The IADIS International Conference Visual Communication 2010: Creative Industries, Photography and Culture 2010 was held in Freiburg, Germany, July 27 - 29, 2010 and was Co-Organised by Albert-Ludwigs-Universität Freiburg, Germany.

The IADIS Visual Communication (VC) 2010 conference purpose was to address the main issues on Visual Communication, Photography and Technology.

The proceedings of the IADIS Visual Communication 2010: Creative Industries, Photography and Culture Conference were jointly published with IADIS Web Virtual Reality and Three-Dimensional Worlds 2010 and IADIS Computer Graphics and Visualization 2010 conference. These events received 218 submissions from more than 33 countries. Each submission had been anonymously reviewed by an average of five independent reviewers, to ensure that accepted submissions were of a high standard. Consequently only 40 full papers were published. The overall acceptance rate corresponded to about 18%. A few more papers were accepted as short papers, reflection papers, doctoral consortium and posters.

The submissions were accepted under the following main areas:

**Visual Communication**
- Visual Language / Literacy / Rhetoric
- Persuasive Communication
- Semiotics
- Genres
- Epistemic, episodic and the conceptual
- Storyline and Hyperstructure

**Photography**
- Journalism, Documentary and Autonomous
- Graphics, Art and Design
- Spatial Composition
- Daylight Studio
- Autobiographic
- Portrait, landscape, fashion, architecture
- Creative Imagery
- New Generation Cameras
- Didactic Careers
- International Consortia for EU Projects

**Psychology**
- Visual / Subliminal Perception
- Gestalt, Cognitive Style
- Etnographic / Historical Themes
- Galleries
- Imagery Software

**Technology**
- Light, colour, lenses, 3D scanning and printing
- WWW-based Image Spaces
- Flickr, MySpace,
The Conference comprised the presentation of full papers, short papers, reflection papers, doctoral consortium and posters, and also one keynote presentation from an internationally distinguished researcher - Professor Patrick S.P. Wang, Tenured Full Professor at Northeastern, University, USA and the Zijiang Visiting Chair Professor at ECNU, Shanghai, China.

Keynote Presentation:

INTELLIGENT PATTERN RECOGNITION AND APPLICATIONS - MODELING AND SIMULATION IN HC INTERACTIVE ENVIRONMENT by Professor Patrick S.P. Wang Tenured Full Professor at Northeastern, University, USA and the Zijiang Visiting Chair Professor at ECNU, Shanghai, China.

Abstract:


Program Committee:

Program Chair:

Roberto Muffoletto, College of Education Appalachian State University, USA

General Conference Co-Chairs:

Piet Kommers, University of Twente, The Netherlands
Pedro Isaías, Universidade Aberta (Portuguese Open University), Portugal
Dirk Ifenthaler, Albert-Ludwigs-Universität Freiburg, Germany
Nian-Shing Chen, National Sun Yat-sen University, Taiwan

Committee Members:

Andreas Schrader, University Of Lübeck, Germany
Artur Lugmayr, Tampere University Of Technology, Finland
Bai Xiao, Beihang University, China
Bogdan Smoïka, Silesian University of Technology, Poland
Carla Spinillo, Federal University Of Parana, Brazil
Din-yuen Chan, EE and CSIE dep, National Chiayi University, Taiwan
Dirk Huylebroeck, Department Of Architecture Sint-lucas Brussels, Belgium
Feng Niu, Automated Precision Inc., USA
Gunter Weiss, Dresden University, Germany
Haojie LI, Dalian University of Technology, China
Henryk Palus, Silesian University Of Technology, Poland
Hwangjun Song, Pohang University Of Science And Technology, Korea, Republic Of