VISUAL LITERACY

BACKGROUND
- Objects that are placed behind other objects in an image. Objects in the background are usually less significant than those in the foreground.

BODY LANGUAGE
- The meanings communicated through the use of gestures, stance and facial expressions. Body language can convey attitude, feelings or personality.
CAMERA ANGLES

- The position of the camera in relation to the subject. Angle types include: aerial/bird’s eye view, high, eye level, low and worm’s eye view. Eye level gives the effect of equality, low level shows power and low level suggests inferiority.

CAMERA SHOTS

- The way the subject of the image is framed and captured. Camera shots include close up, extreme close up, medium shot, long shot, point of view shot and establishing shot.

COLOUR

- The hue, shade or pigment given to objects to create meaning. Colour evokes mood and feeling: light colours evoke happy moods whereas dark shades evoke gloominess.
Where two or more features of a visual text differ significantly. This can reveal and highlight their differences in relation to one another.

Objects that are placed in front of other objects in an image. Objects in the foreground are usually more significant and important.

The degree and type of lighting that is used on the subject. Light or shade in an image can create mood or atmosphere in the same way as colour.
MOTIF

- A reoccurring image that gains meaning throughout the text.

POSITION

- Deliberate placement of images on a page for an effect.

SETTING

- The physical location revealed in or by an image.
**SIZE**

- The dimensions of particular objects. Size, like foreground, background and positioning, also contributes to conveying meaning and importance.

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**SYMBOL**

- A thing that stands for, or represents, something else.

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**VECTOR LINES**

- A line that leads your eye from one element to another. It can be formed by the direction of gaze or by real or imagined lines that lead our line of sight.