

background	part of the text behind the main objects
camera angle	the angle from which an object is viewed by the camera, with each angle creating differences in effect
colour, hue and tone	In black & white images examine the use of contrast, light and darkness. In a colour image, colours are used to signify feelings and evoke a response. E.g. Red = passion, anger, hell, vitality, etc. blue = peace, harmony or coldness.
composition	What is included is deliberately placed (also applies to what is omitted). Consider all inclusions and omissions e.g. surroundings, objects, clothing etc.
contrast	The arrangement of opposite elements (light and dark, large and small, rough and smooth) to create interest, excitement or drama.

foreground

the part of the text at the front of the scene

framing

borders around an image, containing an image

gaze

where the subject is looking

gaze of demand

where a character looks straight at the responder and 'demands' a response.

gaze of offer

looking elsewhere (to the side, up or down) and offers the responder a view outside the visual text. Could be suggest danger, wistful thinking, yearning for what is beyond the text.

gesture	the posture or movement of the body that expresses an idea or emotion
graphics	the drawn pictures or diagrams that can appear in a visual text
insert	large, bold quotes placed in a visual text to attract attention
internal framing	a border around a particular element in the text, drawing emphasis or separating an element from the rest of the text
juxtaposition	the placement of words, images or ideas in close proximity in order to highlight their differences and create a contrast

light

Creates mood and feeling. Intensity of light as well as the use of shadow enhances atmosphere. It may also evoke connotations of good and evil, right and wrong, truth and deception.

logo

a symbol used to represent an organisation, company group or team

perspective

can be referred to as point of view. This technique is best described using camera angles. Different perspectives create different feelings and ideas. High angles, looking down on a subject may create the idea of powerlessness; low angles, looking up at a subject may create the idea of power.

positioning

where elements are placed. Central placement draws emphasis.

reading path

The way or order in which we 'read' a visual text. Usually our eyes are attracted by the salient point and then directed to different parts of the text via vectors, emphasis and positioning.

salient point

the most outstanding element of the image to which our eyes are drawn first

stereotyping

this is often evident in some subjects - for example teachers wear glasses, have hair in a bun; sport stars are huge and muscled. Be aware of this and be prepared to evaluate this as being a representation of the truth.

subject

what is actually represented. Different subjects create different feelings. For example, children often create emotion and sympathy; the sea often creates feelings of freedom.

symbol

an item that is used to represent an abstract concept or idea e.g. the dove used to indicate peace

tracking

the movement of the camera following the movement of a character which allows the audience to see things from the perspective of the character

vector

lines (imaginary or real)
drawing our eyes to
particular points on the
text.

visual texts

texts in which meaning is
communicated by images rather
than words. Photographs,
illustrations in books, paintings,
advertisements, signs and web
pages are examples.
