

objects in mirror are **closer** than they appear

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object

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**object**

is everything that **focuses**  
**our attention on a particular time**

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those

objects that **form** the **image**  
in front of us  
to be **seen and read** on screen  
or **digital** presentation

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the **image**

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redefines

its nature when the **image**  
it is **adapted on**  
technological  
**support to be shown** for

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reconfigured  
are

the **forms**

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reconfigured

are

the forms

in a process of **remediation** as it has been  
described by bolten & grusin **1999**

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in a process of **remediation** as it has been  
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the **action** of how

the **image is** composed

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in a process of **remediation** as it has been  
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the **action** of how

the **image** is composed **writing**

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the action of how

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the action of how

the **image** is composed **writing**

and how

the **image** is perceived **reading**

**also** change to **adapt** to the

**evolution** of digital **technologies**

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reflection

how can **interest us** this  
about the **developments**  
that **have** taken the **image in**  
**digital world ?**

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works proposed

in the last **thirty** years by authors as

**busquets 1977**

**rodríguez diéguez 1978**

**aparici & garcía matilla 1978**

**costa & moles 1991**

**vilches 1995**

**costa 1998**

**clark & lyons 2004**

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but they do not

provide **the image** beyond the **visual medium**  
that **accompanies or** replaces  
information

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but they do not

provide **the image** beyond the **visual medium**  
that **accompanies or** replaces  
information

consider the **relationships** they have with  
their **support of presentation**

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analysis

of reading and writing the digital image

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analysis

of reading and writing the digital image

traditionally the image appears on related  
functionally  
with the basis of any  
content

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for instance

according to **clark & lyons**

the image **can be** considered as  
**decorative**

representational  
**mnemonic**

**organizational**

relational

transformational

**interpretative**

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for instance

according to clark & lyons

Table 1.3. Communication Functions of Graphics.

Function	A Graphic Used to	Examples
Decorative	Add aesthetic appeal or humor	<ul style="list-style-type: none"><li>• Art on the cover of a book</li><li>• Visual of a general in a military lesson on ammunition</li></ul>
Representational	Depict an object in a realistic fashion	<ul style="list-style-type: none"><li>• A screen capture of a soft screen</li><li>• A photograph of equipment</li></ul>
Mnemonic	Provide retrieval cues for factual information	<ul style="list-style-type: none"><li>• A picture of a stamped letter in a shopping cart to the meaning of the Spanish Carta (letter)</li></ul>
Organizational	Show qualitative relationships among content	<ul style="list-style-type: none"><li>• A two-dimensional course</li><li>• A concept map</li></ul>
Relational	Show quantitative relationships among two or more variables	<ul style="list-style-type: none"><li>• A line graph</li><li>• A pie chart</li></ul>
Transformational	Show changes in objects over time or space	<ul style="list-style-type: none"><li>• An animation of the v cycle</li><li>• A video showing how operate equipment</li></ul>
Interpretive	Illustrate a theory, principle, or cause-and-effect relationships	<ul style="list-style-type: none"><li>• A schematic equipment</li><li>• An ...</li></ul>

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The diagram shows three rows of classical architectural columns with animal-like features added to their capitals to serve as mnemonic devices:

- doric**: A simple capital with a flat top and a square base. Below it is the label "door like".
- ionic**: A capital with a volute (scroll) on each side. Below it is the label "horn like".
- corinthian**: A capital with acanthus leaves. Below it is the label "crown like".

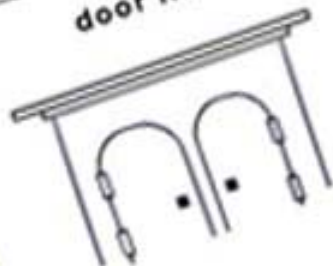
Below these are two more examples of columns with animal-like features: one with a face and horns, and another with a face and a crown.

for instance



doric

door like



ionic

horn like



corinthian

crown like



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for instance



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reading of this screen not **only** a real opportunity  
to establish **the mnemonic relationship** of  
**displayed content**

for **instance**



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or **to obtain** simple information

for **instance**



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or to obtain simple information  
the **opportunity** to reflect on the  
in which the visual  
**composition** builds on

but also



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how do we **write**  
this **image**?

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how do we write  
this image?

we consider **the digital** image as  
a **microworld** in which **different** levels of  
information **coexist together**

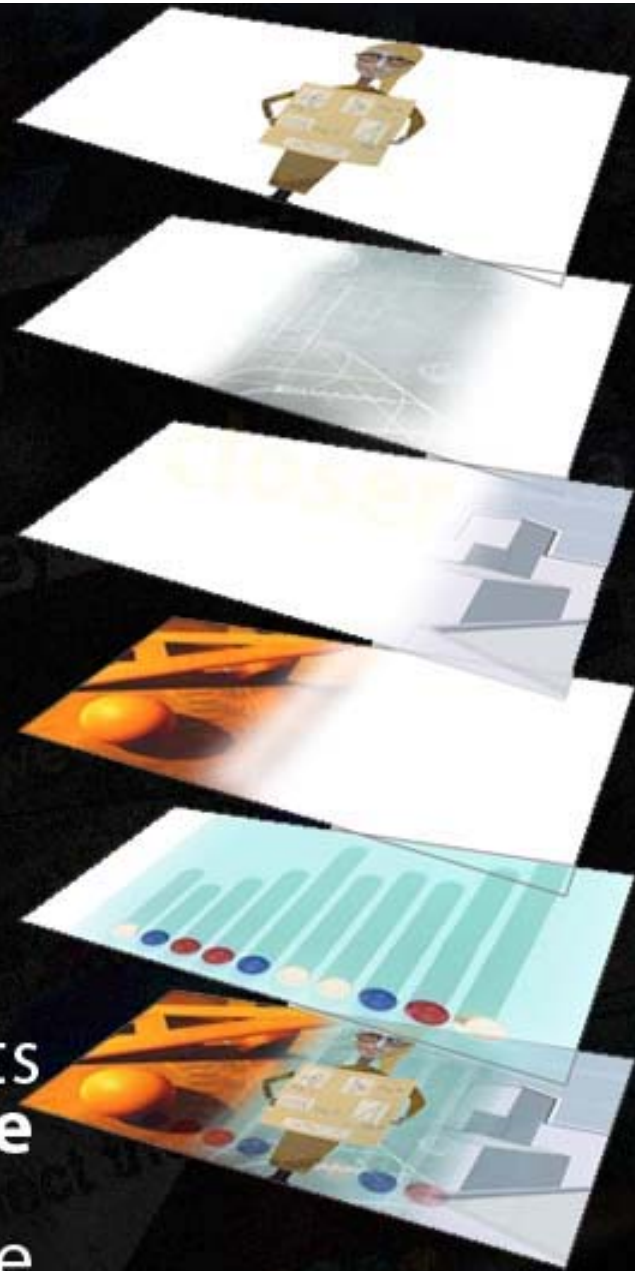
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so **each** element  
has a  
programmatically  
load frames at  
each **level** that allows  
to **coexist** with  
other **graphic**  
elements  
and to **shape**  
the **visual**  
communicative  
**configuration**



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but what was the **process**  
that we follow to reach this result?

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# firstly we ask

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trigonometry

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mathematical equations  
that reflect the relationships  
that are the angles and  
sides in the  
triangle

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mathematical equations

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mathematical

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mathematical  
numbers

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mathematical  
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primary counts

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mathematical  
numbers  
primary counts  
add

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mathematical  
numbers  
primary counts  
add subtract multiply

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mathematical  
numbers  
primary counts  
add subtract multiply  
calculus

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mathematical  
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primary **counts**  
add **subtract** multiply  
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mathematical  
numbers  
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add subtract multiply  
calculus abacus

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abacus

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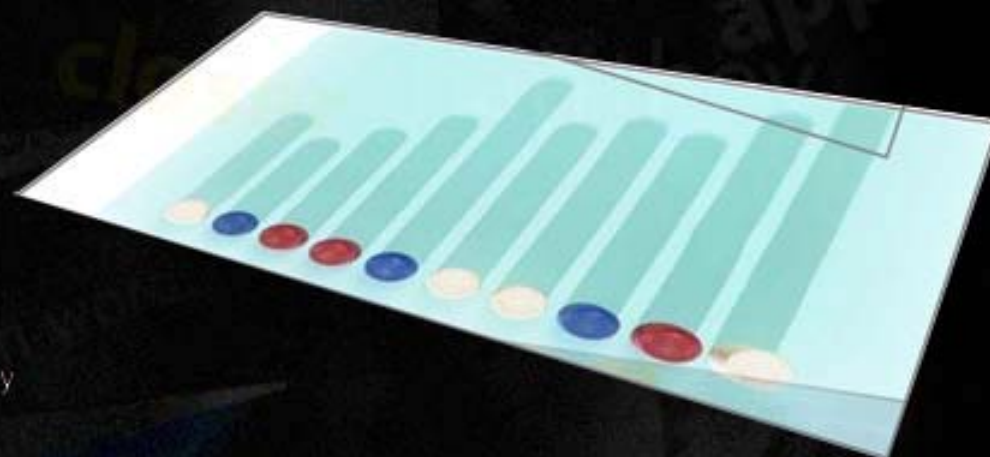
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abacus

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tv screen

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720x480

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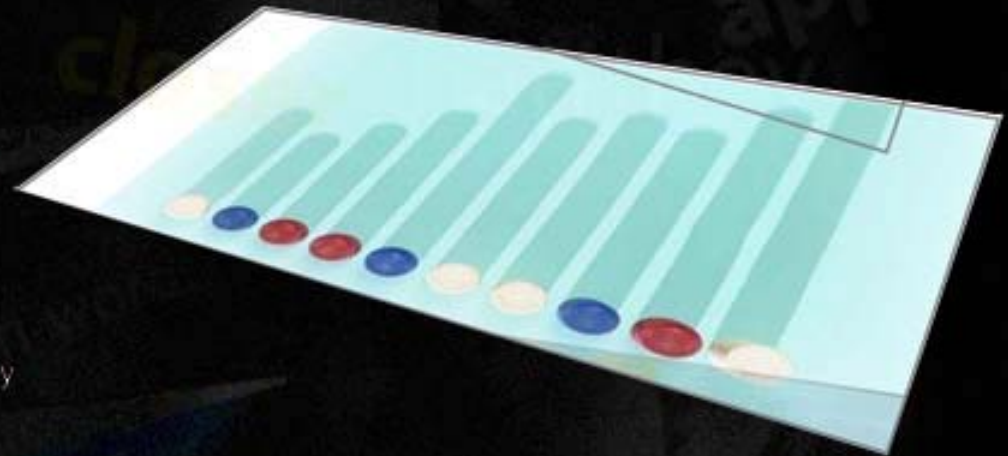
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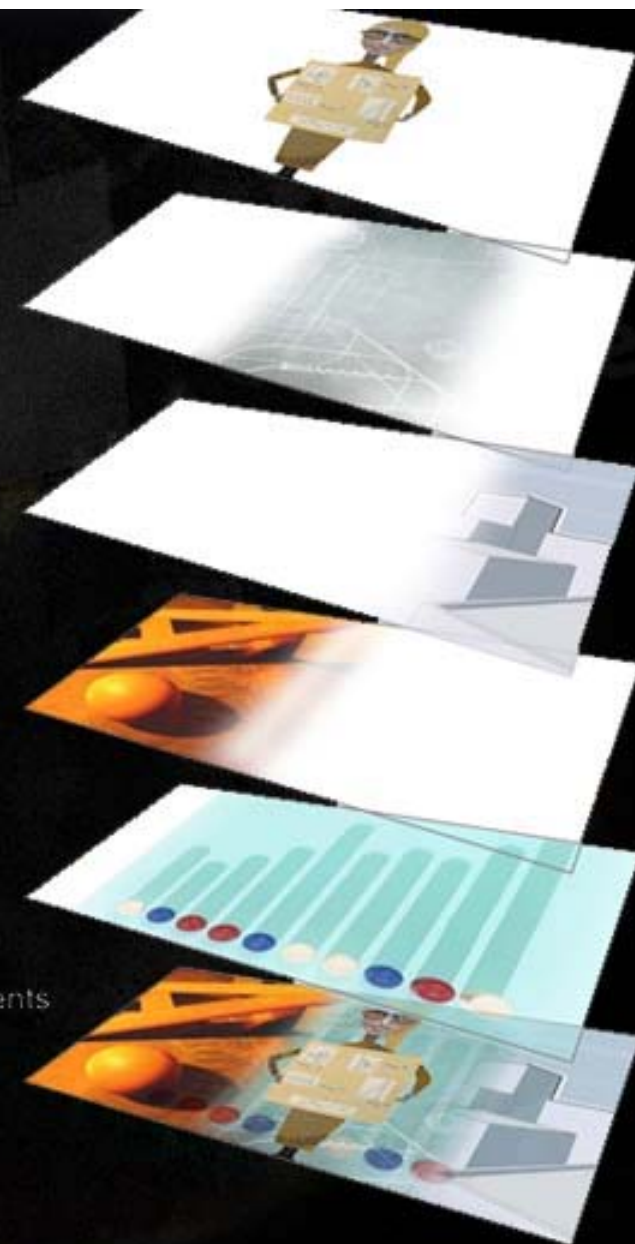
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# firstly we ask

1. topic
2. define the topic
3. highlight keywords
4. analyze keyword
5. link between words
6. obtain new keyword
7. select the graphic
8. select visual technology
9. select the screen
10. remedial position, scale, color, texture  
relationship with the screen and other elements
11. obtain the significant level of the keyword
12. go to item 4
13. compile the screen and get the image of the topic



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the presented

examples have allowed us to understand

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the presented

examples have allowed us to understand

that just as  
there has been an evolution  
in the digital display

from  
technological development  
also the image has changed its formal  
codification to adapt to the various digital media

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thanks

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