

## ***Guidelines for analyzing visual text***

- What surprises, perplexes, or intrigues you about the image? What about it immediately grabs your attention (e.g. size, beauty, placement, humor)?
- What's the overall effect of the design? Is it colorful and busy, quiet or understated, new or old?
- What clues suggest the image's intended audience? How does the image appeal to its audience?
- If the image is an advertisement, what product is it selling? Does it attempt to sell an idea or a message as well? What is the argument?
- How do design elements—colors, shapes, perspective, background & foreground—shape the visual text's meaning or serve its purpose?
- Does the image and any associated text make
  - (1) a *rational appeal* (e.g. "tests show that..." or "If X, then Y...")
  - (2) an *emotional appeal* (e.g. a play to our desires and emotional sympathies)
  - (3) an *ethical appeal* (e.g. attempts to play to our sense of decency, fairness or common good)?
- If the image(s) includes text, how do the words contribute to the meaning of the image?
- What exactly is the relation of print to image? Does the image do most of the work, or does it serve to attract us and lead us on to read the text?