

VISUAL ORNAMENTATION

There are ornaments which can help a visual (usually an image or graphic) to seem much more persuasive or aesthetically pleasing. These ornaments include:

VISUAL REPETITION - refers to lines, objects, shapes, images, etc which are intentionally repeated in a single visual. (e.g. Andy Warhol's *Campbell Soup Cans*)

VISUAL METAPHOR - refers to intentionally taking advantage of sign-signifier relationship and symbolism to compare two unlike things, where your object may seem to have an apparent meaning, although the meaning is underneath such a visual. (e.g. Using something like a tree to present a topic like genealogical information)

VISUAL ALLUSION - refers to intentionally borrowing the visual structure, shape, type, or other visual feature of another person's work (usually famous or popular), you are creating a visual allusion (e.g. the many parody recreations of the Star Wars Scrolling Text at the opening).

REFLECTIONS - sometimes called mirror effect or mirroring, refers to intentionally reflecting visual elements onto, into, or on-top-of other parts of a visual. (Maurits Cornelis Escher's *Drawing Hands* or *Reptiles* Lithograph)

ABSORPTION - refers to intentionally morphing two images together into one (e.g. Similar to the practice used at Celebrity Morph Sites, where you can morph two movie star faces into one)

DIFFUSION - refers to intentionally scattering elements of a visual on a page which would normally be closer together or connected.

CONNOTATIVE ELEMENT - refers to intentionally using a piece of something related/connected to the subject matter to present the topic matter (e.g. Using a military helmet to signify an entire army)

DENNOTATIVE ELEMENT - refers to intentionally using some part of the subject matter to present the topic, some might call it form of Visual Metonymy (e.g. Using a baby's hand for the entire baby).

VISUAL PARALLELISM - refers intentionally repeating visual elements of the same-sized or the same length in different parts of the visual.

SYMMETRY - refers to intentionally creating symmetry between two visual elements which might not otherwise have symmetry (e.g. any of Maurits Cornelis Escher's famous studies of *Symmetry*)

ASYMMETRY - refers to intentionally changing something naturally symmetrical towards asymmetrical (e.g. enlarging a feature in a person's image which would not normally be large, such as their nose, eyes, etc.)

FRAGMENTATION/PIXILATION - refers to intentionally making pixels or foundational elements of a visual more obvious than normal.

FILTERING - refers to using digital imaging filters to alter an image or graphic. The number of available filters is growing. Here are some common filters: Dry Brush, Conte Crayon, Film Grain, etc.

COLOR REMOVAL - refers to intentionally removing color.

BLENDING - refers to intentionally combining layers where visual elements would not normally exist.

DIMENSIONALITY - instead of making an object two-dimensional, a designer makes the object have three dimensions (giving some depth to the object). Sometimes, this is accomplished by adding **SHADOWS** (dropped or raised), adding light behind objects, or by adding additional surfaces to an object.