style-type: none"> - selective, - interpretive, - representation of possibility, - impressionist, - conceptual, - realism, - unrealism, - characterisation, - abstraction, - montage, - combinations, - single or multiple viewpoints

Channel	Purposes	Contexts	Stylistic	Main approaches
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considerations

Artwork



- in contrast to all of the above motive may not be commercial, may be purely personal

- self development,
- experimental,
- personal or public expression

- any of the above, and more besides

- any of the above