

Salient Point**Glossary of Key Visual Literacy Techniques**

context	The background, time period or circumstances surrounding the creation of the text.
Themes	Important ideas or message conveyed in a text.
symbolism	Deeper meaning of an object or image.
stereotype	Commonly held belief about someone or something that is not necessarily correct.
character	Imaginary person in a text.
setting	Imaginary time and place where a story takes place.
colour	The shades or symbolic use in an image e.g warm/dark, dull/bright, contrast, black/white.
salience	The first thing our eye is attracted to in an image.
framing	The way an image is framed or bordered on the page.
subject	the main object in an image

14 terms**Terms Definitions**

allusion	When one text refers to another.
juxtaposition	Two things are placed next to each other to emphasis their differences.
vectors	Imaginary lines in an image that draw our eye to a particular place.
recto	The right hand of the spread.
verso	The left hand of the spread.
first person	From a person's perspective e.g "I"
second person	You or Your- speaking directly to the audience.

third person	Narrator e.g "He, she, they"
demand shot	When the subject looks straight at the camera or audience demanding their attention.
offer shot	When the subject is NOT looking directly at the camera or audience, hence they are only offering their attention.
layout	The way images and text are constructed on the page
spread	The double pages in a picture book.
power	The size or position of an image can often lead to symbolic meaning.