

# Visual Text Analysis Project

Product/Idea Presented in Visual Text: \_\_\_\_\_

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1. **Describe the pictures and words** within the visual text.

2. **What activity is occurring** in the visual text?

3. **What is the message or call to action?** What does the text want you to do? Does the text want you to do anything?

4. When you look at the visual text, **do you get a sense of balance?** Do the elements seem **centered or off-centered?** What **impact does placement** of the elements have on your response to the visual text?

5. White space is the open area (without words or images) within a visual text, usually an ad. If the text has **white space**, how does that space influence your reaction to it?

6. **Is there verbal text** to support the photographs and convey a message? Too much text? Not enough? Too many photos? Not enough? **How does the verbal text function denotatively (explicitly) or connotatively (implicitly)?**

7. What is the **significance of signs and symbols** in the visual text?

8. How do the **physical features (species, hair color, age, gender, ethnicity, expression, relationships) of living things** in the visual text convey a particular idea or message?

9. How do the **physical characteristics (size, shape, color, surface texture) of non-living things** convey a particular idea or message?

10. How does the visual text **create a mood?**

11. What is the **theme** of the visual text?

12. How does the visual text use images and words to **comment** on culture, society, human behavior, personal expectations, business expectations, emotions and ideas?

Student's Name: \_\_\_\_\_