Visual Communication Bibliography
Available online at http://www.ivla.org/resources.htm

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-A Working Draft-

I. Basic Visual Communication References, Textbooks


II. Visual Communication: General Theory/Philosophy


II A. Images, Content and Meaning


II A1. Representation and Realism


Brand, Myles and Robert M. Harnish (Eds.) *The Representation of Knowledge and Belief.* (Phoenix, AZ: The University of Arizona Press, 1986).


II A2. Pictorial Representation


Hochberg, Julian. "The Representation of Things and People: In E. H. Gombrich,
Julian Hochberg, and M. Black (Eds.) Art, Perception and Reality. (Baltimore:

Huckle, Nicholas. "On Representation and Essence: Barthes and Heidegger." The

Hurt, J.A. "Assessing Functional Effectiveness of Pictorial Representations Used

Kelter, S., H. Grotzbach, R. Frieheit, B. Hohle, S. Wutzig and E. Diesch. "Object
Identification: The Mental Representation of Physical and Conceptual


Nichols, Bill. "The Analysis of Representational Images." In Corner, John and
Jeremy Hawthorn (Eds.) Communication Studies: An Introductory Reader. 3rd

" The British Journal of Aesthetics. 27 (Summer, 1987): 227-237. Discussion. 28
(Summer, 1988): 278-80.

Roupas, T.G. "Information and Pictorial Representation." In D. Perkins and B.
Leondar (Eds.) The Arts and Cognition. (Baltimore: Johns Hopkins University

Savedoff, Barbara E. "Transforming Images: Photographs of Representations.

(Amherst: University of Massachusetts Press, 1988).


Warburton, Nigel. "Varieties of Photographic Representation: Documentary,


Wartofsky, Marx W. "Cameras Can't See: Representation, Photography and

Wartofsky, Marx W. "Picturing and Representing," In Calvin Nodine and Dennis
Fisher. (Eds.) Perception and Pictorial Representation. (New York: Praeger,
1979).

II A3. Visual Illusions/Ambiguities
Carraker, R. G. and J. B. Thurston. Optical Illusions and the Visual Arts. (New York:


II A4. Bizarre Images


II B. Mental Imagery/Visualization


Cartwright, Desmond S., Mary E. Marks, and John H. Durrett, Jr. "Definition and Measurement of Three Processes of Imagery Representation: Exploratory Studies


II B1. Imagery and Perception


II B2. Imagery and Education


II B3. Vividness


II C. Philosophy: Epistemology

II C1. Visual Thinking

II C2. Visual Interpretation

II D. Visual Information


II E. The Language Metaphor


II E1. Visual/Verbal Comparisons


Pryluck, Calvin B. "The Film Metaphor: The Use of Language Based Models in Film Study." Literature/film Quarterly. 3 (1975): 117-123.


II E2. Pictorial Superiority Effect


II E3. Visual/Verbal/Audio Interaction


III. Bio/Physical Factors and Processes

III A. Vision/Physiology/Optics


III B. Neural Processing


IV. Psychology


IV A. Psychology of Art


IV B. Perception


Harris, C. S. "Insight or Out of Sight? Two Examples of Perceptual Plasticity in the Human Adult." In C. S. Harris (Ed.) *Visual Coding and Adaptability.* (Hillsdale: Erlbaum, 1980).


IV B1. Pictorial Perception


IV B2. Gestalt Perception

IV B3. Attention/Selection


IV B4. Pictorial/Image Recognition


IV B5. Memory


Franken, R. E. and J. Davis. "Predicting Memory for Pictures from Rankings of Interestingness, Pleasingness, Complexity, Figure-Ground and Clarity." Perceptual and Motor Skills. 41 (1975): 243-247.


IV B6. Visual Perception Cues


Gibson James J. "What is a Form?" *Psychological Review.* 1951 (58): 403-412.


Olson, D. R. and Bialystok, E. Spatial Cognition: The Structure and Development of Mental Representations of Spatial Relations. (Hillsdale NJ: Lawrence Erlbaum, 1983).


IV B7. Subliminal Perception


IV. B8 Hemispheres and Visual Perception


**IV C. Information Processing/Cognition**


Fitzgerald and Pam Scholder Ellen. "The Effect of Imagery Processing and Imagery Content on Behavioral Intentions." In Marin E. Goldberg, Gerald Gorn, and


**IV D. Codes/Decoding/Encoding**


IV D1. Dual Coding/Channels


V. Education/Teaching/Learning

V A. Learning


V A1. Comprehension/Understanding


V A2. Development/Children's Learning


V B. Visual Literacy


Dake, Dennis M. *Curriculums in Visual Literacy.* (Ames, IA: Iowa State University, 1982).


V B1. Media Literacy


V B2. Critical Viewing


V C. Teaching


V C1. Instructional Media/Ed Tech
Bennett, L. "The Effect of Varying Visual Activities to Impact Cognitive Processing and the Achievement of Educational Objectives." In Roberts Braden, Judy Clark Baca,


Lenze, James S. "Learner Generated Versus Instructor Induced Visual Imagery." In Roberts Braden, Judy Clark Baca, Darrell Beauchamp (Eds.) *Art, Science, and Visual Literacy* Roberts Braden, Judy Clark Baca, Darrell Beauchamp (Eds.)


**V C2. Reading and Writing**


V C3. Text and Illustrations


V C4. Textbook/Instructional Materials Design


V C5. Educational TV/Film/Multi-Media

V C6. Computers in Education


**VI. Audience Factors/ Effects**


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VI A. Attitudes and Beliefs

VI B. Arousal and Emotion

VI C. Creativity/Imagination


VII. Art/Illustration


VII A. Aesthetics


VII A1. Perceptual Aesthetics


VII A2. Audience Evaluation/Aesthetic Judgment


VII A3. Aesthetic Education


VII B. Composition
Bang, M. *Picture This: Perception and Composition.* (Boston: Bullfinch Press, 1991).

VII C. Graphic Design/Layout


VII C1. Advertising Design


VII C2. Publication Design


Geraci, Philip C. “Newspaper Illustrations and Readership: Is USA Today on Target?” *Journalism Quarterly*. 61 (Summer 1984): 409-413.


**VII C3: Corporate Design**


**VII D. Information Graphics**


VII E. Computergraphics/Videotex/Electronic Publishing


VII F. Typography


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VII G. Color
Click, J.W. and Guido H. Stempel III. "Reader Response to Newspaper Front Pages with Four-Color Halftones." Association for Education in Journalism and Mass Communication Conference, University of Maryland, 1976.


VII H. Cartoons


**VIII. Communication Studies**


**VIII A. Rhetoric/Myth/Persuasion**


VIII A1. Visual Metaphors


VIII B. Kinesics/Body Language/Signing


VIII C. Literary/Literature

VIII C1. Postmodern Studies


VIII D. Symbols/Symbolization


Gardner, Howard, Vernon Howard and David Perkins. "Symbol Systems: A Philosophical, Psychological, and Educational Investigation." In David Olson (Ed.) *Media and Symbols:

VIII E. Signs/Semiotics


IX Cultural/Critical Studies
IX A. Sociology/Anthropology


Crawford, Peter and David Turton, (Eds.) *Film as Ethnography.* (Manchester: Manchester University Press, 1992).


Ruby, Jay. "Beyond Realism/Formalism: Toward a New Role for Film in Anthropology."


**IX A1. Cross-Cultural Studies**


IX B. Critical Studies


**IX B1 Ideology/Bias**


IX B2. Gender & Racial Issues/Stereotyping


Lester, Paul, ed. *Images That Injure* forthcoming.


Prather, J.M and M. J. Einerson. "Jill in a Box: Figure-Ground Differences in Magazine Advertisement Photographs." Speech Communication Association, 1994, New Orleans, LA.


IX B3. Ethics/Social Responsibility


MacDougall, Curtis D. News Pictures Fit to Print... Or Are They? (Stillwater, OK: Journalistic Services, 1971).
Sanders, B. "Invasion of Privacy...Your Decision or Theirs?" News Photographer. (March, 19896): 12-13.


IX B4. Image Manipulation


X. Professional Practice/Disciplines

X A. Moving Image Media (General)
Pryluck, Calvin. Sources of Meaning in Motion Pictures and Television.. (New York: Arno Press, 1976.)

X A1. Film/Cinema
Balazs, Bela. Theory of the Film: Character and Growth of a New Art, New York: Dover, 1970;
Boggs, Joseph M. The Art of Watching Films. 2nd ed. (Mountain View CA: Mayfield, 1985)
Chatman, Seymour B. "What is Description in the Cinema?" Cinema Journal. 23 (Summer, 1984): 4-11.


**X A2. Television/Video**


X A3. Film/TV Aesthetics/Language of Film


**X A4. Documentary Media**


**X A5. Broadcast Journalism**


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X A6. MTV


Sherman, Barry L. "Perceiving and Processing Music Television." In Jennings Bryant and Dolf Zilman (Eds.) *Responding to the Screen.* (Hillsdale NJ: Erlbaum, 1991)


X A7. New Media/Multi Media/Virtual Media


Horibuchi, Seiji. (Ed.) *Stereograms.* (San Francisco: Cadence, 1994).


X A8. TV Commercials


X B. Photography


MacLean, Malcolm S. Jr. and Anne Li-An Kao. *Editorial Predictions of Magazine Picture Appeals.* (Iowa City: School of Journalism, University of Iowa, 1965).


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**X B1. Photojournalism**


**X C. Journalism/News**


X D. PR/Advertising/Consumer Behavior


X E. Architecture/Planning


**X F. Archaeology**


**XI. History**


Fabian, Rainer and Hans C. Adam. *Images of War: 130 Years of War Photography* (Great Britain: New English Library, 1983).


**XII. Research/Methodology**


XII A. Bibliographies


With visual communication you can reach a large audience as well as a small audience. You can also make it very clear for which group, for example the advertisements, are meant. People always like to be approached in a personal way. With visual communication they get this kind of approach very often. With this approach they can identify themselves with the product or service a company is offering.

Bibliography Resource list: The Media Institute web The Communication Research