Role of visual Semiology in Communication

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Abstract:
The study aims to identify the meaning Semiology and it is to identify the Semiology image Because of their many contributions to renew awareness and carry meaning and a variety of connotations to the recipient For Knowledge in its simplest form and through banner and icon and signal and image animation Because of Magic eye recipient The researcher conducted work with her students DAU Digital Design and Graphics Two types of designs which designs fixed and animation designs in an attempt to confirm the meaning optical Simeologia in aspect of the fields. Objectives: - Benefit from Visual Semiotics as one of the actors criticism curriculum In the production of innovative designs increase the effectiveness of the signifier, the signified and function. Methodology: Research based on descriptive analytical method. Major results: 1 - visual Semiology and communication is the scientific and technical studies When used in the design have a significant impact on the receiver. 2 - visual Semiology is the plan with specific objectives and functions, and designed to deal with flag signs and signals or symbolic functions, whether natural or artificial. 3 - shows us through research that Semiology of as a Science Systems linguistic and non-linguistic sections: Semiology aims to reporting and communication by connecting guide by the Meaning and intentionality job. The significance Semiology is link Guide by the connotation or meaning. The significance Semiology the two elements of brand focus on manual, the meaning of and the significance of, while Semiology communicate three elements Brand built on manual, the meaning of and Intentional function.

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