

**Design of publication – The function
of photography in visual communication
– summary.**

The Photographic Dictionary of Human Visual Activity is my reflection on the function of photography in visual communication. I collected 1,900 photos in it. All of them I took myself between 2005 and 2020. During the work with the dictionary, I decided to present only colour photographs taken by digital camera. My photos document human activities planned as visual, like a painting walls or decorating and unplanned as visual, like selecting furniture with random colours, etc. The most important thing for me in this project is to show that human activity can have visual consequences. N. Mirzoeff wrote in *How to See the World* (2015) that *seeing is an activity that we learn all our life*. As a designer, I have learnt to see the world around me because I live in it and work for it. As a designer of visual communication, I also feel responsible for visual space in the contemporary world. My projects can be a part of this space so I study to understand it better and work better in it. I would like my

projects to be understandable to a modern audience, hence the need to search for the right language. One of the language tools that we use on a daily basis is a dictionary, hence the idea that the content of the dictionary should be photos of the surrounding reality. I chose 30 general terms such as *building, human - image, installation, curtain, vehicle, object, plant - image, animal - image, road sign, shop window*, etc., illustrating them with selected photographs.

Each entry in the dictionary has a selected number of photos and text definition from *Wielki Słownik Języka Polskiego PWN (The Great Dictionary of the Polish Language by PWN)*, first edition 2018, whose scientific editor is prof. Stanisław Dubisz. The dictionary is a jubilee edition on the occasion of the celebration of the centenary of regaining the independence by Poland. It is the latest and most complete work of this type on the Polish language.

At the end of *The Photographic Dictionary...* I included a proposal for the entries for the next volume containing specific terms or phrases.

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