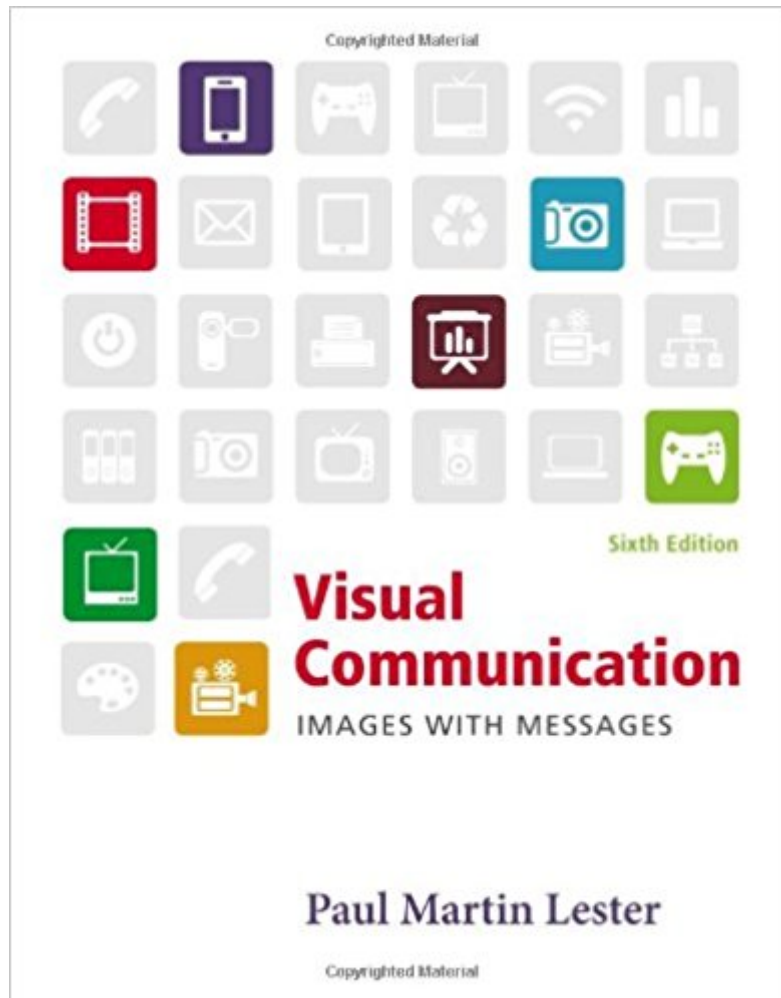**The book was found**

Visual Communication: Images With Messages

Synopsis

Visual communication is just as important as verbal communication, if not more so. VISUAL COMMUNICATION: IMAGES WITH MESSAGES shows you how visual perception is used in all forms of communication, whether it's graphic design, photography, television, video, or interactive media. In addition, this 6th edition is presented in full color from cover to cover. And because it's packed with study and review tools, it not only clearly explains the theories you need to know, it helps you prepare for tests and will help you succeed in the class. Available with InfoTrac Student Collections http://gocengage.com/infotrac.

Book Information

Paperback: 480 pages

Publisher: Wadsworth Publishing; 6 edition (January 1, 2013)

Language: English

ISBN-10: 1133308643

ISBN-13: 978-1133308645

Product Dimensions: 0.8 x 8.5 x 11 inches

Shipping Weight: 2.1 pounds (View shipping rates and policies)

Average Customer Review: 3.4 out of 5 stars   13 customer reviews

Best Sellers Rank: #10,684 in Books (See Top 100 in Books)   #7 inÃ Â Books > Business & Money > Industries > Media & Communications   #26 inÃ Â Books > Textbooks > Communication & Journalism > Media Studies   #63 inÃ Â Books > Textbooks > Communication & Journalism > Communications

Customer Reviews

"I wish this book had been available when I was a student.""VISUAL COMMUNICATION is more accessible, thorough, and well-organized than other texts, and it covers a broader range of material, combines theory with engaging applied learning case studies and interpretive scenarios."

Paul Martin Lester is a tenured, full professor of communications at California State University, Fullerton. After receiving an undergraduate degree in journalism from the University of Texas at Austin and working as a photojournalist for The Times-Picayune in New Orleans, Lester received his Master's from the University of Minnesota and a Ph.D. from Indiana University in mass communications. He is the author or editor of VISUAL JOURNALISM: A GUIDE FOR NEW MEDIA PROFESSIONALS (with Christopher R. Harris); IMAGES THAT INJURE: PICTORIAL

STEREOTYPES IN THE MEDIA, Second Edition (with Susan Ross); DESKTOP COMPUTING WORKBOOK, PHOTOJOURNALISM AN ETHICAL APPROACH; and THE ETHICS OF PHOTOJOURNALISM. In addition, Lester has published numerous articles in major communications journals. He has given keynote speeches, panel discussions, presentations and workshops throughout the United States and in Australia, Canada, South Africa, Spain, Sweden, and the Netherlands. Lester's areas of expertise include e-learning, photojournalism practice, mass media and professional ethics, desktop and Internet publishing, visual communications, and new communications technologies.

In addition to my graduate course on communications by design, this book was enlightening and a good read; clarity, examples, and history on each of the elements of visual communications. Rented this book for class, but will be purchasing it soon as a superior reference guide.

This book is just not very good. The images and captions are not very relevant. The writing is low quality - almost like it has been poorly translated or something. The concepts are not very clear. The points don't seem very important

The author's writing style is rather irritating. He repeats himself over and over in different words. It does explain the topics "OK," but I think I learn more in class than I ever will from this book.

Only get it if you have to for school

Nothing is wrong with the book. I just don't even use it. ÃƒÂ Ã Å¸Ã ËœÃ Â

I am only putting five stars because the condition of the book deserves it. I honestly hate this class tho. Should have dropped while I could

Easy to take notes, it is the first time using kindle and I like this system to study. You can take important notes and remarkable meanings. I really recommend it.

Second time around I got an "A in this class. Thanks!

Visual Communication: Images with Messages Communication and Communication Disorders: A

Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Communication, Media, and Identity: A Christian Theory of Communication (Communication, Culture, and Religion) Eyewitness Visual Dictionaries: The Visual Dictionary of the Human Body (DK Visual Dictionaries) ISPEEK at School: Over 1300 Visual Communication Images Intergenerational Communication Across the Life Span (Routledge Communication Series) Introduction to Communication Disorders: A Lifespan Evidence-Based Perspective (5th Edition) (Pearson Communication Sciences and Disorders) Augmentative and Alternative Communication: Supporting Children and Adults with Complex Communication Needs, Fourth Edition Human Communication Disorders: An Introduction (8th Edition) (Allyn & Bacon Communication Sciences and Disorders) A Primer on Communication and Communicative Disorders (Allyn & Bacon Communication Sciences and Disorders) Evaluating Research in Communication Disorders (7th Edition) (Pearson Communication Sciences and Disorders) Introduction to Communication Disorders: A Lifespan Evidence-Based Perspective (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Clinical Decision Making in Developmental Language Disorders (Communication and Language Intervention) (Communication and Language Intervention Series) Communication in Nursing, 7e (Communication in Nursing (Balzer-Riley)) Communication Mosaics: An Introduction to the Field of Communication Communication in Everyday Life: A Survey of Communication ConCom: Conflict Communication A New Paradigm in Conscious Communication 4 Essential Keys to Effective Communication in Love, Life, Work--Anywhere!: Including the "12-Day Communication Challenge!" Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns (Routledge Communication Series) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide)