

VIEWING / REPRESENTING TERMS 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 – elements of design and colour. 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? To entertain? To inspire / call to action?)

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

Checklist for Creating a Poster / Representation

Visual	The visual(s) of our poster suits the product we are trying to sell or the idea we are promoting. For example, a picture of a child at a birthday party would be a suitable setting for a cake mix product.	
Font	When we write words on our poster, the size and style of the letters represent an idea. For example, capitals make a “loud” statement, and larger font makes words stand out.	
Slogan	We use a catchy slogan to capture attention. For example, the slogan for Nike is “Just do it.”	
Color	We use colors that make my picture stand out and that draw a viewer’s attention to my poster.	
	We use colors that create a mood (for example, red may represent danger, blue may represent sadness).	
Size	We use sizing effectively to emphasize our product (make it stand out). For example, the picture / text that is most important is larger than other less important items.	
Conventions	We use punctuation (ex: exclamation points, question marks etc.), diction etc. to capture viewer’s attention and make them want to keep reading our poster.	
Mood	We use techniques (color, fonts, visuals, etc.) to help to create the mood in the poster. This often helps to promote the idea / product.	
Audience	Our product poster is aimed at an appropriate audience. For example, tooth dentures wouldn’t be aimed at children; they would be aimed at senior citizens.	
Purpose	By using the items above effectively, the purpose / theme of our poster is clear to the intended audience.	