

Reading Visual Text

Basic Skills to Get Started

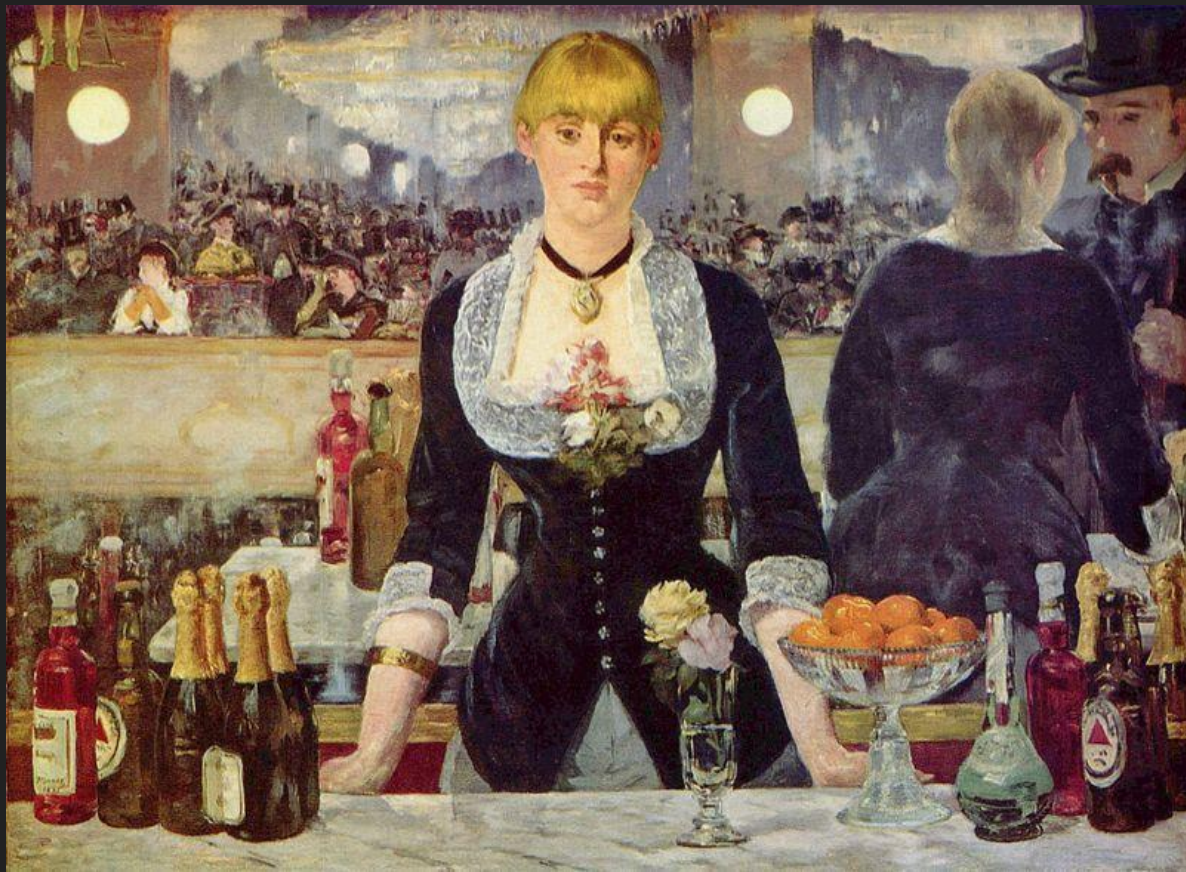
Basic Vocabulary for Images

- Frame
- Foreground
- Background
- Midground
- Focus
- Color-- including shade and all values
- Shape-- think of geometry class here
- Light-- shadow, spot, highlight, and so on...
- Arrangement-- Think of prepositions here (in front of, behind, blocking...)
- Figure-- human, animal, alien, whatever



Learning How to See: More Vocabulary

- Composition-- visual triangle, rule of thirds, placement of, arrangement of ____
- Elements-- color, form, line, shape, space, value, and texture
- Medium-- oil paint, photograph, pen and ink...



A Bar at the Folies-Bergère by Edgar Degas

Classification...

- Religious
- Scientific
- Impressionistic
- Cubist
- Pop art
- Life drawing
- Portrait
- Graffiti/Street Art
- And so on...

Literary Devices...

- Allusion
- Symbol
- Imagery
- Tone
- Mood
- Conflict
- Character
- Point of View

And then they add words...

PARKING



WINTER.
YOU'LL MISS IT WHEN IT'S GONE.

GREENPEACE





WHY IS IT SO HARD TO SEE BLACK AND BLUE

The only illusion is if you think it was her choice.
One in 6 women are victims of abuse.
Stop abuse against women.

If you need help or are able to help, contact us on 021 638 5511





Levi's

GO FORTH

THIS COUNTRY
WAS NOT BUILT
BY MEN IN
SUITS.

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A billboard advertisement for the Air Jordan 1 sneaker. The billboard is set against a dark background and features a photograph of Michael Jordan in his iconic white Chicago Bulls jersey with the number 23, captured in mid-air performing a dunk. To the right of the image, the text "MICHAEL JORDAN 1" and "ISAAC NEWTON 0" is displayed in a bold, orange-red font. At the bottom center of the billboard, there is a small red square logo with a white stylized 'W' or 'J' inside, representing the Air Jordan brand.

MICHAEL JORDAN 1
ISAAC NEWTON 0

“Power”



The same elements, but not
the same...

Why is that?

Resources for Practice-- mostly for the teacher...

- Allied and Axis Civics POV lesson with war propaganda:
<http://civics.sites.unc.edu/files/2012/05/DecodingWWIIPropaganda8.pdf>
- A school district guide with helpful student materials and sample responses:
https://www.tepapa.govt.nz/sites/default/files/visual_language_resource_1.pdf
- ISTE materials-- really well done and with lots of practice:
<http://www.iste.org/docs/excerpts/MEDLIT-excerpt.pdf>
- A basic guide with leading questions for cartoons:
<http://www.klett-sprachen.de/download/3425/03a%5FWorksheet%20on%20Visual%20Literacy1.pdf>
- The New York Times doesn't mess around:
http://learning.blogs.nytimes.com/category/lesson-plans/media-studies/visual-literacy/?_r=0