



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

1

---

Ho qualcosa da dire?

Angelo Ruggiero, 2013

---

---

---

---

---

---

---

---

2

---

Conosco i destinatari della mia comunicazione?

Senza un target di riferimento non è possibile realizzare un'efficace azione comunicativa

Angelo Ruggiero, 2013

---

---

---

---

---

---

---

---

3

---

Attraverso quale mezzo?

Senza conoscere il canale di diffusione non si costruiscono messaggi autorevoli

Angelo Ruggiero, 2013

---

---

---

---

---

---

---

---

4

OK



ORA ABBIAMO TUTTO

Angelo Ruggieri, 2013

---

---

---

---

---

---

---

---

ANCORA UN SECONDO...

...UN PAIO DI CENNI TEORICI

Angelo Ruggieri, 2013

---

---

---

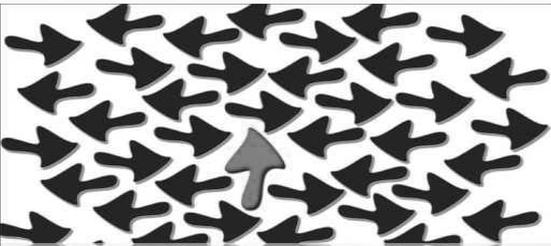
---

---

---

---

---



PASSA **UN** CONCETTO SOLO

Angelo Ruggieri, 2013

---

---

---

---

---

---

---

---

CERCHIAMO DI AVERE  
**CHIARO** QUALE  
**CONCETTO**  
VOGLIAMO **COMUNICARE**

Angelo Ruggieri, 2013

---

---

---

---

---

---

---

---

PERCHÈ USARE  
UN'IMMAGINE?

Angelo Ruggieri, 2013

---

---

---

---

---

---

---

---

ANZI...



Angelo Ruggieri, 2013

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

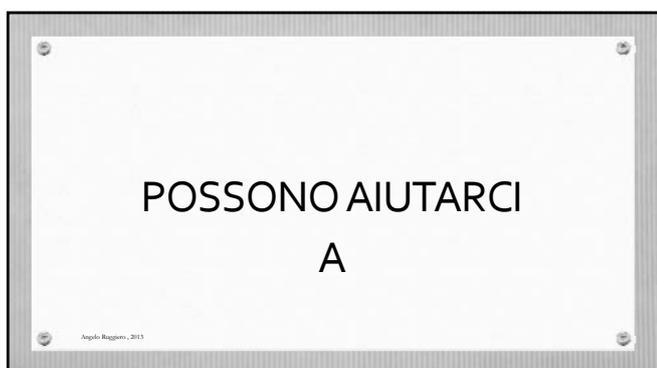
---

---

---

---

---



---

---

---

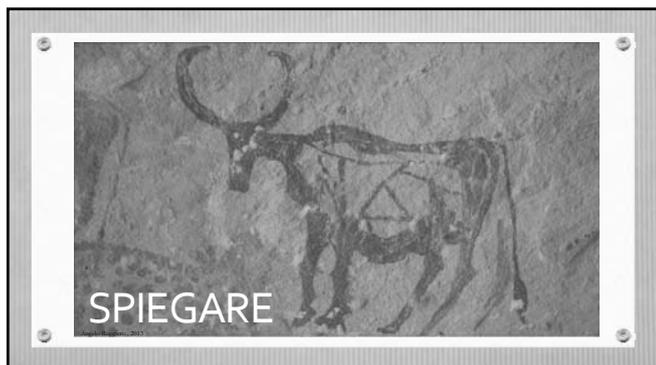
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

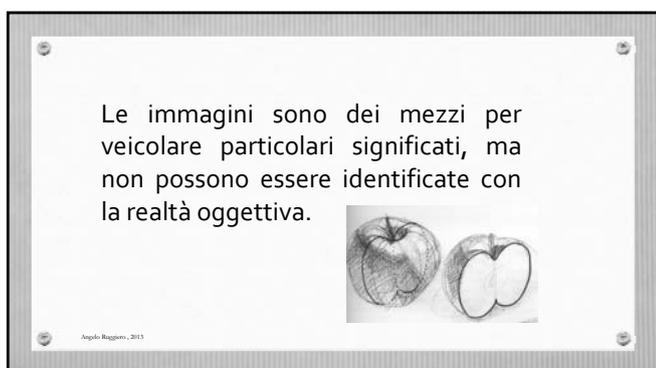
---

---

---

---

---



---

---

---

---

---

---

---

---

Alla Ricerca del Significato



Angelo Ruggieri, 2013

---

---

---

---

---

---

---

---

si presentano come un'interpretazione della realtà e, come tale, implicano la considerazione di una molteplicità di variabili, che agiscono sulla loro produzione e interpretazione.



Angelo Ruggieri, 2013

---

---

---

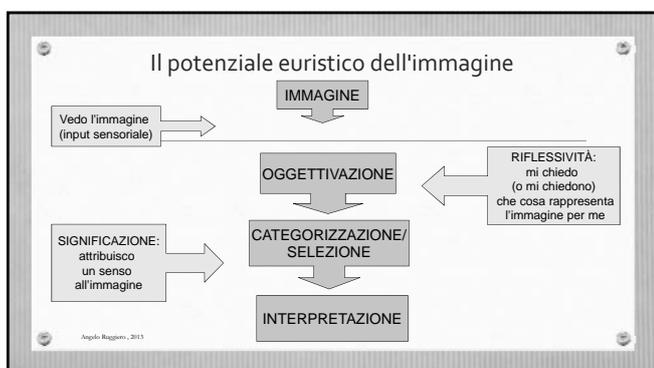
---

---

---

---

---




---

---

---

---

---

---

---

---



LAVORARE  
SULLE  
IMMAGINI

Angelo Ruggieri, 2013

---

---

---

---

---

---

---

---



IMMAGINE  
AL  
VIVO

Angelo Ruggieri, 2013

---

---

---

---

---

---

---

---



Prima                  Dopo

IMMAGINI RIQUADRATE

Angelo Ruggieri, 2013

---

---

---

---

---

---

---

---



---

---

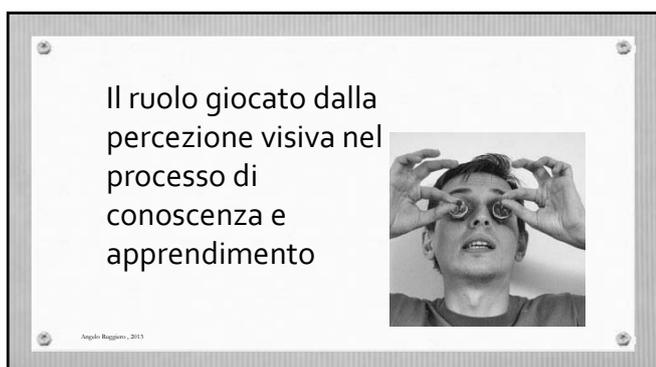
---

---

---

---

---



---

---

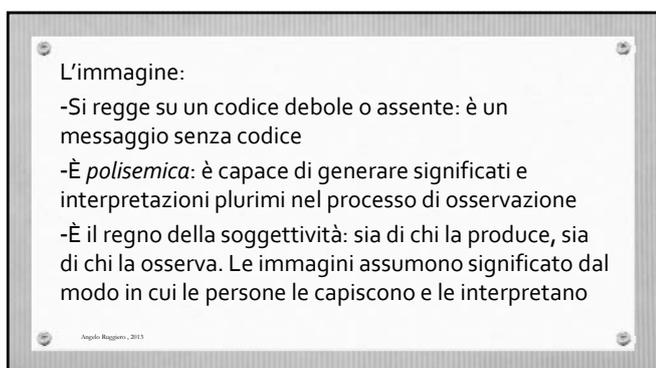
---

---

---

---

---



---

---

---

---

---

---

---



Immagini come barche senz'ancora: galleggiano liberamente alla deriva sul mare dei significati.  
Sulla superficie appaiono le immagini, ma il loro senso «vero», quello cercato dall'autore è sotto la superficie...

Angelo Ruggieri, 2013

---

---

---

---

---

---

---

---

# LA REGOLA DEI TERZI



Angelo Ruggieri, 2013

---

---

---

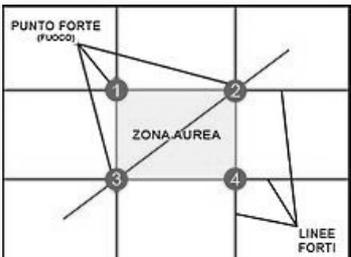
---

---

---

---

---



**PUNTO FORTE (FUOCO)**

**ZONA AUREA**

**LINEE FORTI**

Angelo Ruggieri, 2013

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

Se è possibile "leggere una immagine", allora prima deve essere avvenuto un altro fenomeno interessante: qualcuno è stato in grado di "scriverla".




---

---

---

---

---

---

---

---

Realizzare l'immagine come risultato...

- di uno **SGUARDO**
- di una **MENTE**
- di un **SAPERE TECNICO**




---

---

---

---

---

---

---

---