

PREFACE ix

1
THE CHARACTER AND CONTENT OF VISUAL LITERACY 1

2
COMPOSITION: THE SYNTACTICAL GUIDELINES FOR VISUAL LITERACY 20

3
THE BASIC ELEMENTS OF VISUAL COMMUNICATION 39

4
THE ANATOMY OF A VISUAL MESSAGE 67

5
THE DYNAMICS OF CONTRAST 85

6
VISUAL TECHNIQUES: THE COMMUNICATION STRATEGIES 10

7
THE SYNTHESIS OF VISUAL STYLE 128

8
THE VISUAL ARTS: FUNCTION AND MESSAGE 146

9
VISUAL LITERACY: HOW AND WHY 182

BIBLIOGRAPHY 187

ILLUSTRATION CREDITS 189

INDEX 191