Commentary

Paul Martin Lester, Editor

Caution
Please hold on to door. Due to high winds. Thank you

Midland, Texas. 2010. PML
Which “caution” would most likely get your attention?

Black, handwritten, amateurish, a sans serif typeface style, upper and lowercase letters, centered with an underlying rule within a horizontally rectangular slightly ragged sheet of paper taped on glass about eye level, or black, printed, professional, a sans serif typeface, all caps, centered below an angered rattler illustration with the snake looking to the left within a top-pointed triangular slightly scratched metal sign screwed on a wooden post at a high perspective?

As we all know, occasions to notice and appreciate visual communication examples in all of its forms and flavors are constant lessons that improve our observational skills and teaching opportunities. Because what started out as a simple illustration of two ways one word can be displayed using the same typeface family became a lesson in generating content analysis categories.

Such is the joy of these commentaries. I never really know how they will end. Nevertheless, this volume will be my last as editor. Three more issues to go. Stay tuned, as they say.
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