

CONTENTS

vii		Preface to the second edition
ix		Preface to the first edition
xi		Acknowledgements
1		Introduction: the grammar of visual design
16	1	The semiotic landscape: language and visual communication
45	2	Narrative representations: designing social action
79	3	Conceptual representations: designing social constructs
114	4	Representation and interaction: designing the position of the viewer
154	5	Modality: designing models of reality
175	6	The meaning of composition
215	7	Materiality and meaning
239	8	The third dimension
266	9	Colourful thoughts (a postscript)
271		References
287		Index