

1. background	part of the text behind the main objects	18. 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.
2. camera angle	the angle from which an object is viewed by the camera, with each angle creating differences in effect	19. positioning	where elements are placed. Central placement draws emphasis.
3. 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.	20. 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.
4. composition	What is included is deliberately placed (also applies to what is omitted). Consider all inclusions and omissions e.g. surroundings, objects, clothing etc.	21. salient point	the most outstanding element of the image to which our eyes are drawn first
5. contrast	The arrangement of opposite elements (light and dark, large and small, rough and smooth) to create interest, excitement or drama.	22. 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.
6. foreground	the part of the text at the front of the scene	23. 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.
7. framing	borders around an image, containing an image	24. symbol	an item that is used to represent an abstract concept or idea e.g. the dove used to indicate peace
8. gaze	where the subject is looking	25. 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
9. gaze of demand	where a character looks straight at the responder and 'demands' a response.	26. vector	lines (imaginary or real) drawing our eyes to particular points on the text.
10. 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.	27. 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.
11. gesture	the posture or movement of the body that expresses an idea or emotion		
12. graphics	the drawn pictures or diagrams that can appear in a visual text		
13. insert	large, bold quotes placed in a visual text to attract attention		
14. internal framing	a border around a particular element in the text, drawing emphasis or separating an element from the rest of the text		
15. juxtaposition	the placement of words, images or ideas in close proximity in order to highlight their differences and create a contrast		
16. 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.		
17. logo	a symbol used to represent an organisation, company group or team		