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The following review appeared in the April 2013 issue of CHOICE:

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MARC

Visual language: perspectives for both makers and users, by Jos van den Broek et al. Eleven International Publishing, 2012. 320p ISBN 9789490947729 pbk, \$63.00

This is a brave book. It covers so much ground that it could not be expected, in 300-plus pages, to get everything right or to be satisfyingly comprehensive in its analysis. It falls short on several technical counts and aesthetic fronts. The good news is that the four authors--van den Broek, W. Koetsenruijter, J. de Jong, and L. Smit (all, Leiden Univ., the Netherlands)--attempt a synthesis of gestalt theory, semiotics, and rhetoric in their applications to journalism and design. The bad news is that at least two of these areas--semiotics and visual rhetoric--are as yet so green in their own development that they perhaps are not ready to be blended. The extremely complex visual organization of the book does not help the cause. As one of the few works to attempt visual analyses using three fundamental schools of design analysis, this book may represent a pioneering effort. **Summing Up:** Recommended. Lower-level undergraduates and general readers. -- *S. Skaggs, University of Louisville*