

Essay on  
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complex idea body of  
information or  
message using thre...

[Art & Culture](#), [Symbolism](#)



## **ABSTRACT**

This paper gives an overview of three visual communication approaches and how they tend to communicate and transmits a message on a single problem, which is HIV/AIDS awareness. The paper is divided into two parts. The first part shows how each visual communication approach communicate and transmit messages on this particular issue. In this part the diagrammatic representation are provided. The second part of the paper deals with the overall reflection on how these three approaches work and which of the three is more effective. The approaches include Symbols and signs, Charts and graphs and Cartoons and illustrations.

## **INTRODUCTION**

People experience the world principally via the eyes. Acknowledgment of vision's sole influence has initiated the development of numerous new types of visual communication. The eyes are currently perceived as precious objectives for ocular content; messages printed in light that extend to entertain the retinas and therefore the mind, on tenterhooks to impress. Visual communication is in several structures, numerous of which are intended to amuse individuals via moving illustrations, for example motion picture, television, and video games. Visual machineries like these have turned out to be rather complicated, but some types of visual communication remain primordial by contrast, frankly endeavouring to convey information that is very important to be exhibited badly. Graphs, the visual illustration of quantitative information, are habitually distressing instances of a makeshift visual medium. This is predominantly depressing,

since the expertises and machinery required to efficiently present quantitative information in graphs are not complex, but they remain uncommon even so. In this paper, three visual communication approaches; Symbols and signs, Charts, graphs, Cartoons, and illustrations, are looked at critically and a clear and rational analysis of the effectiveness of each visual in communicating the message is provided.

## **Part One**

### **The complex message is illustrating educational materials: HIV/AIDS awareness**

#### **1. Cartoons and illustrations**

The above cartoon or illustration is employed to transmit a message. In this approach, the carton provides a particular perception of HIV/AIDS awareness and creates an image to match it. This engages using the above illustration to make simpler instructions, raise blocks of manuscript, generate a focus, create a point, or break complex notions to make them more reachable. The cartoon or illustration has a huge capacity to introduce casualness and comedy into what may a difficult multifaceted subject, thus increasing the charisma of the theme.

#### **2. Symbols and signs**

**The red ribbon is one of the symbol portraying both drug prevention and the fight against AIDS.**

#### **3. Charts and graphs**

## **Figure one: Differences in HIV prevalence among various high-risk groups, Country X, year 1**

## **Figure 2. Projected annual expenditure requirements for HIV/AIDS care and support by 2005, by region**

### **Part 2**

### **Cartoons and illustrations**

In this approach, the cartoon provides a particular perception of HIV/AIDS awareness and creates an image to match it. This engages using the above illustration to make simpler instructions, raise blocks of manuscript, generate a focus, create a point, or break complex notions to make them more reachable. The cartoon or illustration has a huge capacity to introduce casualness and comedy into what may a difficult multifaceted subject, thus increasing the charisma of the theme. By using the cartoon, the intention is to stimulate notions and to make multifaceted subjects more available. The issue of HIV/AIDS is grave and dreaded; however, by making it assessable though funny illustrations, it tends to be more debated upon. When there are multifaceted matters, in this case, HIV, by using this approach, the ideas are broken down into a sequence of pictures, each of which can offer diverse features of the thought. An indispensable code is to not to obscure the illustration, as this then begins to damage the openness. At the centre of cartooning is the influence of comedy, which provides the message its bite. Conventionally, and positively from the milieu of HIV/AIDS, the focus is on the use of positive humour to bring the point home. Positive humour is frequently correlated to overstating the consequences of taking a positive approach.

It is obvious that cartoons can merely be one of numerous imaginative resources to be employed in HIV awareness. One of the major risks is the collection and exploit of images across societies both globally and cohort ally. What pleases a crowd of youthful people might be very unsuitable for an older generation. Cartoons are contextual, and failure to identify this can denote a loss of message. As reflecting on the effectiveness of this approach, I believe it was the best in that it appeals to all people. Even the individuals who are illiterate can get a hint of what is at stake by looking at the pictures.

## **Symbols and signs**

The contemporary world relies on the ability to communicate with each other. A great deal of this communication is rooted in the exploit of symbols. Symbols are pictures or blueprints that are utilized to express a certain idea. Communication symbols are employed in roughly every feature of our lives. The symbol used to communicating the complex issue of HIV/AIDS was the use of the red ribbon. The red ribbon is one of the symbol portraying both drug prevention and the fight against AIDS. This symbol is particularly important as it conveys the significance of uniting to fight against HIV. However, in my opinion it is not entirely helpful in properly conveying a message. It is out rightly vague. It may create awareness of the issue at hand but it does not really give details nor does it give individuals information on how to go about fighting or solving the issue at hand. It is not effective enough in transmitting information on the issue at hand.

## Charts and Graphs

Much has been written about the value of analytical and decision-making tools for understanding data and reaching fact-based conclusions. However, when it comes to communicating information, numbers and words are no match to a picture. However, to tell a thousand words, the picture must be properly presented. Charts and graphs gather the ocular and the oral communication to add another element to the material and generate a completely new path toward understanding the meaning of the material. The chart and bar graph are vital tools in providing information on the complex issue at hand. In my opinion it is at large a very important method in conveying a message.

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## References

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