
University of the West Indies / CARIMAC / Sem2 '15 - TUE & WED / COMM1268 Basics of Visual Communication

Instructor David Soutar / Cell: 876 298 6527 / Email: me@davidsoutar.com

Office Hours Monday 9am - 12pm Mona: CARIMAC Annex, & Thursday 8am – 11am WJC: CARIMAC Office, by appt

6 Perspectives - Historical

Each medium of presentation - from typography to networked interactive multimedia - has a unique history of circumstances that were set in motion and fostered by individuals interested in promoting the medium. For typography, the history of writing dates from the dawn of recorded history. For networked interactive multimedia, the historical developments are relatively recent. A knowledge of a medium's history allows you to understand current trends in terms of their roots in techniques and philosophies of the past. Creative visual message production always comes from an awareness of what has come before, so present applications also will influence future uses.

- Paul Martin Lester

Choose one of the two images on the next page and write a short essay of no less than 300 words and no more than 400 words analysing the image, utilizing only the historic perspective. This assignment is due at next week's tutorial where the photographer will be present to answer questions (so please come with questions).



University of the West Indies / CARIMAC / Sem2 '15 - TUE & WED / COMM1268 Basics of Visual Communication

Instructor David Soutar / Cell: 876 298 6527 / Email: me@davidsoutar.com

Office Hours Monday 9am - 12pm Mona: CARIMAC Annex, & Thursday 8am - 11am WJC: CARIMAC Office, by appt



One Love Peace Concert - Photographer Unknown

JAMAICA

People become Jamaica fans because of the beautiful sun, sea, beaches, flowers, hotels. And other reasons.

Women, especially women of Montego Bay, have always helped make our land desirable.

A woman, Mabelle Ewen, opened the first McTear hotel (Cauldwell's) in 1924.

Today there are 52 including Morinda Hill and Good Hope's with private rooms for 1000 pleasure-loving people.

Men are managed by women.

Josephine Chen, Australian-born divorcee of picturesque Richmond Hill Inn, will whip you up winter schotchies, Pimms.

Some Britishers purport to be divers at Chalfont Caribbe.

American Mrs Gold maintains a very Jamaica Inn (Chalfont).

Jamaican Mrs de Pina (Vernon House) specializes in English teas.

Meet our famous ghost, Anne Palmer at temporary Rose Hall.

Flash down a river called Marsha Blue.

Drink a liqueur named Rumona. It's women who jiggle (soft goods) and laugh (haggle) at large Comorian Markets.

Women are police, printers, barmaids.

Women are the loveliest limbo dancers.

The woman at night?

Some Jambogians, a hombody who cooks curries and some at Doctors Cave Beach.

And takes short-hand taxi.

For more of vibrant Melby (and pastor) Ocho Rex, cultural Kingdom, peaceful Port Antonio, see a travel agent or Jamaica Tourist Board in New York, Chicago, San Francisco, Los Angeles, Washington, D.C., Miami, Dallas, Toronto, Montreal.

Jamaica Tourist Board Ad - Bill Bernbach (Doyle Dane Bernbach)