



The discursive capacity of graphic design [

Ediciones Complutense,
2014-12-02

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Analítica

The relationship between rhetoric and graphic design is presented in this article. The comparison between a classical orator and a graphic designer, between a discourse and a piece of design comes from the connections between with the communication and creativity. We will see how an application of the fundamentals of rhetoric can open new doors to the professional practice, the education of graphic design and the same theory of the rhetoric of the image. By the analysis of a design is exemplified the points of union that show how the arguments, operations, figures of discourse and rhetorical phases are present in the creative process of graphic design and how designers, perhaps unconsciously, use techniques that were traditional. In other words, graphic design is a rhetorical construction. There is then a transposition of a discourse model created by linguistic signs to a discourse model consists of visual and typographic signs, causing design is seen as a discursive discipline that goes beyond the aesthetic component

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Título: The discursive capacity of graphic design electronic resource]

Editorial: Ediciones Complutense 2014-12-02

Tipo Audiovisual: discourse; rhetoric; graphic design; creative process Humanidades > Bellas Artes > Diseño gráfico discurso; retórica; diseño gráfico; proceso creativo

Variantes del título: La capacidad discursiva del diseño gráfico

Documento fuente: Arte, Individuo y Sociedad; Vol. 27 Núm. 1 (2015); 9-24

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Lengua: Spanish

Enlace a fuente de información: Arte, Individuo y Sociedad; Vol. 27 Núm. 1 (2015); 9-24 Arte, Individuo y Sociedad; Vol 27 No 1 (2015); 9-24 1988-2408 1131-5598

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