

What is visual literacy?






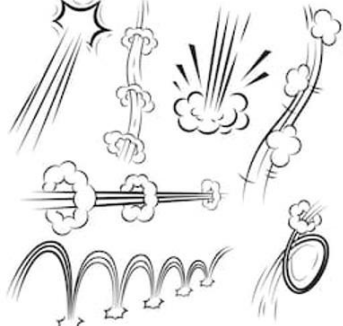
Visual literacy is the ability to **interpret**, negotiate, and make meaning from information presented in the form of an **image**, extending the meaning of **literacy**, which commonly signifies interpretation of a written or printed **text**. Visual literacy is based on the idea that **pictures** can be “read” and that meaning can be communicated through a process of reading.

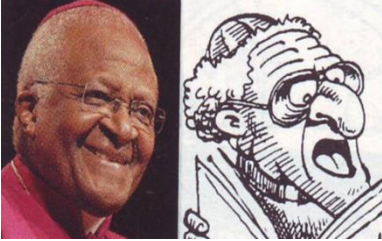


Hints:

When looking at a comic strip or a cartoon, pay attention to the following:


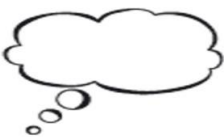


Visual clues:

Some parts of the drawing which may be used to help the reader establish what the cartoon is about.

Body language How do they use their bodies to convey a certain message: non-verbal communication	Gestures Movement of hands	Facial expressions Do they look sad, happy, irritated, angry etc.
		
Scale Is one character bigger than the other?	Setting: What is the background to the pictures?	Movement lines: Movement is indicated by means of vertical, curved and diagonal lines. Speedy action is indicated by streaky lines, or by the action going out of the frame
		

Caricature: features or actions of a person are exaggerated to help the reader work out who is being represented or what aspect of the person's character is being emphasised.	Visual metaphor: in a metaphor two things are compared. In a visual metaphor, a picture stands for or represents something else	Stereotyping: An exaggerated preconceived generalisation about the typical behaviour, attitudes, dress, etc. of various types of people.
		

Verbal communication (What do the characters say?)

Speech bubbles:  <p>indicate the words spoken by the character.</p>	Tone (of voice). The WAY in which something is said, e.g. monotonous	FONT size (size of letters in the text) It refers to the size and type of letters used. Larger or bold letters are used for emphasis.
Thought bubbles:  <p>show what the character is thinking.</p>		

Frame	Each separate picture in a comic strip is called a frame .
Punchline	The final phrase or sentence of a cartoon, providing the humour. The different frames usually build up to the punch line in the last frame.
Irony	When one thing is said, but something else is meant.
Satire	Uses humour to make a serious point. It involves using wit, irony or sarcasm to highlight human vices or follies.
Anti-climax	This is when tension is created and we expect something important or exciting to happen, but instead, the ending is very ordinary or a let-down.

