

Visible Signs (Second Edition): An Introduction to Semiotics in the Visual Arts (Required Reading Range)

David Crow

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Visible Signs: An Introduction to Semiotics in the Visual Arts is the second edition of the popular book by David Crow, which introduces design students to the fundamentals of semiotics within the framework of graphic design and the visual arts. Visible Signs explains semiotic terms and theories using illustrative examples taken from contemporary art and design; exploring the concepts behind signs and signifiers and their uses in visual communication.

The second edition features revised and updated content, including a new introduction and self-directed study exercises. Each chapter is comprised of an opening theory section followed by a portfolio of industry examples. The portfolio pages feature entirely new examples with accompanying case studies and have been chosen to illustrate how the theoretical ideas may be put into practice.

In addition, the table of contents has been revised and the navigation adjusted so readers know exactly where they are. It is also possible for readers to personalise their copy with new sticker artwork, altering the cover and marking favourite sections.



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