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Communication Design Theory

- In today's world, the linguistic message is in every image, such as a title caption, etc.

- Writing and speech stay as an informational structure.

- All images are polysemous; "they imply, underlying their signifiers, a "floating" of signifieds, the reader able to choose some and ignore others."

- In advertising, the signifieds of a message are formed a priori by certain attributes of the product.

  - What do they mean by a priori?

  - What are these certain attributes?

- Text is suppose to help simply the elements of a sense, while the scene itself is a description of the image

  - Does this only apply for Cinematography.

- Relay can be found in cartoons and comic strips, (dialogue)

- When text has a diegetic value of relay, the information is more costly.

  - What makes text have a diegetic value?

- When text has has a substantive value, the image loses charge thus making the info lazier

  - What makes text have a substantive value?

  - Can text have both elements of being diegetic and substantive?

- A photograph seems to be part of a message without code.

- The photograph, message without code, must be opposed to a drawing

- <u>Do they mean an actual drawing? Like a kid's drawing?</u>
- Coding a drawing in 3 levels:
    - To reproduce an object, it needs a set of rule-governed transportations
        - <u>What are these "rule-governed transportations"</u>
    - Immediately necessitates a certain division between the significant and the insignificant
    - The drawing demands an apprenticeship
- A drawing does does not reproduce everything, often reproduces very little
    - <u>How can a drawing reproduce more?</u>
- A photograph can choose it's subject, point of view, and angle, it cannot intervene within the objects, except for trick effects.
    - <u>What kind of trick effects?</u>
- Denotation of a drawing is less pure because it needs style.
    - <u>What kind of style does it need? A realistic style or just style as in more realism?</u>
- Connotation are the words that carry out one's feelings or emotions.
- Connotation can only be defined in paradigmatic terms.