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CHAPTER ONE

Your reptilian brain

Our perception mainly takes place in our brain, largely in the 'reptilian' part of our brain. This introductory chapter establishes a framework and a starting point for the discussion of various theories on perception and the display of information. It offers a perspective for working with the chapters that follow.

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CHAPTER THREE

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All visual information appears to refer to one meaning or another. This meaning will not be the same for everyone, as it depends on factors such as cultural differences. Especially in this era of global entrepreneurs, it is important for a designer to be aware of this.

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Visual Rhetoric in design communication

A designer communicates a variety of content. In some cases his presentation is informative, communication, shape, progress or technical assembly information, for instance, and in other situations the presentation requires a more convincing or persuasive character. This is where Visual Rhetoric plays an important role.

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