Chapter 16: The More You Know, the More You See

I wanted to change the world. But I have found that the only thing you can be sure of changing is yourself.

Aldous Leonard Huxley, 1894–1963

NOVELIST, POET, AND PHILOSOPHER
"the more you know the more you see"
Aldous Huxley
The Art of Seeing

A story of a miraculous cure
A study of the psychology of vision
A message of hope for survivors with defective sight.
imagine the end of the world as we know it
Graffiti as Language

Pictures are Learned Before Words

• But We're Seldom Taught to Read Images

We Live in a Picture-Filled World

• Images are Culturally Specific But there are Some that Cross Boundaries
writing is a uniquely visual art and craft
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<tr>
<th>Language</th>
<th>Equivalent Language</th>
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a picture/word disconnect
“Make a Cake for Bobby”

— that's what this car card said every day to many millions of women. It reminded all mothers every day of a sure way to give a treat to their own children. And hundreds of thousands got an extra thrill with their next cake making because of the happy expression of the boy on the car card.

*The moral of this story is that the same influence could not be created even with the same picture in any other advertising medium.*

In the magazines, the reminder would not be often enough to change the average housewife's baking habit. In the newspapers, with no color, there would be no appetite appeal. On a twenty-four sheet poster, seen for only a few seconds at a time, the great appeal of the expression on the boy's face would be lost.

A. H. Barnard
National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.
marshall mcluhan and the global village
the more you know the more you see

visual language of charles bliss
course lessons are products of light: illumination, intelligence, compassion
The Key for Communicators
• Use Words, Pictures, and Designs in Equally Respectful Ways

Light is the Link
• The light of day
• The light of reason
• The light of compassion

course lessons: from 9/11
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The More You Know:
• The more you hear
• The more you smell
• The more you taste
• The more you feel
• The more you see
• The more you are you
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*course lessons: from eyes*
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course lessons: from color
Course Lessons: From Forms

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The Ordeal of the Unemployed

Putting the year's biggest story in focus. A photo essay by Douglas Kirkland. Text by David Markus.

One day in late October, there was a strike at the Ajax S.S. Motors auto plant and parking outside was a 'tall', a barrier. The Aura Automobile was a total failure of the factory. But the stranger, dressed in a suit and tie, began to talk to the workers. He asked them if they had ever felt that they were a part of the company. He asked them if they had ever felt that they were a part of the community. He asked them if they had ever felt that they were a part of something bigger than themselves. He asked them if they had ever felt that they were a part of something that mattered.

Auto worker Allen Katsikas, 25, married with two children and twins on the way, stepped down into debt after 10 months of illness and work. He'd been replaced in his job of GM by a robot.
Course Lessons: From Gestalt

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Course Lessons: From Semiotics

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course lessons: from stereotypes
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course lessons: from typography
course lessons: from graphic design
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Course lessons: from photography
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course lessons: from motion pictures
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course lessons: from television
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course lessons: from computers
course lessons: from the web
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course lessons: from men at work
seeing is composed of what you see and what you don’t see
Course Lessons: From Construction Workers

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photoshop manipulations by josh azzarella
no flag over iwo jima
no children burned in vietnam
no students killed in china
the challenger didn’t explode
no students killed at columbine
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course lessons: from aldous huxley