



Visible Signs (Second Edition): An Introduction to Semiotics in the Visual Arts (Required Reading Range)

By David Crow

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Visible Signs: An Introduction to Semiotics in the Visual Arts (second edition) is an update to the popular first edition, which introduces design students and practitioners to the fundamentals of semiotics.

Basic semiotic theories are taught in most art schools as part of a contextual studies program, but many students find it difficult to understand how these ideas might impact on their own practice. This book explains semiotic terms and theories in relation to visual communication, with illustrative examples taken from contemporary art and design.

Concepts such as signs and signifiers, language and speech are explored within the framework of graphic design and fine art.

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- Sales Rank: #874897 in Books
- Brand: Fairchild Books
- Published on: 2011-01-13
- Released on: 2011-01-13
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 299.47" h x .74" w x 8.72" l, 2.15 pounds
- Binding: Paperback
- 192 pages



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Editorial Review

Review

'I believe this would be an outstanding introduction for the graduate students joining the research group and for advanced undergraduates. Excellent, engaging layout. This really facilitates involvement with the text, and is much more interesting and accessible than many books I've seen on introductory semiotics.' - Kennon Smith, Indiana University Bloomington, USA.

'A beautifully designed book inside and out (typography, layout and use of paper stock). The stickers add a level of interactivity that any student would like. This all adds up to a book that a student would want to keep for future reference. Content that is very relevant to an advanced graphic design course.' - Montclair State University, USA.

'A great book, well designed, well researched, well written. For anyone in the slightest bit interested in this fascinating subject (and this should be all designers and design students) this book is the perfect guide.' - Saeri Dobson, Loyola Marymount University, USA.

'Excellent content and user friendly approach to the subject of semiotics. More than just an introduction, the book deals with a complex subject in a highly visual and practical way. Highly relevant. Students will be encouraged to buy this book.' - Leeds College of Art, UK.

'Very informative, well written and attractive.' - Bournemouth Arts University College, UK.

'A very thoughtfully designed Design book. The material in this book can be accessed by Foundation Design students at both basic and more advanced levels, and gives advice that is in bit-sized intelligent morsels. The illustrations are contemporary and visually seductive. This is a useful and stylish book.' David Tinn, East Surrey College, UK.

'We already use the 1st edition and this revised and expanded 2nd edition will make an excellent addition. Accessible use of language and an excellent visual approach and layout make this 'the' key text on semiotics for undergraduates studying graphic design and visual culture. The addition of self-directed study exercises is a useful teaching and learning aid. Excellent book.' - Dave Caton, Swindon College, UK.

'This is an outstanding overview of semiotics which no student should be without. As expected of AVA titles, it is rich with examples of the theory and work being discussed and the points made are easily digestible ... It will prove invaluable to students of design...' - Philip Dixon, Southampton Solent University, UK.

'I bought the original edition some years ago and have been recommending it to students ever since. Crow has written both editions in a way that is very appropriate to design students - good visual examples and very clear content.' - John Stocker, University of Lincoln, UK.

'Beautifully composed, well-structured, highly informative and relevant, providing essential theoretical content to our curriculum. A core text for undergraduate design courses and an excellent introduction to the fundamentals of semiotic theories.' - Christopher Morris, University of Salford, UK.

About the Author

David Crow studied Communication Design at Manchester Metropolitan University. He subsequently

worked as a designer in London for Assorted iMaGes and as Art Director for Island Records before running his own consultancy. As a freelance designer he worked for a range of clients in the cultural sector including Rolling Stones Records, Virgin Records, Phonogram and The Royal Shakespeare Company. Crow then moved into academia as Head of the Department of Graphic Arts at Liverpool John Moores University. He is currently Dean of Art and Design at Manchester Metropolitan University, UK.

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