Image & Text

by Brenda, Duane and Guan Hua

Overview

- Introduction
- The Basic Function of Illustration
- Interpretation of Words into Pictures
- Interplay of Text and Image as two forms of Visual Representation

The History of Text-based Art

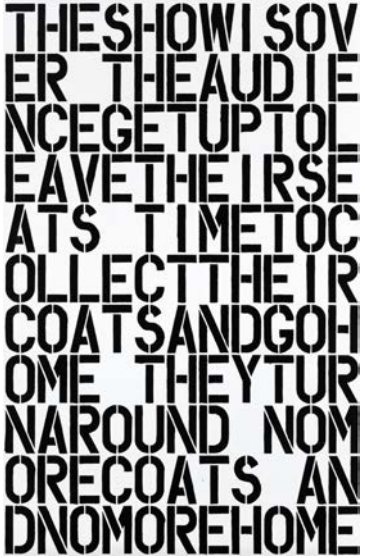
- The term "word art" describes a category of text-based postmodernist art employed since the 1950s
- "art that includes words or phrases as its primary artistic component"

Types of Word Art

(1) Artworks that include words or phrases because of their ideological meaning, iconic status or significance in copy:

Types of Word Art

(2) Words or phrases form the actual "art content" of the work:



Jasper Johns (Postmodernist)

The Basic Function of Illustration

Illustration

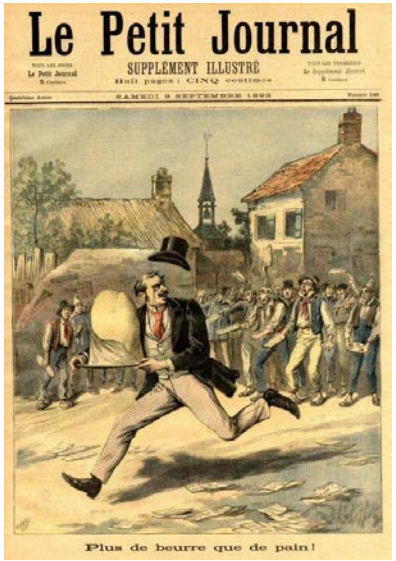
- Drawing, painting or printed work of art which **explains, clarifies, illuminates, visually represents**, or merely **decorates a written text**
- Book illustration and magazine/newspaper illustrations have been the predominant forms of this type of visual art
- Pen-and-ink, charcoal, or metalpoint, after which they were replicated using a variety of print processes including: woodcuts, engraving, etching, lithography, photography and halftone engraving

	Tortoise-shell writing	Bronze inscription	Seal style	Ancient square style	Square style	Semicursive style	Cursive style
Dance							
Woman							
Gate							
Mother							

e.g. Evolution of Kanji - one of three different scripts used in Japanese - origins in China, introduced via Korea.

A Brief History of Illustration - Le Petit Journal

- Founded by Milllaud
- Appeared on 1 February 1863 with a printing of 83,000 copies
- In 1882, Marinoni took control of the Journal and introduced ***Supplément illustré***



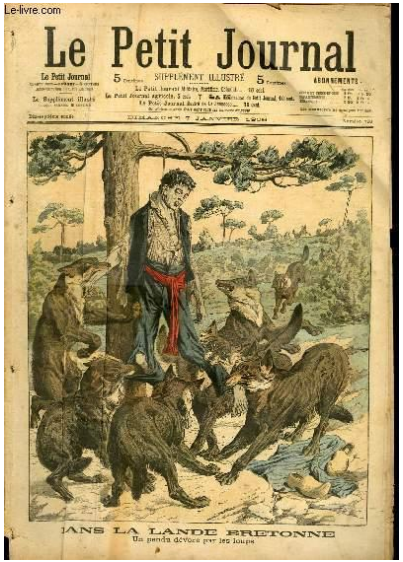
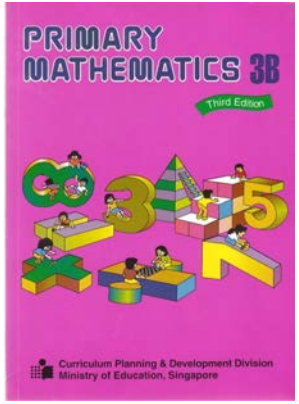


Illustration Today

Today, some of the more prominent uses of illustration include:

- Educational "information graphics" (eg. scientific textbooks)
- Literary (eg. children's books)
- Fantasy games and books
- Media (magazines, periodicals, newspapers)
- Commercial (advertising posters, point of sale, product packaging)



Interpretation of words on pictures.

Roland Barthes (1915-1980)

- French literary theorist, philosopher, linguist, critic and semiotician.
- Believed that there were two kinds of relationship between image and text.
- He deduced that images are “polysemic”, they are open and have multiple meanings.
- Therefore, “Anchorage” and “Relay” are being used to help further bring across the message of the image.

So what is Anchorage and Relay?

Anchorage Vs Relay

Anchorage	Relay
Tells the viewer what to interpret of the image. Anchorage **fixes the meaning** to the image. To anchor the meaning = to **tie down** the meaning.	Works as a complement to the image, tells a story **alongside** with the image.
Anchorage **reinforces** the meaning of the image.	A relay can **alter or advance the meaning** of the image.

Image © F.Schneider/PoliticsEastAsia.com 2013

“an apple”

“sin”

“iPad”

DISAMBIGUATING WHAT SIGNS MEAN:
ANCHORING A DENOTATION (LEFT) AND RELAYING CONNOTATIONS (MIDDLE AND RIGHT)

Image credit:
http://www.politicseastasia.com/studying/guide-to-the-theory-of-semiotics/

Image credit: http://madinkbeard.com/archives/anchorage-and-relay

“Watermelon shaped cookies.”

The text acts an **anchor**, it tells us what the picture is about without us having to guess or interpret the meaning behind. Without the anchor, we would have guessed that the woman is enjoying a plate of cold cut fruits on a warm day.

Without an **anchor**, this is just a photo of fireworks, viewers can interpret in many ways, it is **polysemic**.

With an **anchor**, it **fixates the meaning** to the image.

More examples of Anchorage

Image credit: https://theasmediablog.files.wordpress.com/

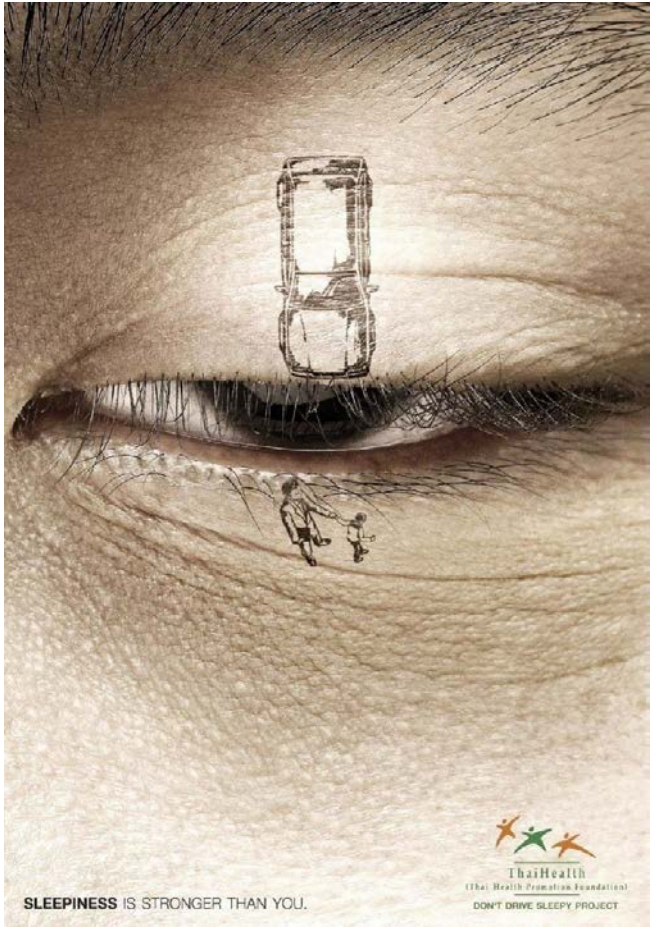


Image credit:
http://adsoftheworld.com/media/print/thaihealth_kid

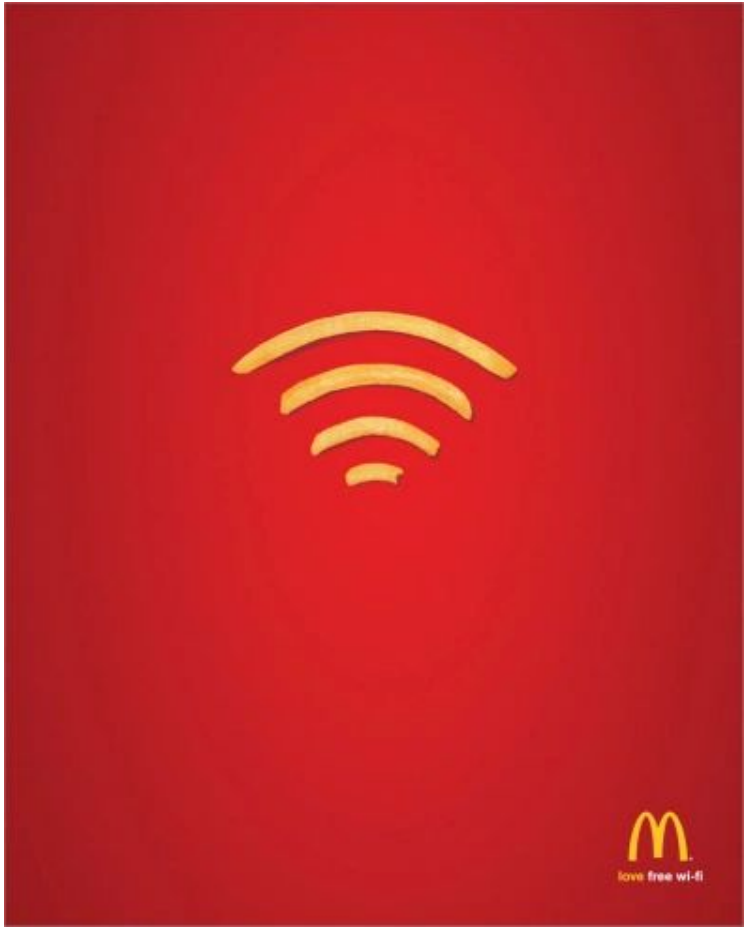


Image credit:
https://shannonjuvan.wordpress.com/2015/06/23/semiotics-in-graphic-design/

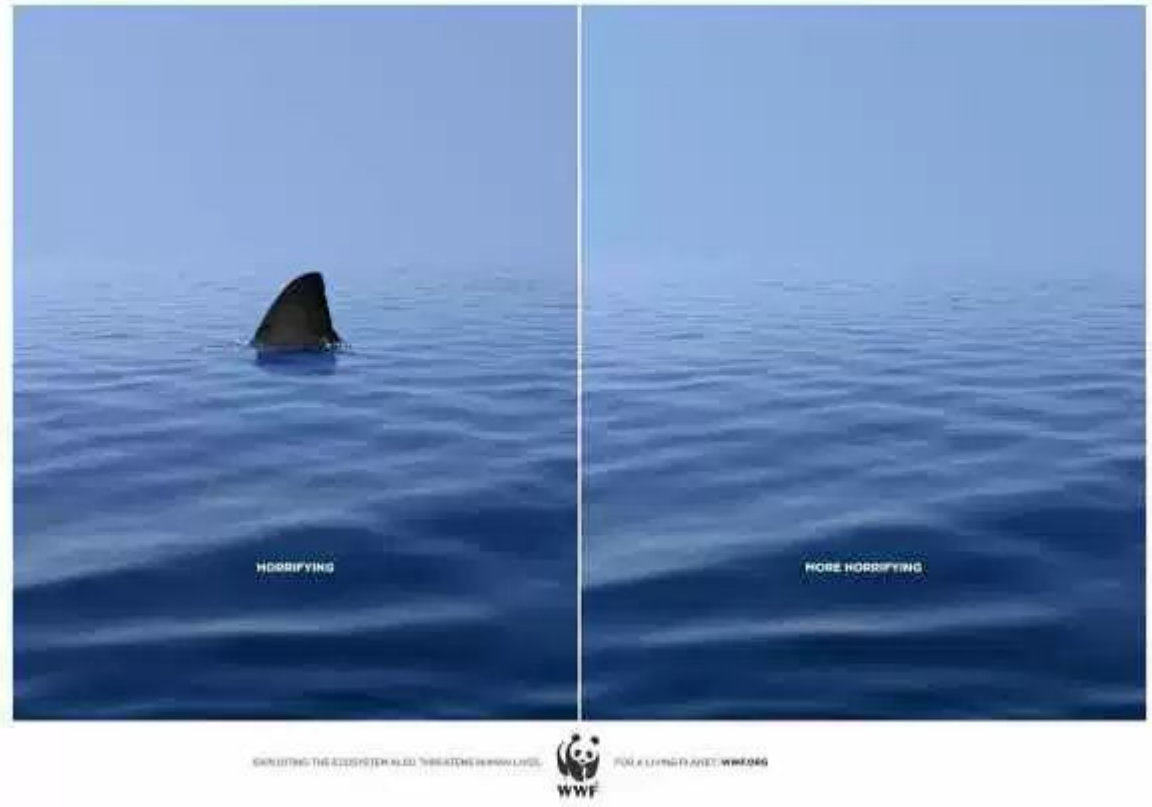


Image credit: https://ci101.wordpress.com/2015/08/14/draft-semiotics/

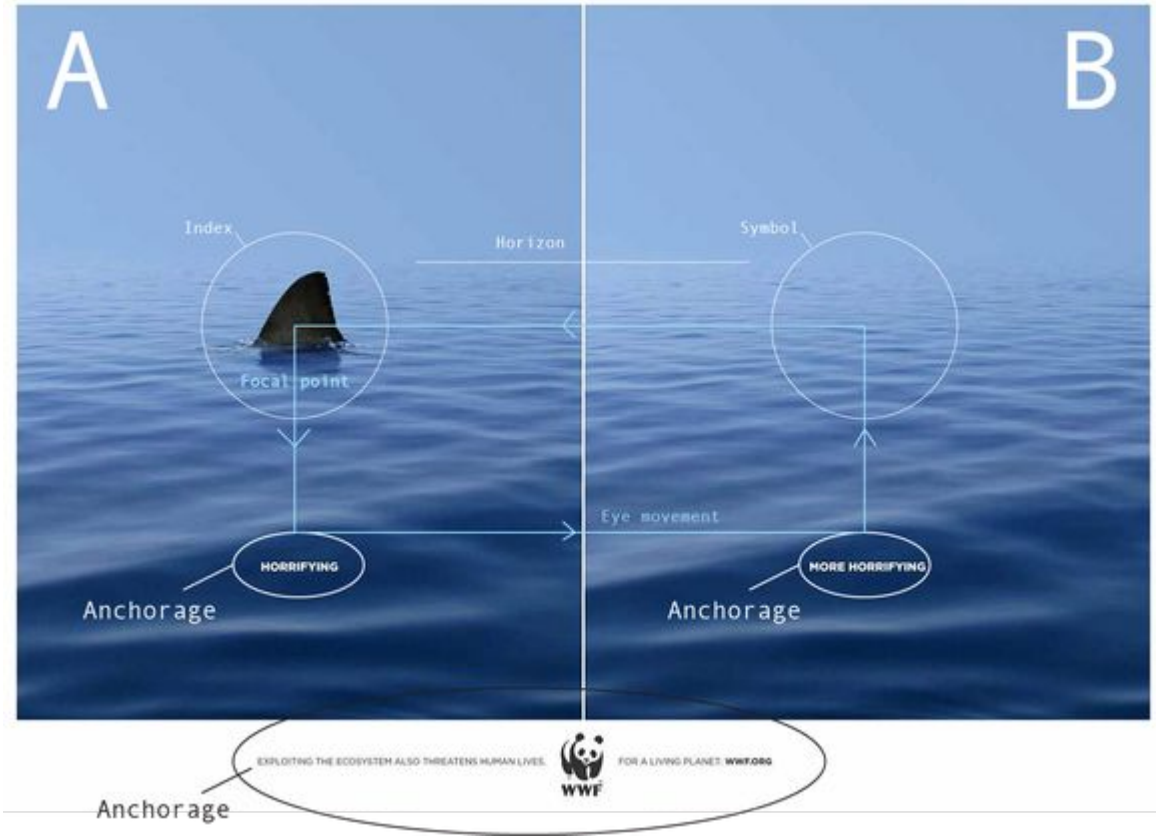


Image credit: https://ci101.wordpress.com/2015/08/14/draft-semiotics/

Image credit: http://www.picsfair.com/uncle-sam-i-want-you-poster.html

“I want you for the US army.”

The text acts a **relay**, it works alongside with the image and supplies a meaning that is not found in the image itself.

Image credit: http://adsoftheworld.com/sites/default/files/styles/media_retina/public/images/hedgehog_and_fish_aotw.jpg?itok=yDjQkfkk

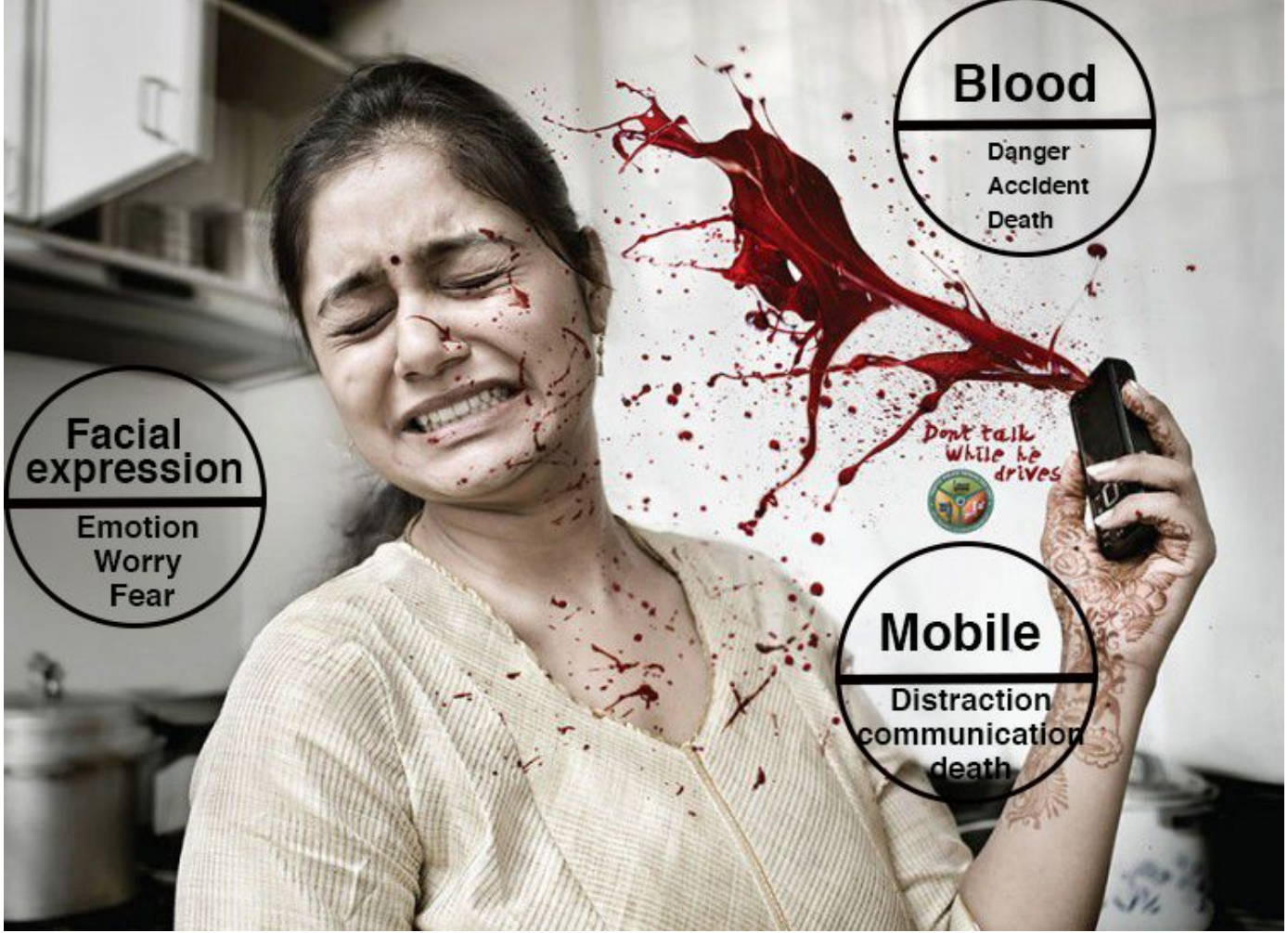


Image credit: https://dxb402jots.files.wordpress.com/2015/08/adsedit.jpg

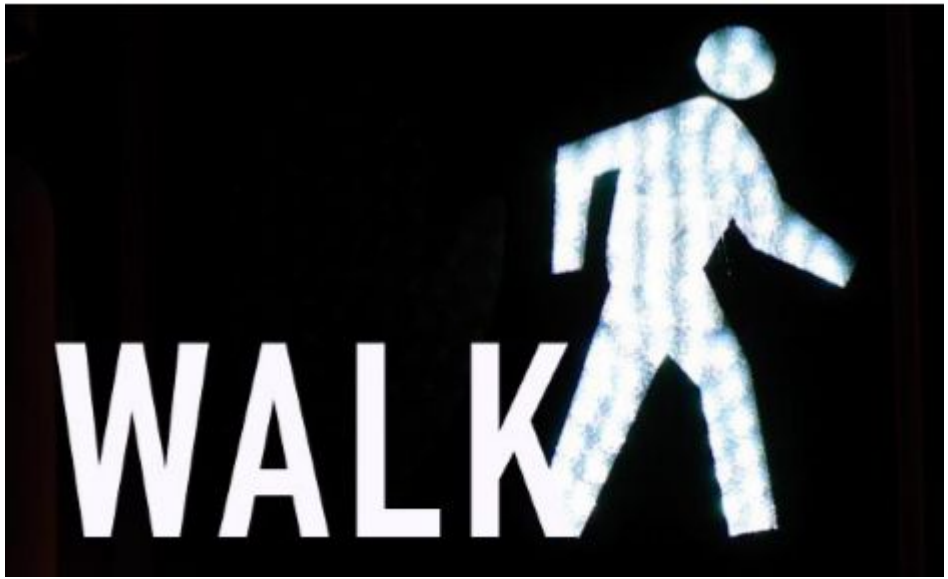


Image credit: http://kellyludwig.com/kcai-embeds/act-semioticslecture-intro3.pdf, Jody Brewer.

Anchor **ties down** the meaning to the image.

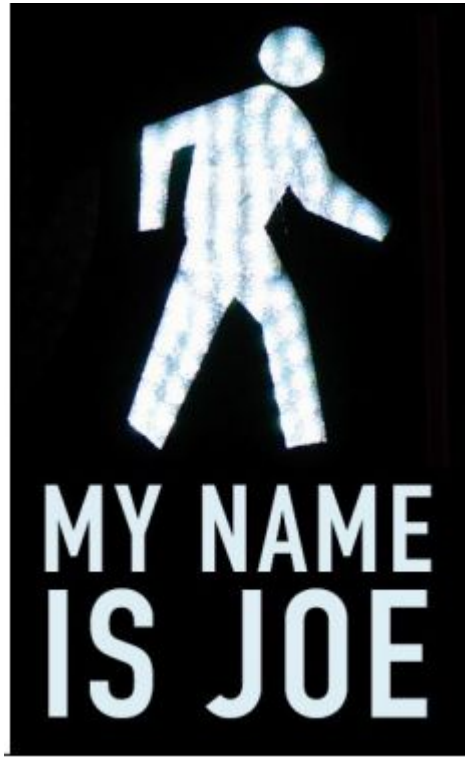


Image credit: http://kellyludwig.com/kcai-embeds/act-semioticslecture-intro3.pdf, Jody Brewer.

Relay **changes** the meaning. It supplies meaning not found from the image itself.

Interplay of Text and Image as two forms of Visual Representation

Image

A representation of the external form of a person or thing in art

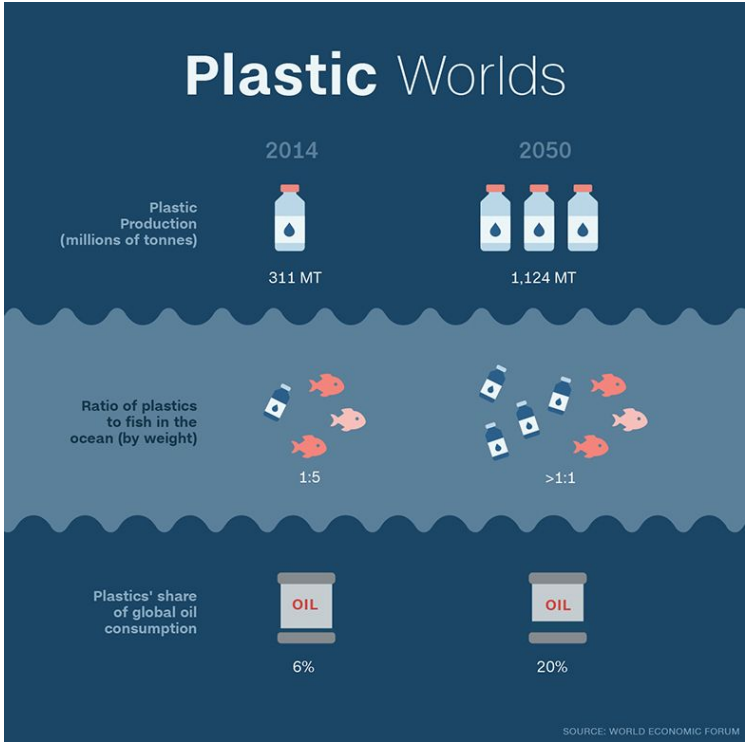
Where are images used?

Photography

Advertisements

Why use Images?

- Absorbs information faster
- More engaging



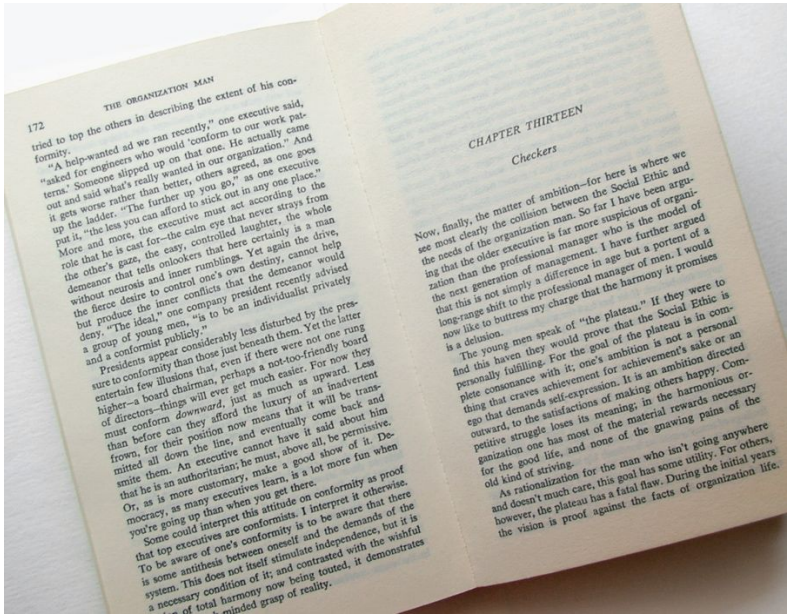
Why use Images?

- “A picture is worth a thousand words”

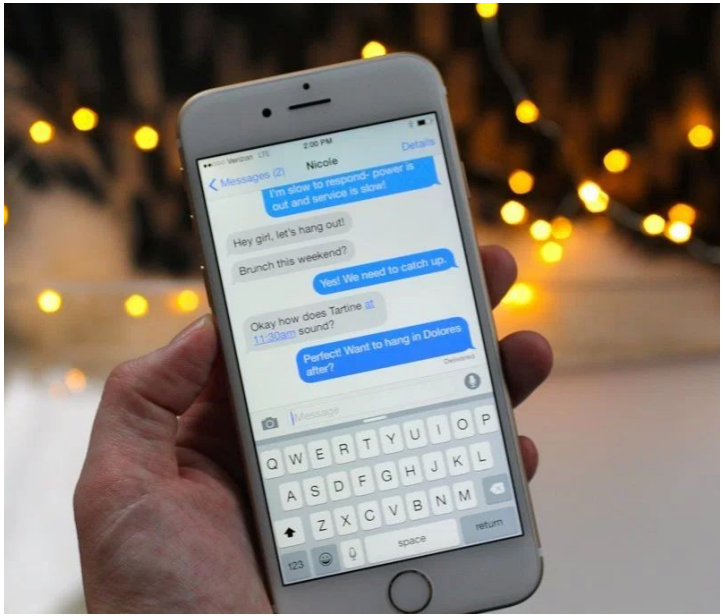
Text

Written or printed words, typically forming a connected piece of work

Where are texts used?



Books



Messaging

Why use Texts?

- Precision of message being conveyed

Calligram

A word or piece of text in which the design and layout of the letters creates a visual image related to the meaning of the words themselves.
(Illustrative text)

Where are calligrams used?

- Magazines
- Posters
- Advertisements
- Music
- Typography poetry

Magazine

To
think
in only
two colors:
Black and
White. To be oblivious to all
others. only black. or white. Or
shallow or deep, high or low, agree
or fight I only think in black or white.
Have you finished your job? No?
Then you must not have even tried
at all. How was your day? Terrible?
No? Then it must very
much have been quite the
ball. I ask what color is the
grass If not green, then it must
be red. I ask how your mother is? If
not well, she must be dead. What is 8 over
2 equivalent to? If not 4 then it must
be minus 4. Is it me that you
love and adore? If not, then I must be the
one you abhor. I think in two dimensions I see
both length and width. Depth is a mystery To me, a
myth. Like a paper I have but two sides. Each time you
see just one face Its blank stare is one you cannot erase. BUT! what
if I had finished the job halfway and my day had just been okay. The
grass looks like a dead yellow and I hear your mother feels quite
mellow. What if one had changed divid- ends And rather than
lover, we were just friends. These are the truly unique colors of
life. This is where identity and variety are rife. With amethyst, bronze,
cerulean, and deep pink. Ecru, flam ingo, indigo and pitch
like ink. Do not think there is just wr ong and right For we
cannot think in only black and white. Do not fall
for any extremist propaganda. For we are not as

monochrome as an innocent small panda.

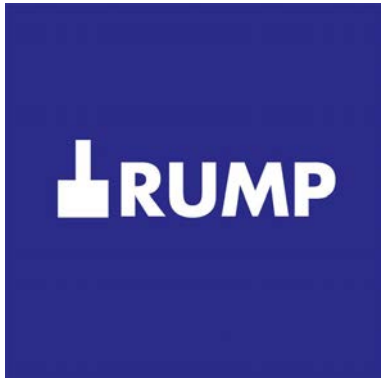
Typography poetry

Incorporating Image and Text

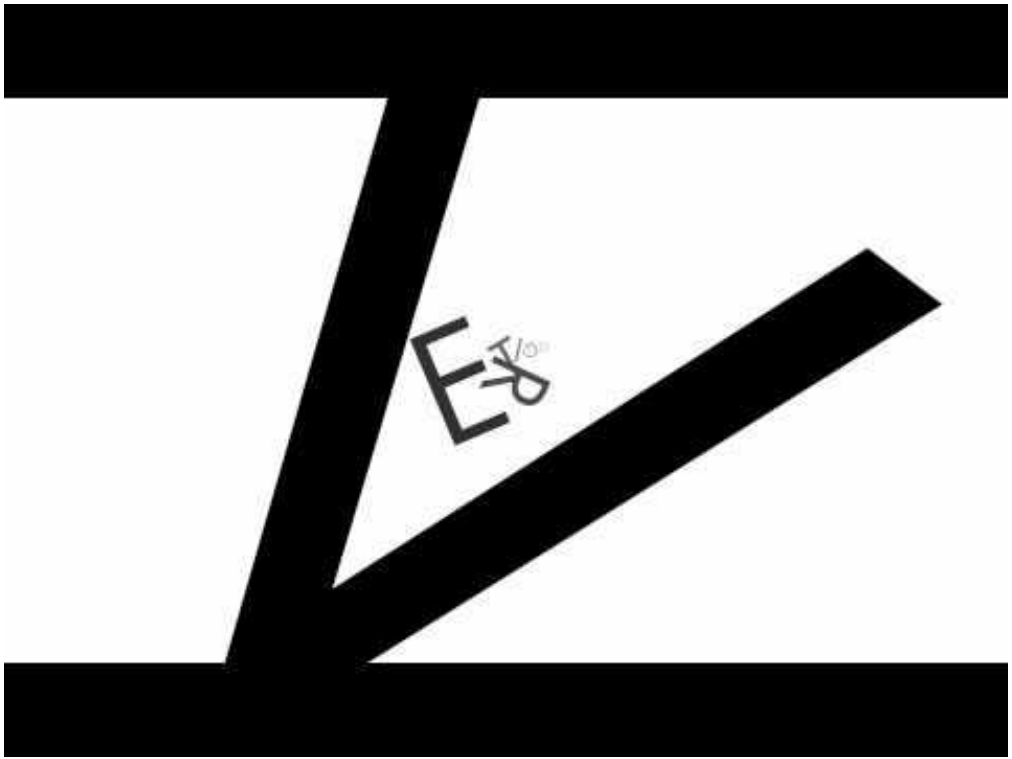
“The challenge is to visualise the meaning of a word, using only the graphic elements of the letters forming the word.”

- Ji Lee

Incorporating Image and Text

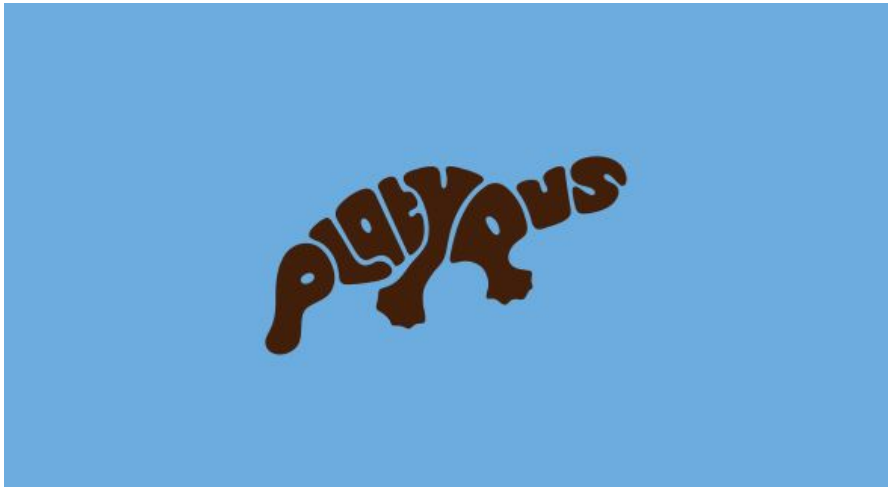


Incorporating Image and Text



Dan Fleming

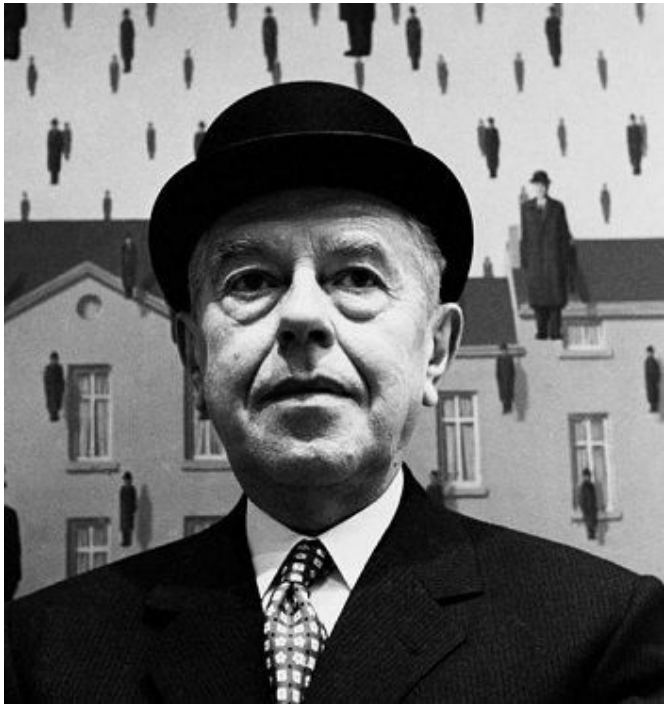
- British/Australian graphic designer
- Specialises in brand identity and logo design


platypus

cock

elephant

René Magritte



- Belgium surrealist artist
- Paradoxical
- Challenges viewer's perceptions of reality
- Witty and thought provoking images

Ceci n'est pas une pipe.
Magritte

Sources and References.

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