



GRAPHIC TEXT

Visual Literacy

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GRAPHIC TEXT

Graphic Text: What is it?

- For this unit, you can think of two types of text:
 - Verbal text (the items you can see on the page and read off into your mind)
 - Graphic text (usually images mixed with verbal text or alone).
- This is an example of graphic text:
 - Notice you can translate this into your head.
 - Female
 - Nintendo
 - NOH8 campaign
 - Long hair
 - Glasses,
 - Et cetera...



GRAPHIC TEXT

Cultural Visual Literacy

- Visual literacy is a cultural and generational item.
- Different cultures will put different emphasis on a graphic.
- What is a 'holy' symbol to one culture might mean nothing to the next.
- There are some common symbols though and that is what an artist can strive for in creation.

1. Cultural Visual Literacy
2. Universality of Graphic Text
3. Why we study it in class.
4. The forgotten side of comics.

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Universality of Graphic Text

- If you make a picture very specific then the chances of it being a universal image is poor.
- If you make an image 'basic' and abstract then there is a greater chance for a universal image.
- For example: The picture is of a girl, but if I wanted to convey an image that every culture can picture as a human face then this would work better ☺
- The abstract images of food is how restaurants in tourist areas create their menus so that the person ordering (or taking the order) doesn't have to speak/read the language.



Which is the more Universal sign?

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GRAPHIC TEXT

Why we study it in class.

- We study it to round our education.
 - It takes the brain longer to decipher text than it does an image.
 - It can also take the brain longer to understand the image when put in sequence.
 - By expanding our verbal literacy, we expand our ability to grasp abstract concepts.
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The forgotten side of comics.

- Comics sometimes get a 'bad rap' because they are sold towards kids.
 - Does a drawing have less artistic value than a word?
 - Is trying to connect to the universal while using designated signals something that kids can fully grasp?
 - Does the medium matter or is it that message that is important?
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