**VIEWING / REPRESENTING TERMS GRADE 9**

**Representations/visual texts -** information that is communicated through still or moving images in a variety of forms; e.g., collages, diagrams, posters, multimedia presentations

**Media texts** – any communication product, including radio and television, movies, billboards, magazine and television advertisements, photographs, posters, comics, and web pages

**Media literacy** – evaluating media texts for comparison, message, intended audience, *etc.*

**Visual literacy** – includes examining texts for elements of design and colour

**Visual Features** – these include:

* ***composition*** – the arrangement of visual elements within a picture
* ***scale***– the relative size of objects within visual; large objects attract the viewer’s attention first
* ***contrast*** – extreme differences in the same visual. Differences can be in colour (light/dark), textures (rough/smooth), and intensity (purity and strength of a colour)
* ***balance*** – the way objects are arranged; balanced create a feeling of harmony; unbalanced create tension
* ***message*** –the statement the artist wishes to express
* ***focal point*** –the main area of interest
* ***proportion*** *-*  the size or scale of objects in the visual in relation to each other

**Caption** – the words beneath a photograph that explain the subject and give background information

**\*Dominant impression or image** – the central thought or object that stands out in a work

**Layout** – the positioning of articles and photographs in a news publication; also includes the use

of borders, colours, and artwork

**\*Movement** – a sense of energy in a visual, determined by the spaces between shapes and by the shapes themselves

**Purpose** – What the visual is trying to get you to do. (to inform? to sell? to entertain? to raise awareness? to educate? )

**Storyboard** – sequence of images used to plan a film, video, television program, drama, story or presentation

**\*Texture** – the quality or feel of an object’s surface, such as roughness or smoothness; effective use of lines and dots in visual images can create textures which can be “felt” with the eyes

**Checklist for Creating a Poster / Representation**

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| **Visual** | The visual(s) of our poster suits the product we are trying to sell or the idea we are promoting. For example, a picture of a child at a birthday party would be a suitable setting for a cake mix product. |  |
| **Font** | When we write words on our poster, the size and style of the letters represent an idea. For example, capitals make a “loud” statement, and larger font makes words stand out. |  |
| **Slogan**  | We use a catchy slogan to capture attention. For example, the slogan for Nike is “Just do it.” |  |
| **Color** | We use colors that make my picture stand out and that draw a viewer’s attention to my poster. |  |
| We use colors that create a mood (for example, red may represent danger, blue may represent sadness).  |  |
| **Size** | We use sizing effectively to emphasize our product (make it stand out). For example, the picture / text that is most important is larger than other less important items. |  |
| **Conventions** | We use punctuation (ex: exclamation points, question marks etc.), diction etc. to capture viewer’s attention and make them want to keep reading our poster. |  |
| **Mood** | We use techniques (color, fonts, visuals, etc.) to help to create the mood in the poster. This often helps to promote the idea / product. |  |
| **Audience** | Our product poster is aimed at an appropriate audience. For example, tooth dentures wouldn’t be aimed at children; they would be aimed at senior citizens. |  |
| **Purpose** | By using the items above effectively, the purpose / theme of our poster is clear to the intended audience. |  |