



VISUAL TEXTS

Grade 9

A decorative background consisting of several thin, curved, light-colored lines that sweep across the page from the top left towards the bottom right, creating a sense of movement and depth.

VISUAL TEXTS

The front cover of a magazine. The ad on the back of the school bus. The latest episode of *The Bachelor*. Photos on your Instagram feed. Memes. Funny YouTube videos of cats. Manga.

What do they all have in common?

They're all visual texts.

The background features several sets of thin, curved lines in grey and white, creating a sense of motion and depth. A large red speech bubble is positioned on the left side of the slide.

VISUAL TEXTS

We're literally *surrounded* by visual texts. We interact with and consume them all of the time – whether we realize it or not.

VISUAL TEXTS



Kendrick Lamar Humble Video. [notionmagazine.com/wp-content/uploads/2017/03/Screen-Shot-2017-03-31-at-12.29.55-1.png](https://www.notionmagazine.com/wp-content/uploads/2017/03/Screen-Shot-2017-03-31-at-12.29.55-1.png)

The background features several sets of thin, curved lines in shades of gray, creating a sense of motion and depth. A prominent red speech bubble is positioned on the left side of the slide.

VISUAL TEXTS

In English, you are asked to go beyond just consuming these texts to *analyzing* them. That means understanding and explaining exactly how these texts work. To do this, you will need to be equipped with a special kind of language: **the language of visual texts.**

A red speech bubble graphic with a white outline, containing the word 'DEFINITION' in white capital letters. The bubble has a tail pointing downwards and to the right.

DEFINITION

Visual texts are texts created using still or moving images. They may or may not include words.

The background features several sets of thin, curved lines in shades of grey and white, creating a sense of motion and depth. A prominent red shape, resembling a speech bubble or a callout box, is positioned on the left side of the slide. It has a rectangular top and a pointed bottom, with the word 'SALIENCE' written in white capital letters inside.

SALIENCE

A feature which first draws attention; it can be a picture, text, colour, etc.

The most **salient** part of the text is the one which stands out the most.

SALIENCE



*In this advertisement, the most **salient** part of the image is the iPad. It is most salient because of its position in the centre of the frame. The dark colours of the iPad also draw attention to it, in contrast to the paler colours of the surroundings.*

“How to Analyse Visual Texts – A•STAR.” A•STAR, 14 Feb. 2018, astar.tv/post/how-to-analysing-visual-texts/.

FOREGROUND
BACKGROUND



In Edvard Munch's painting *The Scream*, the screaming man is portrayed in the **foreground**, whilst in the **background** other, more distant people are shown walking on the bridge.

The background features several sets of thin, curved lines in light gray and white, sweeping across the page from the left and right sides towards the center. A prominent red speech bubble is positioned on the left side, containing the title text.

VECTORS (READING PATHS)

Vectors are imaginary lines that direct the viewer's eyes in a particular way. They are used to connect different parts of the image and to create a reading path from one part to another.

VECTORS (READING PATHS)



*In T. H. Matteson's painting of the Salem witch trials, the stern gaze of the chief magistrate (upper left) creates a **vector** that draws our eyes to the accused man (bottom right). The pointing finger of the girl (bottom centre) also creates a vector that leads to the accused man.*

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FRAMING

Framing determines the amount of information given to viewers and their distribution (close-up / long shot; near the edges/centred)

The background features several sets of thin, curved lines in grey and white, sweeping across the page from the left and right sides towards the center. A prominent red shape, consisting of a horizontal bar at the top and a larger rectangular area below it with a small downward-pointing triangle at the bottom center, is positioned on the left side. The word "GAZE" is written in white, uppercase letters within the larger red area.

GAZE

Gaze refers to the way people in an image are looking at the viewer.

DEMAND: The subject looks out of the image at the viewer; this establishes a connection.

OFFER: The figure looks away; the viewer is a detached observer.

GAZE



A red speech bubble graphic with a white outline, containing the word 'SYMBOLISM' in white capital letters. The bubble has a tail pointing downwards and to the right.

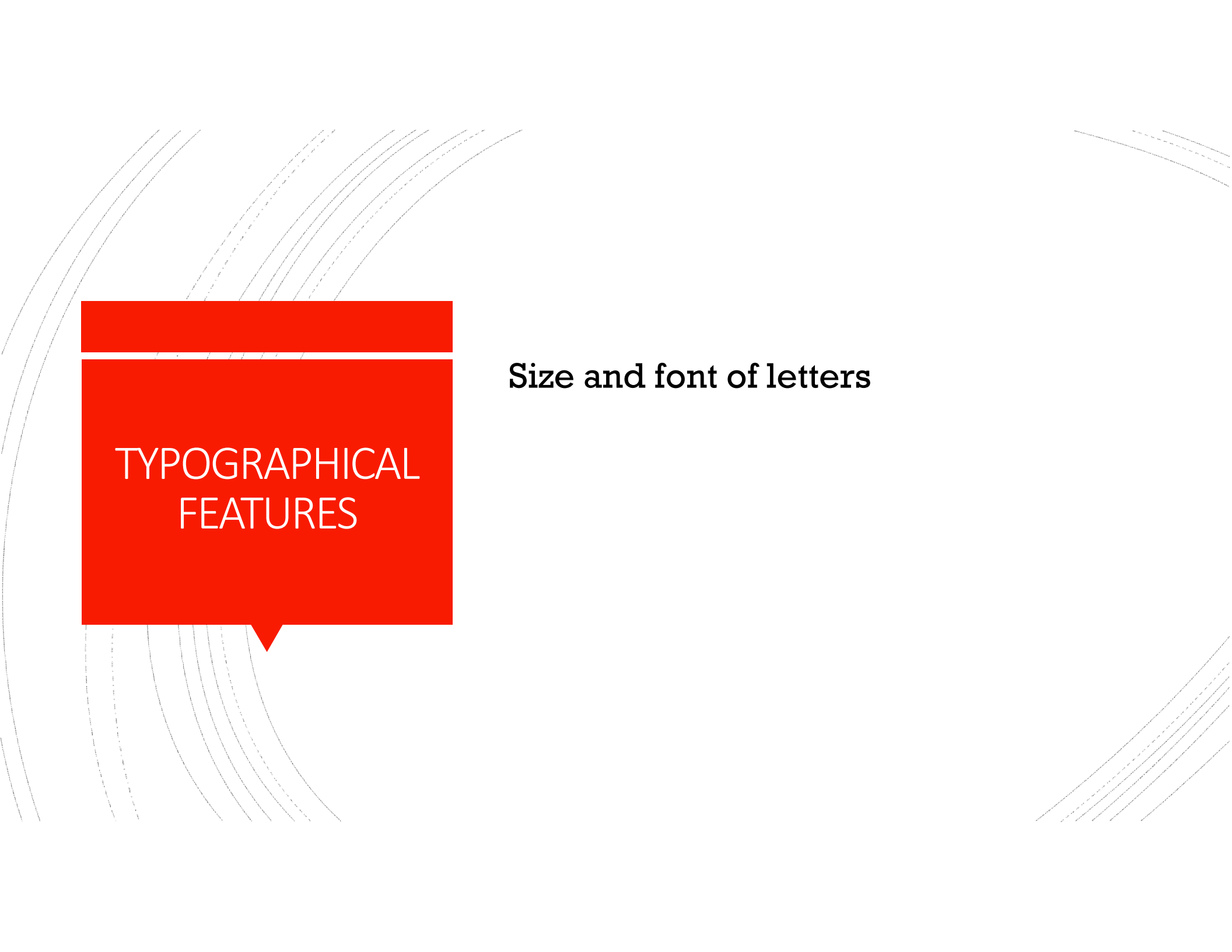
SYMBOLISM

A symbol is a thing that represents or stands for something else. Usually, a symbol consists of a real object that is used to represent something more abstract or complex.

SYMBOLISM



In this image from Shaun Tan's picture book *The Red Tree*, the main character is portrayed trapped inside a bottle. This is a **symbol** of her sense of loneliness and alienation from her surroundings. The stormy weather **symbolizes** the scary nature of the world around her.

The background features several sets of thin, curved, parallel lines in a light gray color, sweeping across the page from the top-left and bottom-left towards the right. A prominent red speech bubble shape is positioned on the left side, containing the text 'TYPOGRAPHICAL FEATURES'.


TYPOGRAPHICAL FEATURES

Size and font of letters



VISUAL TEXT COMPREHENSION

Understanding images & words in the context it is being used • Bring life experiences & background knowledge to what is being read/viewed - all visual texts are influenced by the cultures, values, ideologies and world views in and through which they are created & consumed.



A red speech bubble graphic with a white outline, containing the word 'ANALYSIS' in white capital letters. The bubble has a tail pointing downwards and to the right.

ANALYSIS

STEP 1 – Identify all the elements that make up the text (images, colours, words, typographical features, layout)

STEP 2 – Explain the denotation and connotation of each element, as well as their symbolic meaning.

STEP 3 – Explain the effect on the audience and the overall meaning of the text (in an essay form)

SAMPLE PARAGRAPH



SAMPLE ANALYSIS PARAGRAPH

The **panel** from Shaun Tan's *The Arrival* represents the cooperation between one recent migrant and another. The suitcase shown in the **foreground** suggests that the older girl has only recently arrived in the country. The suitcase could also be a **symbol** of the many past experiences that the girl brings with her to the new land. The most **salient** part of the image is the two girls, however, their **offer gaze** and the **vector** created by the younger girl's pointing finger leads the viewer on a **reading path** towards the place beyond the frame. As we imagine this destination, Tan shows us the importance of friendship and cooperation when navigating an unfamiliar landscape.