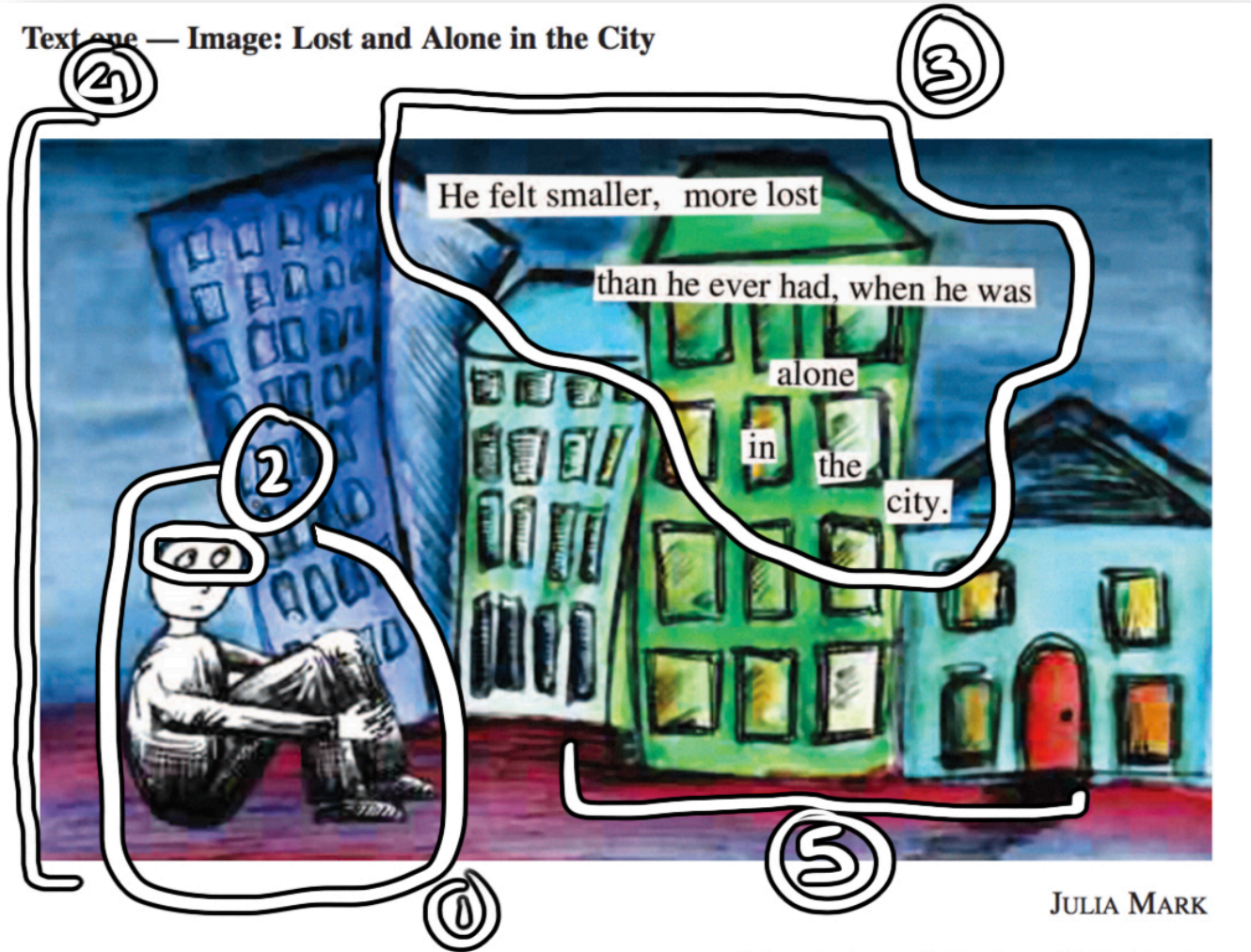


Visual Techniques

Text one — Image: Lost and Alone in the City



Body Language

TORSO	ARMS	HANDS AND FINGERS	FEET AND LEGS
<p>LEANING AWAY FROM SOMEONE: Means no status or disagree with them.</p>  <p>LEANING TOWARD SOMEONE: Means we like or agree with them.</p>	<p>FINGERTIPS SPREAD AWAY ON A SURFACE:</p>  <p>A display of confidence and authority.</p>	<p>THUMBS UP:</p>  <p>A good indication of positive thoughts.</p>	<p>DIGGLING/KICKING FOOT:</p>  <p>Indicates discomfort.</p>
<p>SPLADING OUT:</p>  <p>A sign of comfort becomes a territorial or dominance display when there are serious issues being discussed.</p>	<p>ARMS ARMBED:</p>  <p>Establishes dominance or communicates there are "issues."</p>	<p>STEEPLING: (INVERTED TO FINGERTIPS)</p>  <p>A powerful display of confidence.</p>	<p>CROSSING LEGS:</p>  <p>Indicates we are comfortable.</p>
<p>CROSSED ARMS:</p>  <p>Suddenly crossing arms tightly is a sign of discomfort.</p>	<p>ARMS BEHIND THE BACK:</p>  <p>Says "don't draw near" —keeps people at bay.</p>	<p>NECK TOUCHING:</p>  <p>Indicates emotional discomfort, doubt or insecurity.</p>	<p>TOE POINTS UPWARD:</p>  <p>Signals a good mood.</p>

Posture, gesture and facial expression all tell about the way we are feeling and thinking.

What does the posture and gestures of people suggest?

What do the expressions reveal?

Is this meant to be seen as a happy moment? Serious moment?

Camera Angles

Where has the photographer/artist placed the objects in the photo/frame?

A low angle (where we look up to the object) shows the subject as strong and powerful.

A high angle (where we look down to the object) shows submission and weakness.



Low



Eye-level



High



Worm's eye



Canted

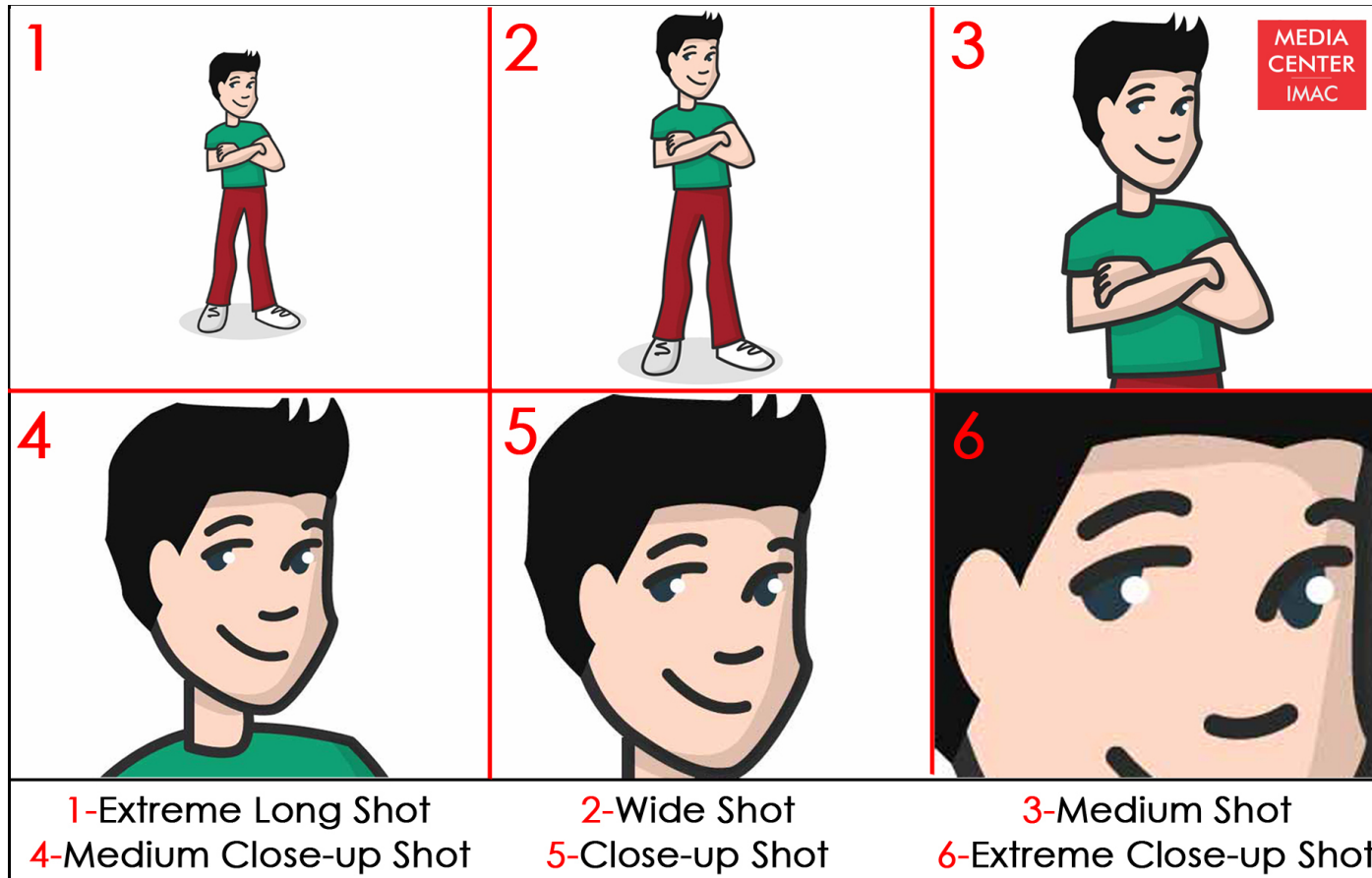


Bird's eye

Camera Shots

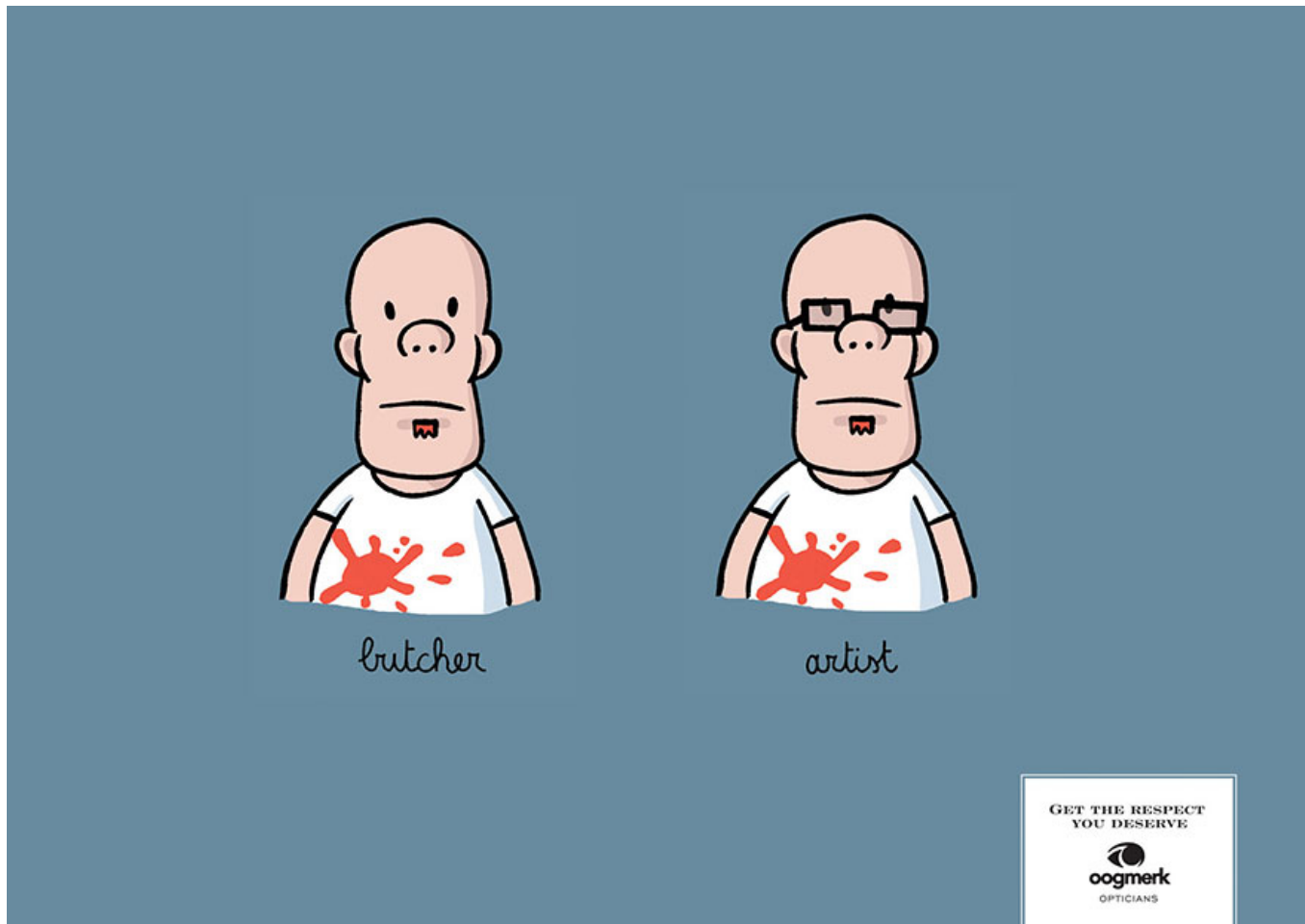
The distance from which a photograph is taken (close up, mid shot, long shot etc)

What has the distance of the shot allowed the viewer to comprehend?



Caption

The descriptive, printed line of text that appears in a visual text.



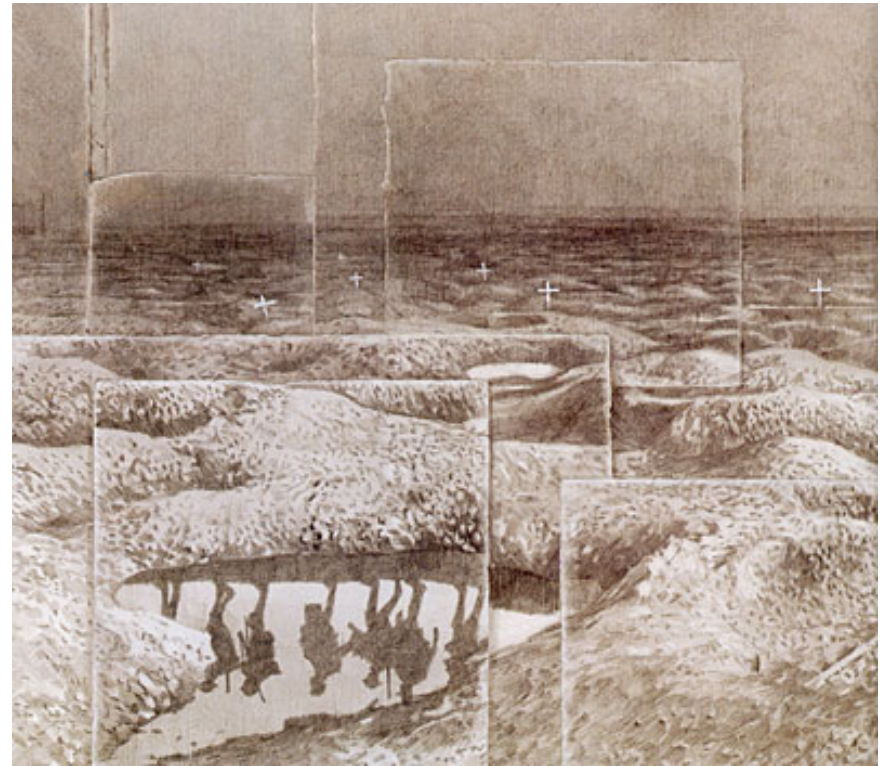
Clothing

Reflects our personality and can also be a symbol of the period, culture and status.



Collage

Random gathering of visual images that have some relationship to a theme, issue or concept



Colour

Colour can be used as symbols

white = innocence

black = death

soft pastel colours = female

dark primary/metallic colours = male



Direction/Eyeline

In what direction are the objects, figures, people etc facing?

Is it at the camera, past the camera or at a person or object in the photograph?

Where are the people looking? At the viewer? At each other? At something out of frame?

What do the eyelines suggest about what is considered important?



Dutch Angle/Tilt

An image where the camera is leaning and filming occurs at a diagonal angle. This is used to represent a sense of confusion for the subject of the image and/or the viewer.



Focus

The degree of sharpness or distinctiveness of an image (deep focus, shallow focus, soft focus etc)



Fonts

The design of the text that accompanies a visual text.

- How does the design add meaning to the visual text?
- What mood/tone/emotion is suggested by the font?
- How has colour been used in the font to add meaning?



Framing

The way that the subject is placed within a visual text

- How has the borders of the image defined the image?
- What might appear outside the frame?



Juxtaposition

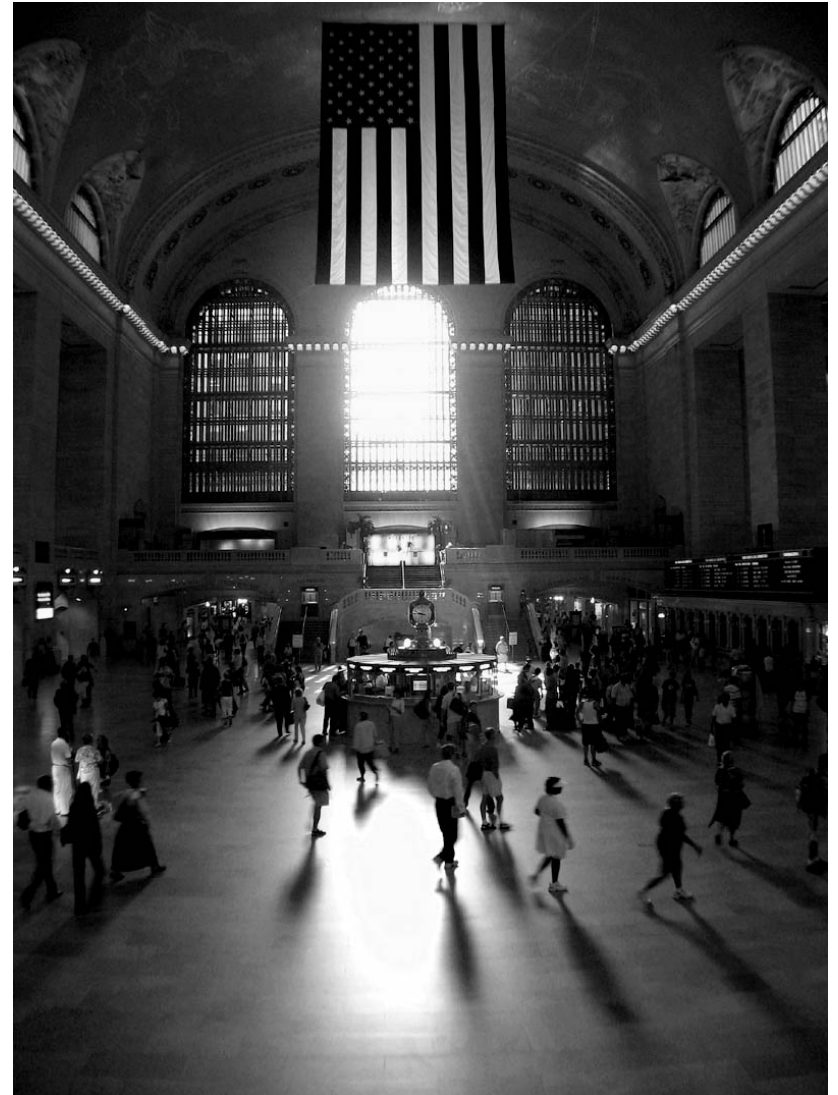
The contrast that is achieved when two differing things are placed together or side by side



Light

Different lighting effects or colours can provide meaning:

- Time of day can be established through lighting
- Soft light creates a halo effect and can suggest innocence



Modality

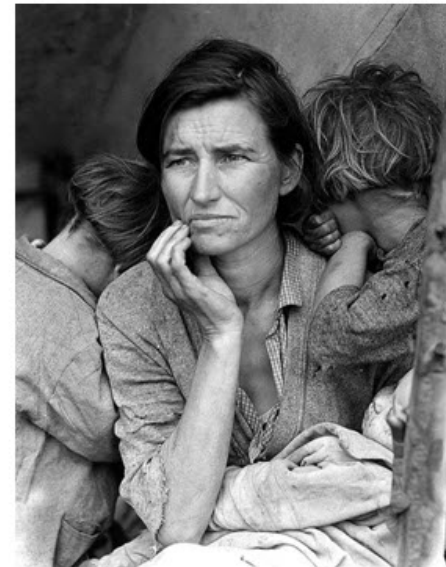
The degree of 'credibility' or realism found in a visual text

High modality: a high degree of truthfulness or reality (eg photograph)

Low modality: a low degree of truthfulness or reality (eg comic, cartoon)



We caught our first glimpse of the hut late afternoon,
The sun kicking at our faces as we climbed.



LOW



HIGH

MODALITY

Offer / Demand

Demand: When a direct connection is made with the responder (viewer). The subject is looking directly at the responder.

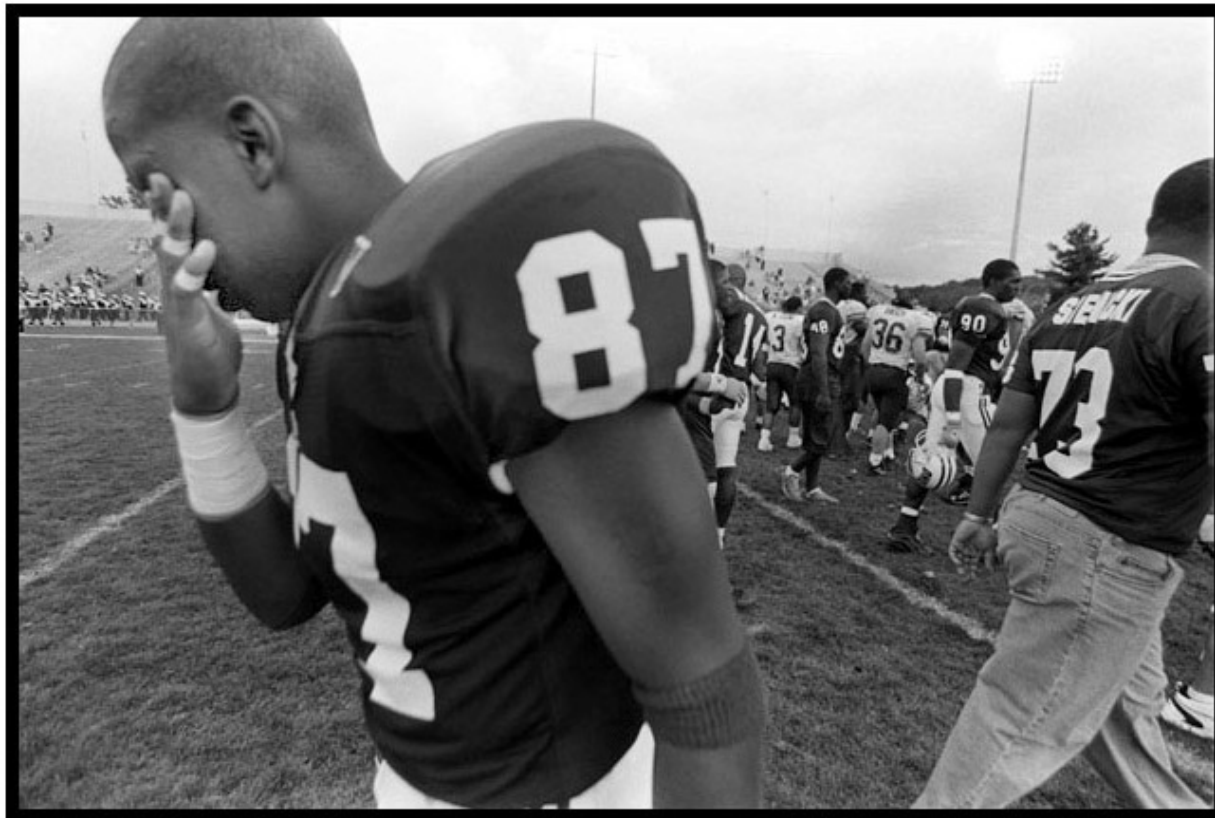
Offer: When the responder is an invisible onlooker, not invited to directly engage with the subject.



Positioning

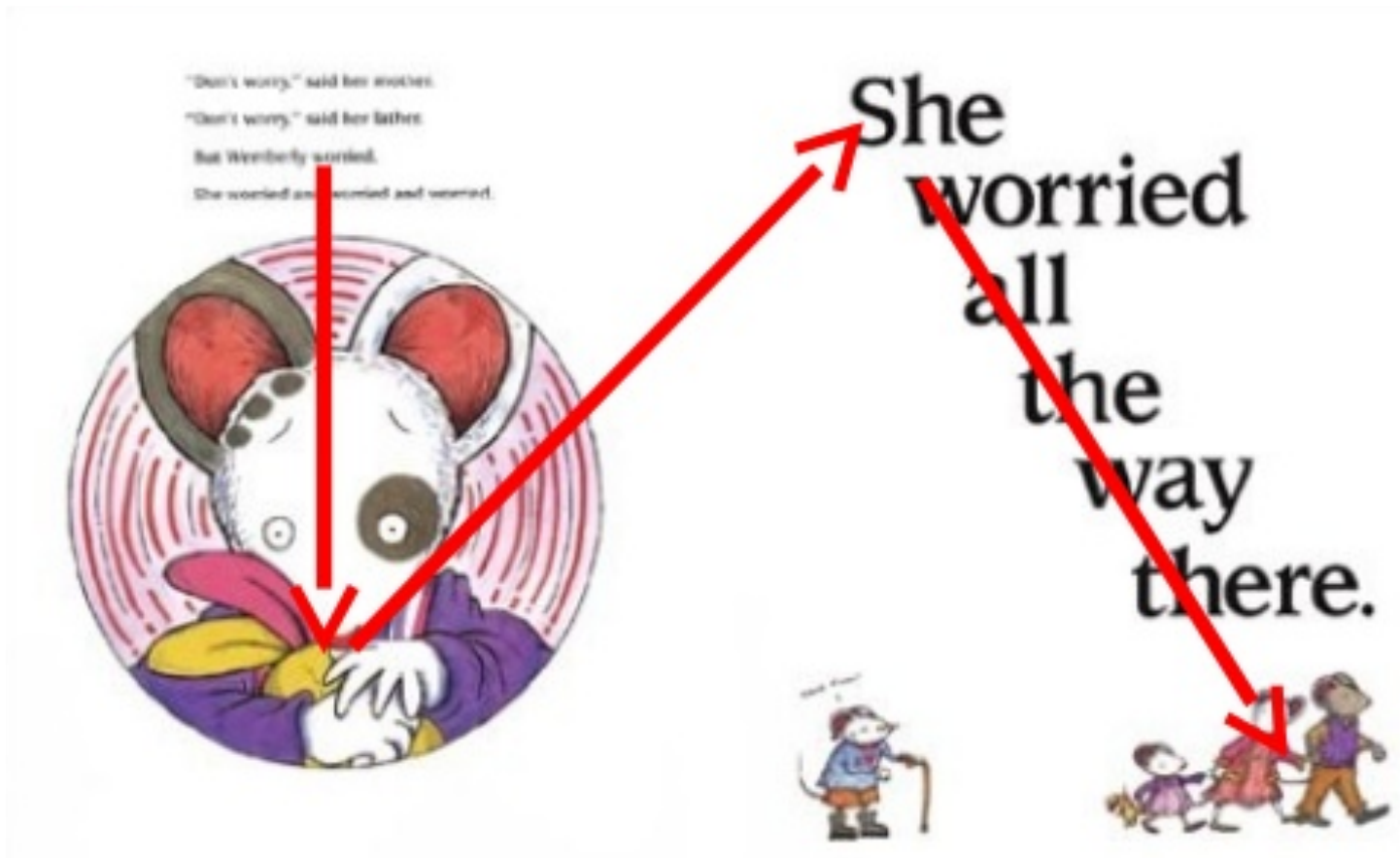
Objects, shapes and figures in the frame can give meaning.

- Who or what holds the centre of attention in the frame?
- How does the position help make this the centre of attention?
- How are the people/objects placed in relation to each other?
- What is suggested by the placement? (Respect? Affection? Conflict? Unity?)



Reading Path

The reading path is the order that the responder makes their way through a visual text. The path begins with the most salient (obvious) element and moves to other less obvious.



Saliency

The importance or 'weight' given to elements within a visual text. The composer will use a variety of techniques to create saliency or salient features that grab out attention.



Settings

Have symbolic significance and influence our response to a visual text.

- Dry, country settings suggest ruggedness and hardship
- Soft, green, rural settings suggest tranquility and abundance



Shading

The dark areas of an image that result from the lack of lighting

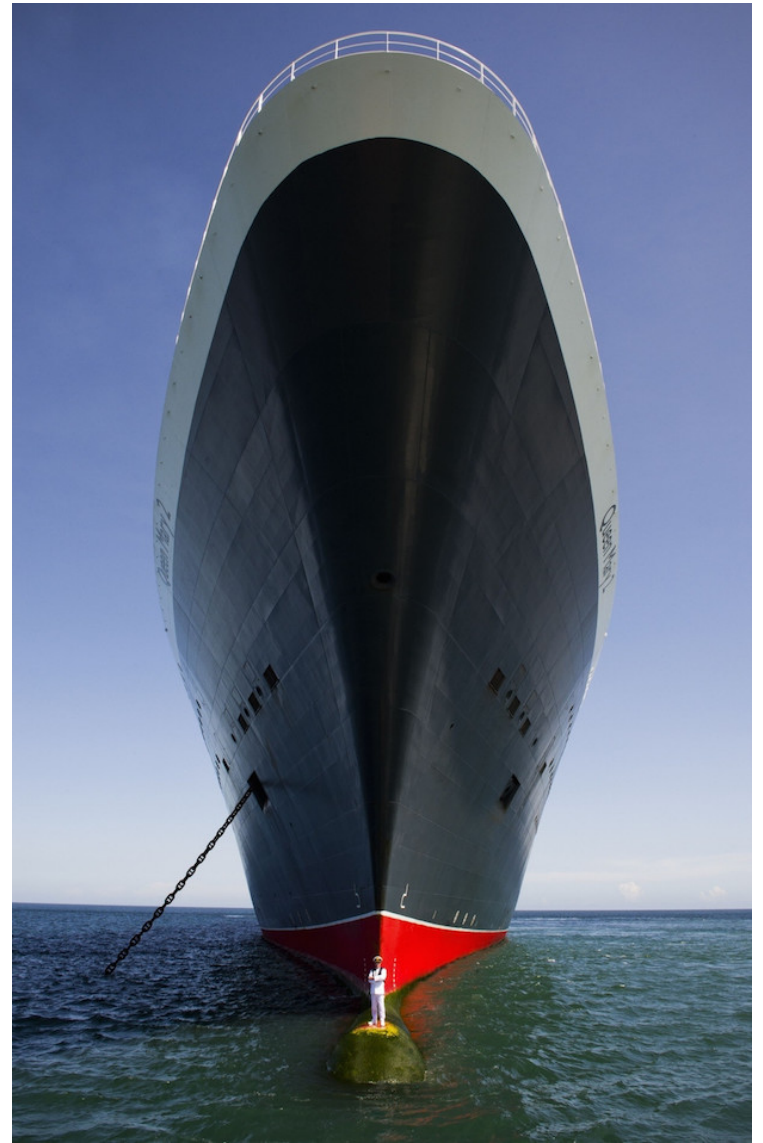
- What use has been made of shading?
- What effect is gained from this shading?



Size & Scale

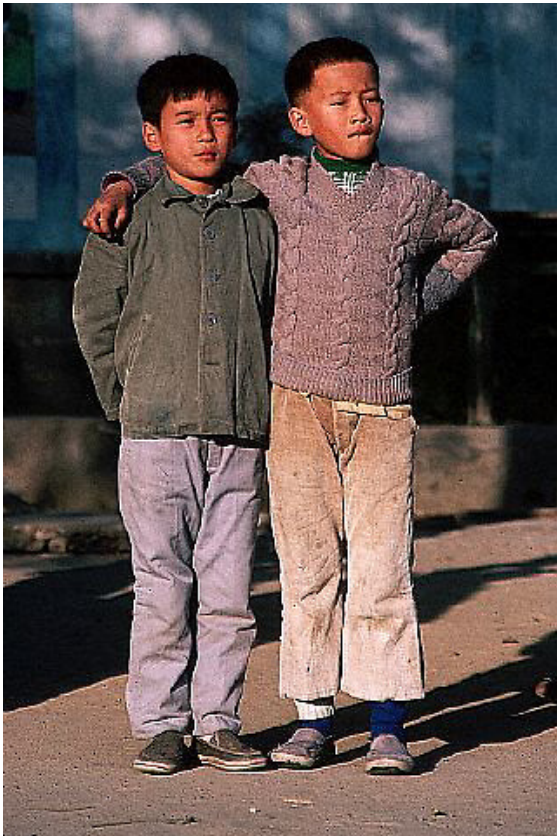
The size and scale of the object of interest

- Important objects are usually large and located in the foreground
- Small objects that are in the background are considered less important



Social Distance

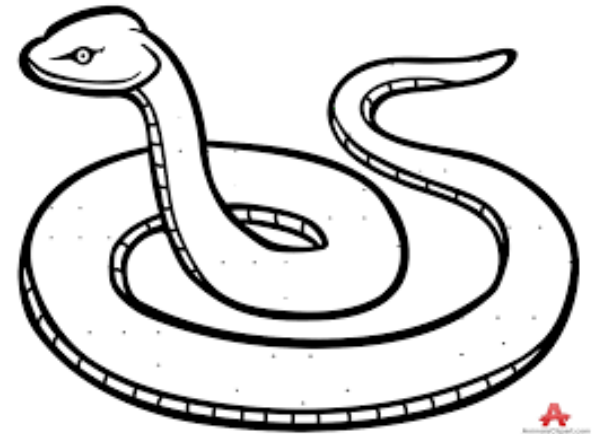
The relationship between objects or people suggested by the distance between them.



Symbolism

When something in the text stands for something abstract, such as an emotion or idea.

Rose = beauty Snake = evil Dove = peace



Vector lines

The line (real or imaginary) that directs the eye of the viewer. Vector lines often create a reading path.

