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# Taxonomy of Visual Communication and a Bibliography

Available online at <http://www.ivla.org/resources.htm>

by

Sandra E. Moriarty  
University of Colorado

Keith Kenney  
University of South Carolina

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## **I. Basic Visual Communication References, Textbooks**

## **II. Visual Communication: General Theory/Philosophy**

- A. Images, Content and Meaning
  - 1. Representation and Realism
  - 2. Pictorial Representation
  - 3. Visual Illusions/ Ambiguities
  - 4. Bizarre Images
- B. Mental Imagery/Visualization
  - 1. Imagery and Perception
  - 2. Imagery and Education
  - 3. Vividness
- C. Philosophy: Epistemology
  - 1. Visual Thinking and Learning
  - 2. Visual Interpretation
- D. Information/Content
- E. The Language Metaphor
  - 1. Visual/Verbal Comparisons
  - 2. Pictorial Superiority Effect
  - 3. Visual/Verbal/ Audio Interaction

## **III. Bio/Physical Factors and Processes**

- A. Vision/Physiology/Optics
- B. Neural Processing

## **IV. Psychology**

- A. Psychology of Art
- B. Perception
  - 1. Pictorial Perception

2. Gestalt Perception
  3. Attention/Selection
  4. Pictorial/Image Recognition
  5. Memory
  6. Visual Perception Cues
  7. Subliminal Perception
  8. Hemispheres and Visual Perception
- C. Information Processing/Cognition
- D. Codes/Decoding/Encoding
1. Multiple Coding/Channels

## **V. Education**

- A. Learning
1. Comprehension/Understanding
  2. Development
- B. Visual Literacy
1. Media Literacy
  2. Critical Viewing
- C. Teaching
1. Instructional Media/Educational Technology
  2. Reading and Writing
  3. Text and Illustrations
  4. Textbook/Instructional Materials Design
  5. Educational TV/Film/Multi Media
  6. Computers in Education

## **VI. Audience Factors/Effects/Responses**

- A. Attitudes and Beliefs
- B. Arousal and Emotion
- C. Creativity/ Imagination

## **VII. Art/Illustration**

- A. Aesthetics
1. Perceptual Aesthetics
  2. Audience Evaluation/ Aesthetic Judgment
  3. Aesthetic Education
- B. Composition
- C. Graphic Design
1. Advertising Design
  2. Publication Design
  3. Corporate Design
- D. Information Graphics
- E. Computer Graphics/Videotex/Electronic Publishing

- F. Typography
- G. Color
- H. Cartoons

## **VII. Communication Studies**

- A. Rhetoric/Myth/Persuasion
  - 1. Visual Metaphors
- B. Kinesics/Body Language/Signing
- C. Literary/Literature
  - 1. Postmodern Studies
- D. Symbols/Symbolization
- E. Signs/Semiotics

## **IX. Cultural/Critical Studies**

- A. Sociology/Anthropology
  - 1. Cross-Cultural Studies
- B. Critical Studies
  - 1. Ideology
  - 2. Gender/Racial Issues/Stereotyping
  - 3. Ethics and Social Responsibility
  - 4. Image Manipulation

## **X. Professional Practice/Disciplines**

- A. Moving Image Media (General)
  - 1. Film/Cinema
  - 2. Television/Video
  - 3. Film/TV Aesthetics/Language of film
  - 4. Documentary Media
  - 5. Broadcast Journalism
  - 6. MTV
  - 7. New Media/Multi-Media/Virtual Media
  - 8. TV Commercials
- B. Photography
  - 1. Photojournalism
- C. Journalism/News
- D. PR/Advertising/Consumer Behavior
- E. Architecture/Urban Planning
- F. Archaeology

## **XI. History**

## **XII. Research/Methodology**

- XII A. Bibliographies

## Taxonomy and Tabulations

	<i>Orig.</i>	<i>X-Ref</i>	<i>Combo</i>
	<i>Total</i>	<i>Total</i>	<i>Total</i>
<b>I. Basic VC References, Textbooks, and Teaching</b>	10		10
<b>II. Visual Communication Theory/Philosophy</b>	10	-	10
A. Images, Content and Meaning	7	5	12
1. Representation and Realism	18	10	28
2. Pictorial Representation	15	46	61
3. Visual Illusions/Ambiguities	11	11	22
4. Bizarre Images	5	-	5
B. Mental Imagery/Visualization	41	79	120
1. Imagery and Perception	18	-	18
2. Imagery and Education	8	-	8
3. Vividness	2	1	3
C. Philosophy: Epistemology	3	15	18
1. Visual Thinking and Learning	16	3	19
2. Visual Interpretation	6	14	20
D. Information/Context	1	30	31
E. The Language Metaphor	14	16	30
1.. Visual/Verbal Comparisons	49	66	115
2. Pictorial Superiority Effect	5	-	5
3. Audio/Visual/Verbal Interaction	13	16	29
<i>Total</i>	242		
<b>III. Bio/Physical Factors and Processes</b>			
A. Vison/Physiology	14	7	21
B. Neural Procesing	2	-	2
<i>Total</i>	16		
<b>IV. Psychology</b>	1	8	9
A. Psychology of Art	10	-	10
B. Perception	41	42	83
1. Pictorial Perception	16	8	24
2. Gestalt Perception	11	10	21
3. Attention/Selection	14	3	17
4. Pictorial/Image Recognition	5	15	20
5. Memory	43	90	133
6. Visual Perception Cues	36	38	74
7. Subliminal Perception	2	1	3
8. Hemispheres and Visual Perception	12	1	13
C. Information Processing/Cognition	48	71	119

D. Codes/Decoding	11	30	41
1. Dual Coding/Channels	14	3	17
<i>Total</i>	264		
<b>V. Education</b>			
A. Learning Theory	-	18	18
1. Comprehension/Understanding	8	16	24
2. Development/Children	61	18	79
B. Teaching	-	17	17
1. Instructional Media/Ed Tech	16	4	20
2.. Reading and Writing	8	1	9
3. Text and Illustrations	8	-	8
4. Textbook/Instructional Materials	11	-	11
5. Ed TV/Film/Multi Media Design	6	-	6
6. Computers in Educ	-	16	16
C. Visual Literacy	41	20	61
1. Media Literacy	5	2	7
2. Critical Viewing	10	-	10
D. Creativity/Imagination	39	11	50
<i>Total</i>	216		
<b>VI. Audience Factors/Effects</b>	20	19	39
A. Attitudes, Beliefs and Preferences	12	8	20
B Arousal and Emotion	4	7	11
<i>Total</i>	36		
<b>VII. Meaning Studies</b>			
A. Symbols/Symbolization	13	10	23
B. Signs/Semiotics	29	14	43
<i>Total</i>	42		
<b>VIII. Communication Studies</b>	1	12	13
A. Rhetoric/Persuasion	17	20	37
1. Visual Metaphors/ Analogies	9	6	15
B. Kinesics/Body Language/Signing	3	-	3
C. Literary/Literature	-	18	18
<i>Total</i>	30		
<b>IX. Art/Aesthetics/Design</b>	37	56	93
A. Aesthetics	37	13	50
1. Perceptual Aesthetics	3	2	5
2. Audience Evaluation/Judgment	9	1	10
3. Aesthetic Education	5	2	7

B. Composition	5	5	10
C. Graphic Design	28	25	53
1. Graphic Symbols	2	-	2
2. Advertising Design	4	1	5
3. Publication Design	27	-	27
4. Corporate Design	4	1	5
D. Information Graphics	25	4	29
E. Computer Graphics	5	2	7
F. Typography	23	-	23
G. Color	23	6	29
H. Cartoons	20	1	30
<i>Total</i>	257		
<b>X. Cultural/Critical Studies</b>	3	16	19
A. Sociology/Anthropology	30	8	38
1. Cross-Cultural Studies/Intntl	18	4	22
B. Critical Studies	25	6	31
1. Ideology/Bias	11	13	24
2. Gender/Racial Issues/Stereotyping	40	10	50
3. Postmodern Studies	9	1	10
4. Ethics and Social Responsibility	25	1	26
5. Image Manipulation	24	-	24
<i>Total</i>	185		
<b>XI. Professional Areas and Disciplines</b>			
A. Moving Image Media (General)	9	12	21
1. Film/Cinema	27	48	75
2. Television/Video	42	53	95
3. Film/TV Aesthetics (production)	3	12	15
3. Documentary Media	10	5	15
4. Broadcast Journalism	26	14	40
5. MTV	11	3	14
6. New Media/Multi-Media/Virtual Media	20	2	22
7. TV Commercials	-	7	7
B. Photography (General)	48	78	126
1. Photojournalism	10	25	35
C. Journalism/News	21	11	32
D. PR/Advertising/Consumer Behavior	50	47	97
E. Architecture/Urban Planning	9	-	9
F. Archaeology	11	-	11
<i>Total</i>	297		
<b>XII. History</b>	30	40	70

**XIII. Research/Methodology**

18

22

40

*Grand Total*

1617