

Roland Barthe's

Rhetoric of The Image

Course: Introduction to Field Work

Batch: B.Des 2018 | 4th Semester

Discipline: Graphic Design

Autumn Semester: December 2019 - April 2020

Dates: 2nd - 6th March 2020

> Linguistic



The Three Messages

PATES - SAUCE - PARMESAN
A L'ITALIENNE DE LUXE

- > Linguistic
- > Coded Iconic



The Three Messages

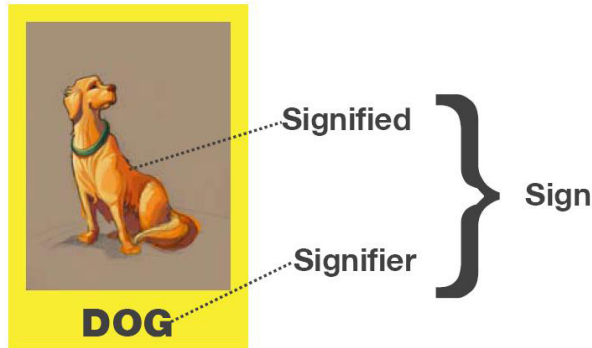
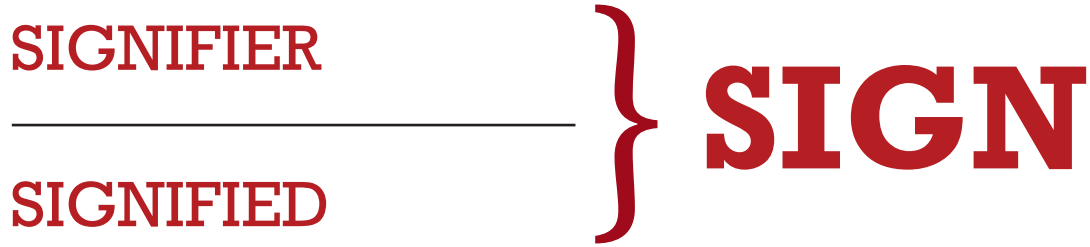
PATES - SAUCE - PARMESAN
A L'ITALIENNE DE LUXE

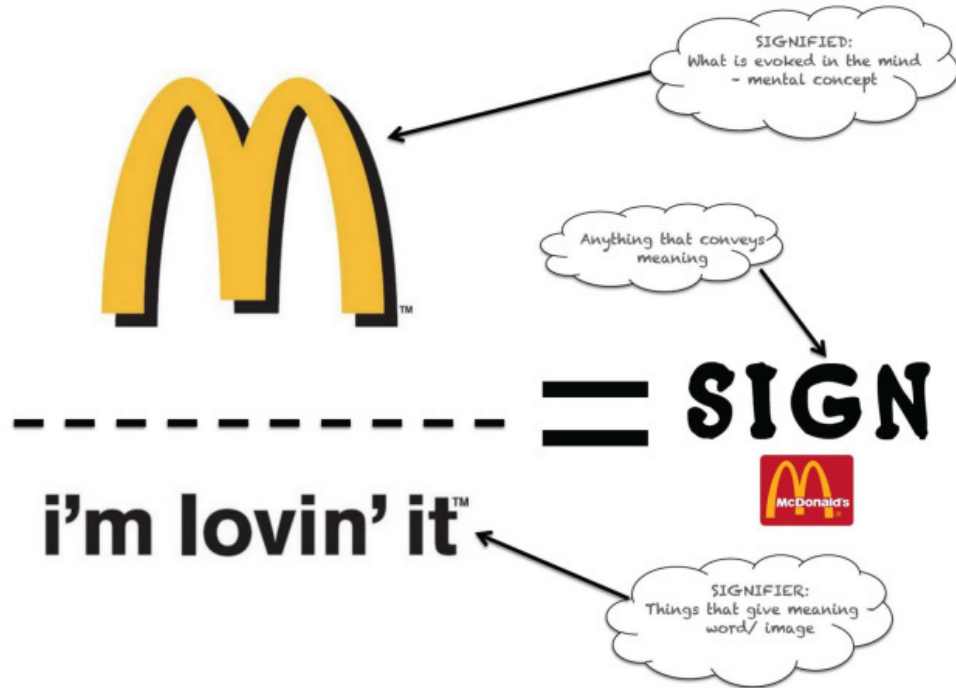
- > Linguistic
- > Coded Iconic
- > Non-coded Iconic



The Three Messages

PATES - SAUCE - PARMESAN
A L'ITALIENNE DE LUXE





LINGUISTIC MESSAGE

- > Captions
- > Labels
- > All French Language



The Three Messages



ICON

- > Represents its object through similarity
- > The photo of the Shopping Bag & its contents is ICONIC

The Three Messages

CODED ICONIC MESSAGES

4 SIGNIFIERS:

> **GAPING STRING BAG**
doing one's own shopping

> ***Italianicity***
tomato, pepper and tricolour

> ***Total Culinary Service - to make the dish***

4 SIGNIFIERS:

> **GAPING STRING BAG**
doing one's own shopping

> ***Italianicity***
tomato, pepper and tricolour

> ***Total Culinary Service - to make the dish***

> ***THE STILL LIFE - evokes Aesthetics***

NON - CODED ICONIC SIGNS

- > REAL OBJECTS
(of the scene)
- > *Non-coded*
a message without a code
- > *The Literal Message*

The Four Signifiers



PATES - SAUCE - PARMESAN
A L'ITALIENNE DE LUXE