VIEWING / REPRESENTING TERMS GRADE 7/8

Representations/visual texts - information that is communicated through still or moving images in a variety of forms; e.g., collages, diagrams, posters, multimedia presentations

Media texts – any communication product, including radio and television, movies, billboards, magazine and television advertisements, photographs, posters, comics, and web pages

Media literacy – evaluating media texts for comparison, message, intended audience, *etc.*

Visual literacy – includes examining texts for elements of design and colour

Visual Features – these include:

- *composition* – the arrangement of visual elements within a picture
- *scale* – the relative size of objects within visual; large objects attract the viewer's attention first
- *contrast* – extreme differences in the same visual. Differences can be in colour (light/dark), textures (rough/smooth), and intensity (purity and strength of a colour)
- *balance* – the way objects are arranged; balanced create a feeling of harmony; unbalanced create tension
- *message* –the statement the artist wishes to express
- *focal point* –the main area of interest
- *proportion* - the size or scale of objects in the visual in relation to each other
- *line* –The type of lines you use can affect mood. *Straight lines* can suggest order and direction. *Jagged lines* can suggest power, fear or confusion. *Curved lines* can suggest motion, like waves, or softness, like a smile.
- **Colour** – can communicate mood or feelings. For example, *Reds* (anger), *Dark colours* (mystery or sadness), *Greens/Browns* (peacefulness), *Bright colours* (excitement, happiness)

Audience – The group(s) of people for whom the visual is intended.

Caption – the words beneath a photograph that explain the subject and give background information

Layout – the positioning of articles and photographs in a news publication; also includes the use of borders, colours, and artwork

Purpose – What the visual is trying to get you to do. (to inform? to sell?)

Storyboard – sequence of images used to plan a film, video, television program, drama, story or presentation

Common Viewing Questions

1. Who is the intended audience? How do you know this?
2. What is the message that the author is trying to communicate?
3. What techniques does the author use to get the message across?
4. What is the focal point? How do you know this?