



# Visual Communication: Integrating Media, Art, and Science (Routledge Communication Series)

*Rick Williams, Julianne Newton*

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A well-rounded education in the 21st century requires not just verbal and mathematical proficiency, but also the ability to interpret, critique, create, and use visual communication on sophisticated levels. In today's visual world, it is critically important to hold an appreciation for the profound effects imagery has on individuals and the communities in which they live.

*Visual Communication* focuses on cultivating visual and media literacy from both consumption and production points of view and introduces students to the application of intuitive intelligence to a visual context. Innovative in its field, it provides a solid theoretical overview of the most advanced thinking and research about visual communication, teaching readers how to apply theory to enhance their understanding of and work with images.

This book is intended for students in visual literacy and communication courses. It can also be used in photojournalism courses and other coursework with a visual component. Individuals interested in mass media studies will likewise find the book to be a worthwhile read.



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