



VISUAL LITERACY

PRESENTED BY:
GRACE KRIEGER

ADVERTISEMENTS

PURPOSE

- INTENTION (besides wanting to sell something does it also try to shock or make you feel hungry)
- TO WHAT BASIC HUMAN NEEDS DOES IT APPEAL
 - Our need to be popular; our need to look good; our need to satisfy hunger/thirst
- What is the purpose of this message?
 - To inform or educate
 - To express a point of view
 - For creative expression
 - To entertain
 - To make money
 - To persuade/convince

Author's Purpose

It's as easy as PIES!

PERSUADE

To persuade the audience of a certain point of view.

INFORM

To inform the audience about certain facts.



ENTERTAIN

To entertain the audience with enjoyment.

SHARE

To share details or feelings with the audience.

ADVERTISEMENTS cont...

TARGET MARKET

- Who is advertisement meant/made for (how do you know)?
- Who is it aiming at (appealing to) – be specific:
 - Age
 - Gender
 - Ethnicity
 - Personality
 - Interests
 - Lifestyle (Income level/Location)
 - Stereotypes and prejudice
 - Nerds, Businessmen, Sexy women, Cool teenagers

The Chef
does everything
but cook
- that's what
wives are for!



WHERE WOULD YOU EXPECT TO FIND AN ADVERT LIKE THIS?

- taxi, billboard, teenager magazine
- Who is the target audience?
 - Kids like me
 - Teenagers
 - Young people who are in college or working
 - People who are parents/grandparents
 - Very elderly people
 - Men/Males
 - Women/Females
 - Poor people
 - Working-class people
 - Wealthy people
- Whites/Caucasians/Blacks/African-Americans/Latinos/Hispanics/Asians/Other

Conventions of Print Adverts

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SECONDARY IMAGES

Some adverts may have background images

KEY IMAGES

That help to sell the product/idea/message. Can include celebrity endorsement

This helps to form brand identity

BRAND NAME/LOGO

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ALSO CONSIDER...

FONT/TYPOGRAPHY
USE OF COLOUR
CAMERA SHOTS FRAMING
LIGHTING
USP
MODE OF ADDRESS
LAYOUT
(top left corner to bottom right corner)

ANCHORAGE COPY

Additional text that gives information. Can include the use of persuasive language and play on emotions

Image of the product

This can be for the brand or campaign

SLOGAN



ADVERTISEMENTS cont...

WRITTEN TEXT/COPY

The copy (the writing): Look at any writing on the advert.

- What sort of language is it using?
 - Brand names, key words, slogans, captions, repetition of product name
 - Use of personal pronouns like “I” and “you”
 - Catchy – simple and easy to remember
 - Rhetorical questions

- How informative/persuasive is the text?
 - Emotive words are words that appeal to emotions can influence opinions and influence decisions (manipulative) – they are easy to detect because they give the reader an immediate emotional response.
 - ‘warm’, ‘gentle’, ‘fragrant’, ‘whisper’, ‘kiss’, ‘love’.
 - emotive because make us feel something e.g. good. They have certain connotations, these words are all favourable.
 - ‘old’, ‘stale’, ‘penniless’, ‘ache’, ‘cold’, ‘winter’, ‘stench’.
 - All produce feelings that are distasteful/offensive/“ugly”.
- What are the key words?
- What is the slogan?

- Typography [type size, type style, font]
 - Punctuation like exclamation marks, question marks or ellipsis



VISUAL TEXT/ IMAGE

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ROSABOTANICA
BALENCIAGA
PARIS

THE NEW...
AS WORN BY KRISTEN STEWART

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Wild/Free
Beauty
Untamed

Flower vine

Feminine
Wealth
Beauty

Perfume
bottle

Exciting
Fun
Youthful

Bright
colours

Youth
Health
Beauty
Feminine

Beautiful
Woman

- Layout
 - Sizes
 - Placement
 - White space
 - Highlight/emphasise

**WARNING
MAY SERIOUSLY
IMPROVE
YOUR GAME**



NOMIS™

FUTSPEED
NEW INDOOR RANGE AVAILABLE NOW

The Nomis Futspeed delivers speed and delivers performance and style. The Futspeed collection features a unique shock dispersion EVA midsole wedge for increased comfort and Motion Control Technology for superior grip, creating the ultimate, low profile, lightweight indoor futsal shoe.

- The graphics (the pictures):
 - What is happening in the illustration?
 - How does the design affect the message?
-
- The brand (the product being sold):
 - Is there a picture of the product for sale?
 - How important is it to the advert as a whole?
 - Consider the brand name and packaging.

- Characters:
 - Are there any characters in the ad?
 - caricatures, animals, cartoon, use of children.
 - What is their relationship to each other and the reader?
 - Status/appearance (e.g. age, clothing, style, hair, etc.)
 - beautiful people, star/personality,
 - Body language (e.g. facial expression, eye contact, activity, pose, etc.)?

ADVERTISING TECHNIQUES

- WHAT WORDS ARE USED (are they positive e.g. delicious or negative e.g. fattening)
 - FACTS and FIGURES (scientific jargon)
 - Scientific evidence from research
 - REPETITION (the same words or phrases repeated)
 - RHYME (creates a sing song effect so you will remember the advertisement)
 - FIGURES OF SPEECH [puns, personification, alliteration]
 - (PUN / Ambiguity)
 - (Our butcher is the place where people meet)



NIKE LUNARGLIDE+ 5
**MEET YOUR
SOLE MATE.**

Dynamic, strong, and very supportive—
everything you want in a running shoe.

[SHOP NOW](#) [LEARN MORE](#)

The advertisement features two Nike Lunarglide+ 5 running shoes, one in blue and one in pink, positioned diagonally. The background is a dark blue with faint, repeating text: "I AM DYNAMIC", "STRONG", "AND VERY SUPPORTIVE", "LUNARGLIDE", "SPORTS ME", and "COMFORTS ME". A large, semi-transparent watermark "eduresourceza.com" is overlaid across the center of the image.

ADVERTISING TECHNIQUES cont...

- ORIGINALITY (is it clever or like other advertisements)
- DOES IT CONTAIN HUMOUR
- SPECIAL INFO/INSTRUCTIONS (does it offer alternatives or links to websites/social media)
- How is the STORY TOLD? What are people doing?
- Are there any VISUAL SYMBOLS or METAPHORS?
- What's the EMOTIONAL APPEAL?
 - conscience [emotional blackmail, lifestyle commitments],
 - advantageous promises [freebies, coupons, etc],
 - promises of pleasure, gaining attention [humour, shock, surprise],

ADVERTISING TECHNIQUES cont...

- RELIABILITY / CREDIBILITY

- Expert witnesses (specialists in a field)
- Is this fact, opinion, or something else?
- What are the sources of the information, ideas, or assertions?
- What values or points of view were communicated in this message?
- Who might benefit from this, and who might be harmed by it?
- Where you would expect to find or see this message?



ADVERTISING TECHNIQUES cont...

- Elaborate MARKETING STUNTS
 - laser displays, hot air balloons, aeroplane banners
 - Think Nando's type advertisements using current affairs
- SPONSORSHIP of a person/charity, organisation
 - The Pepsi Chart, major companies sponsoring Children in Need, Sporting teams.
- ENDORSEMENT
 - Famous celebrity person in an advertisement for a product
 - Testimonials from people who have used product
 - Expert witnesses like doctors

The ad as a whole:

- How does the ad make you feel?
 - Would you buy the product being sold to you?
 - If so, why? If not, why not?

you can
Canon

The luxury of life is seeing the beauty in it.
With the Digital IXUS 870 IS and it's
Wide Angle lens you can capture every detail.
Learn more: www.canon-europe.com



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you can
Canon

Times to smile about

Dancing all night, laughing non-stop, swapping secret glances—all moments you want to remember. Use the new Digital IXUS 80 IS with Face Detection to capture every grin. Learn more about Canon IXUS 80 IS, visit www.canon/europe.com/ixus



MADE OF YOUR
MOMENTS TOGETHER

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DIGITAL IXUS 80 IS



Cartoons

- Cartoons are used to express ideas or to draw attention to a situation or well-known personality – they often highlight current social or political issues.
- Cartoons are often humorous and tell a simple story with an often unexpected outcome.



CARTOONS cont...

1. Setting and background

- The context of the cartoon within the cartoon (a house or in a street) and externally, like a current social/political problem

CARTOONS cont...

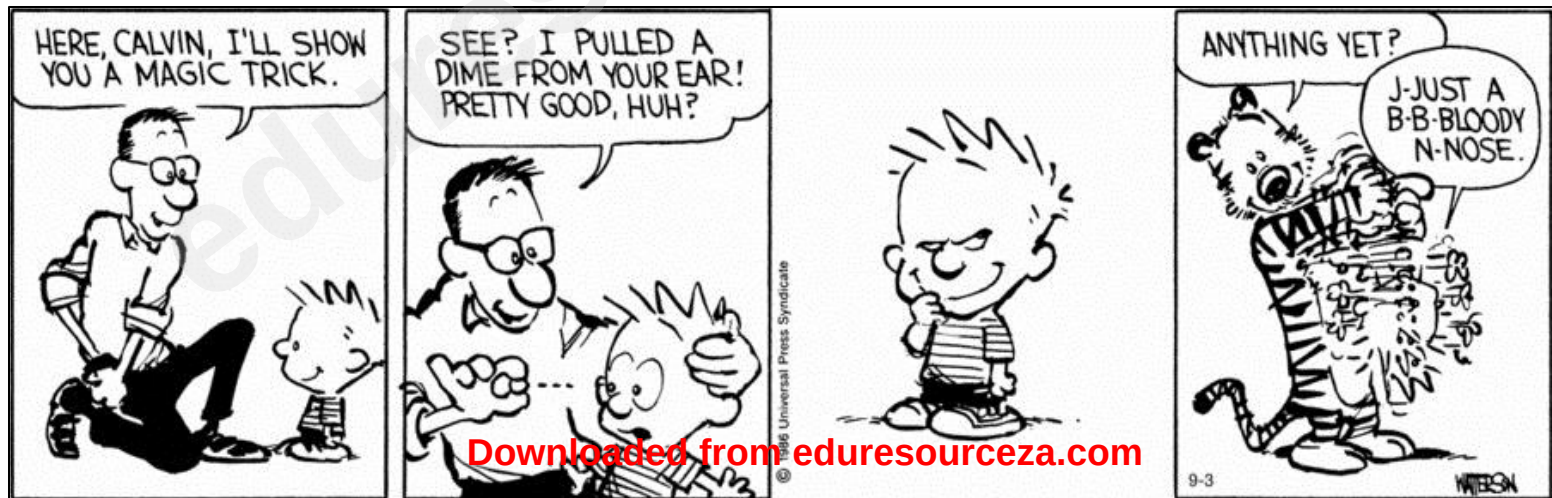
2. Characters, Caricatures or Stereotypes

- Clothing/Fashion: Costuming, Clothing styles, period pieces, material, neatness, grooming and appropriateness.
 - Relationship between characters
- Caricatures are exaggerations or enlarged features to identify individuals. In Political cartoons distinguishing features such as hair styles, noses, chins, or any other distinctive individual trait is highlighted.
- Stereotypes:
 - a standardised, usually over simplified, mental picture or attitude held in common by members of a group,
 - e.g. a boy wearing glasses is a nerd

CARTOONS cont...

3. Body language and facial expression

- Body Language: posture (how the character is standing), gestures, arms
 - Indications of movement – kinetic lines (Emanata)



3. Body language and facial expression cont...

- Indication of feeling
 - x Kiss
 - ? Uncertain/confused
 - 🎵 Music/whistling
 - 💰 Money/greed
 - Zzz Sleepy/bored
 - ❤️ In love
- Gaze, eyes: show greatest emotion
- Facial Expression:
 - Friendly
 - Threatening /anger
 - Surprise

FACIAL EXPRESSIONS



Aggressive



Angry



Anxious



Ashamed



Bashful



Bored



Cautious



Confident



Confused



Curious



Depressed



Determined



Disappointed



Disbelieving



Disgusted



Ecstatic



Embarrassed



Enraged



Envious



Exasperated



Exhausted



Frightened



Frustrated



Grieved



Guilty



Happy



Hopeful



Hurt



Indifferent



Interested



Jealous



Joyful



Lonely



Loved



Loving

- **4. Symbols** – identify groups, ideas or even opinions 🏳️‍🌈 ❤️ ⓘ 🚫 🕊️ ☠️ 💣 🔥 💧 ✝️



5. **Frames** – image only or may contain a speech or thought bubble (🗨️) or caption

- Everything in the frame speaks to us and we need to learn how these elements affect us and create meaning for us.
- Speech bubbles
- When a character is speaking
- Punctuation
 - Question
 - Exclamation
- Thought bubbles
- When a character is thinking/dreaming
- A character who can't speak

- Perspective
 - High (Overshots overhead), Make the characters look diminutive/small and we are encouraged to look down on them condescendingly.
 - Low angle (Undershoots) Make the characters look larger than life and we look up to them perhaps in admiration.
 - Distance, Panoramic or establishment shots – get a better or “bigger” picture of circumstance/overall scene.
 - Other distant views can be used to detach us from the characters or to indicate their isolation or loneliness.
- Language and diction
 - Jargon
 - Word choice
 - Emphasis using bold or punctuation

6. Humour

- Verbal – pun/ambiguity
- Situational – misunderstandings

General

- Every answer you provide must be substantiated (backed up) with information from the actual cartoon.
- It is useful to look at:
 - Use of language (including diction, punctuation and structure – short words/phrases)
 - The audience this appeals to and whose ideology (way of thinking) is it promoting,
 - How is it presented (change from one frame to another frame, visual cues, etc.),
 - How does it deal with representation of race, class, gender, culture, religion, career.