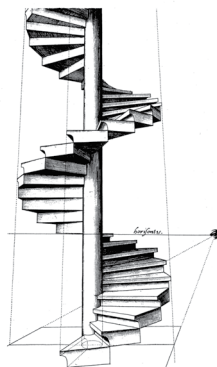




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## ASPECTOS DE ANÁLISE PARA A ICONOGRAFIA DE APRESENTAÇÕES DE PROJETO

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### ABSTRACT

This paper is part of a wider research on design language and its cognitive and rhetorical aspects. Considering the methodological challenges posed by the analysis of graphic discourse in project presentations in the subject of architecture, it presents a proposal of the aspects or categories to be considered and used in the analysis of iconography employed in that kind of communication. Feeding from theoretical works on visual communication, especially the joint work of Gunther Kress and Theo van Leeuwen, the paper proposes the categories of 'destination', 'production technique', 'perspective', 'concreteness', 'accuracy', 'wholeness' and 'modality'. At the end, it displays a brief example of application of those aspects upon two pictures used in the presentation of a famous contemporary project.



[www.aproged.pt/geometriasegraphica2015.html](http://www.aproged.pt/geometriasegraphica2015.html)

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