Introduction and Topics

Visual Communication is a quarterly journal that began in 2002. The majority of articles are qualitative in nature, but quantitative studies are nonetheless accepted. Visual Communication takes an interdisciplinary approach to the visual, which includes: “still and moving images, graphic design and typography, visual phenomena such as fashion, professional vision, posture and interaction, the built and landscaped environment, the role of the visual in relation to language, music, sound and action” (Sage Journals Online). The journal seeks articles that:

1. “develop methods for analyzing visual communications and their interpretations in relevant, principles and explicit ways”
2. “focus […] on the role of visual communication vis a vis other modes of communication, whether in relation to contemporary western visual communication, or in relation to other periods or cultural formations”
3. “critically investigate how visual communication constructs, represents and contests the social world, and papers which use critical reflection on visual communication to propose innovative practices, new ways of doing visual (and indeed, multimodal) communication”


May 2010 Issue’s Titles

- “Analysing the language of war monuments” (Gill Abousnnouga and David Machin)
- “Negotiating Romance in Front of the Lens” (Ori Schwarz)
- “Developing the construction sight: Architectural education and technological change” (Jonas Ivarsson)
- “Narrative Music, Visuals and Meaning in Film” (Johnny Wingstedt, Sture Brändström, and Jan Berg)
- “Double-take: Unpacking the play in the image-nuclear news story” (Helen Caple and Monika Bednarek)
- “Portraits from the edge — Kiribati — putting a face to climate change (Jon Lewis)

1 http://www.sagepub.com/journalsProdDesc.nav?ct_p=manuscriptSubmission&prodId=Journal201380#tabview=title
• 1st International Visual Methods Conference University of Leeds 15th-17th September 2009
• Book Review: JOHN A BATEMAN, Multimodality and Genre: A Foundation for the Systematic Analysis of Multimodal Documents. (Review by Mary Scott)
• Book Review: LEANNE SHAPTON, Important Artifacts and Personal Property from the Collection of Lenore Doolan and Harold Morris, Including Books, Street Fashion and Jewelry. (Review by Zoe Sadokierski)

**August 2010:** Special Issue-Prototypes

**Contributors**

The contributors to this journal come from a variety of disciplines. Below is a sampling of the background of some of the contributors:

- Norwegian furniture designer
- Social science researcher (Lancaster University)
- Senior lecturer in the Department of Linguistics and Modern English Language (Lancaster University)
- Graduate student working on dissertation on multi-modal identity construction (Georgetown University)
- PhD student in fine art in the Faculty of Art, Design, and Music at Kingston University
- Research professor in Psychology at the University of Northumbria
- Associate professor in the Department of English and Communication at the City University of Hong Kong
- Artificial Intelligence Engineer at The MITRE Corporation
- Letter-press printer and founder of the journal Signa/Signographic Studies (Germany/UK)
- MA student in Communication, Culture, and Technology (Georgetown University)
- Senior Lecturer in Scandinavian languages (Stockholm University)
- Assistant Professor of Rhetorical Studies (Louisiana State University)
- Associate Professor in the Cognitive Science Department (Lund University, Sweden)
- Curator of Computing and Mathematics at the Powerhouse Museum (Australia)

**Website**

Each issue is available online via SAGE Journals Online ([http://vcj.sagepub.com](http://vcj.sagepub.com)). The pdf version of the articles are easily downloadable from the above website and typically include abstracts as well.

**Editors**

Carey Jewitt-----------------Institute of Education, University of London
Theo van Leeuwen--------University of Technology, Sydney, Australia

Michael Longford--------York University, Canada

Teal Triggs----------------University of the Arts London, UK

Submission Guidelines

Written Format: All submissions should include a full title, an abstract between 100-150 words, and a maximum of ten key words. The maximum length of 8000 words is the standard, unless permission from the editors is obtained. As the reviews will be blind, the author(s) full name(s), along with their current affiliation, contact information, and a brief biography should be included on a separate page. Also, any tables or images should be submitted on separate pages.

Visual Essay Format: Visual Communication also accepts “visual essays,” which can consist of written and visual components or only visual components. The typical length of the visual essays is between six and twelve pages. The publisher provides the following description of a visual essay:

“A visual essay can focus on any social or political aspect of visual communication, it can be a response to the visual work of others, a commentary on visual processes, ideas, and so on. The images in visual essays can originate from a range of sources, for example:

• An image collection that is already available, e.g. a curated collection or an image archive
• Images that have been produced for the essay
• Images collected as research data
• Images selected or produced to reflect on a particular aspect of visual communication” (Sage Journals Online).

For submission purposes, the image and textual components can either be combined in a single document or separated into different documents. Images can be submitted either as paper copies or electronically. Note that color images need special approval from the editors.

The editors recommend that those interested in submitting a visual essay present their idea before doing so; this can be accomplished by contacting Teal Triggs at t.triggs@lcc.arts.ac.uk.

---

2 For more information on submissions, see the following website:
http://www.sagepub.com/journalsProdDesc.nav?ct_p=manuscriptSubmission&prodId=Journal201380#tabview=manuscriptSubmission

3 http://www.uk.sagepub.com/repository/binaries/pdf/VCJ_essay_guidelines.pdf
Review format: Visual Communication also includes a book review section. These book reviews can be “essay length and shorter contributions” (Sage Journals Online\(^4\)).

References


\(^4\) http://www.sagepub.com/journalsProdDesc.nav?ct_p=manuscriptSubmission&prodId=Journal201380#tabview=manuscriptSubmission