

Analysing Visual Text – Key Terms

DENOTATION	the literal or primary meaning of a word, in contrast to the feelings or ideas that the word suggests.
CONNOTATION	an idea or feeling which a word invokes for a person in addition to its literal or primary meaning.
GAZE	the direction of a subject's eyes (offer or demand)
COLOUR, HUE and TONE	use of contrast, light and darkness in black and white pictures; use of colour to signify feelings and evoke a response
CONTRAST	the arrangement of opposite elements
SALIENCE	the part that your eyes are first drawn to in the visual
SYMBOLISM	the use of an image to represent one or more ideas
VECTORS	the line that our eyes take when looking at a visual, our "reading" path
FOREGROUND BACKGROUND	the parts of the picture which are the closest to / the furthest away from you
PANEL GUTTER	a frame in a graphic novel a gutter separates panels