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**SEMIOLGY ISSUES IN THE CONTEXT OF VISUAL  
COMMUNICATION**

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Within the university education process, visual communication is an important component in the training of architecture students, bringing to the knowledge, facts, messages, information that need to be continuously decoded. Currently, the variety of information from various images and products, objects, visual forms increases in a well-determined relationship with the number of signs, also presenting different degrees of difficulty not only in designing but also receiving them. The methodological basis for studying visual signs and the meaning of messages encoded by language is visual semiology or semiotics.

Due of the new trends, the ways of perceiving visual communication in the professional training of architects remain a current issue,

contributing to the formation of knowledge skills and abilities to receive, perceive and form the vision of the world.

**Keywords:** *semiology, semiology issues, visual communication, architecture students.*