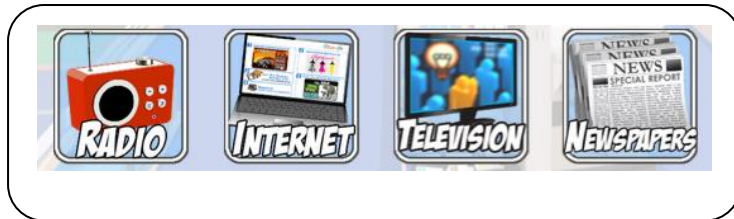**Visual Text Analysis Made Easy For Kids**
Topic 1: Explain the various ways of presenting visual messages

How are visual messages presented?
Visuals and text messages can be presented in the following formats - sight, sound and movement. They can also be disseminated through these communication modes:

Types and forms of visual messages
There are four scenarios highlighted in this courseware and they are supermarket, shopping mall, school and home.

Supermarket
Food items and household products which you can find in a supermarket are very well packaged. Why is this so? In the activity below, what motivated you to choose this box of biscuits?

Food items are well packed as the producers would like to achieve the following objectives:
- inform you about the variety of food products that the company (or brand) has produced
- educate you in terms of the health and nutritional value associated with the ingredients included in the food item
- influence you into buying the food item and this is done by making the packages look colourful with pictures and words

Shopping mall

Events that take place in a shopping mall could be interesting and exciting. The two friends were tasked to look for such interesting events that were reported in newspapers.
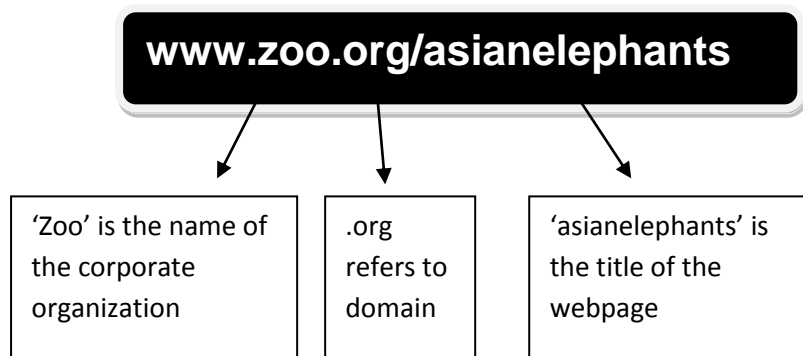

School

Websites provide a good source of information for educational purposes. But you must know how to select wisely.

To select the best website, do pay attention to the content as well as the uniform resource locator or URL. For this activity, the recommended website is www.zoo.org/asianelephants

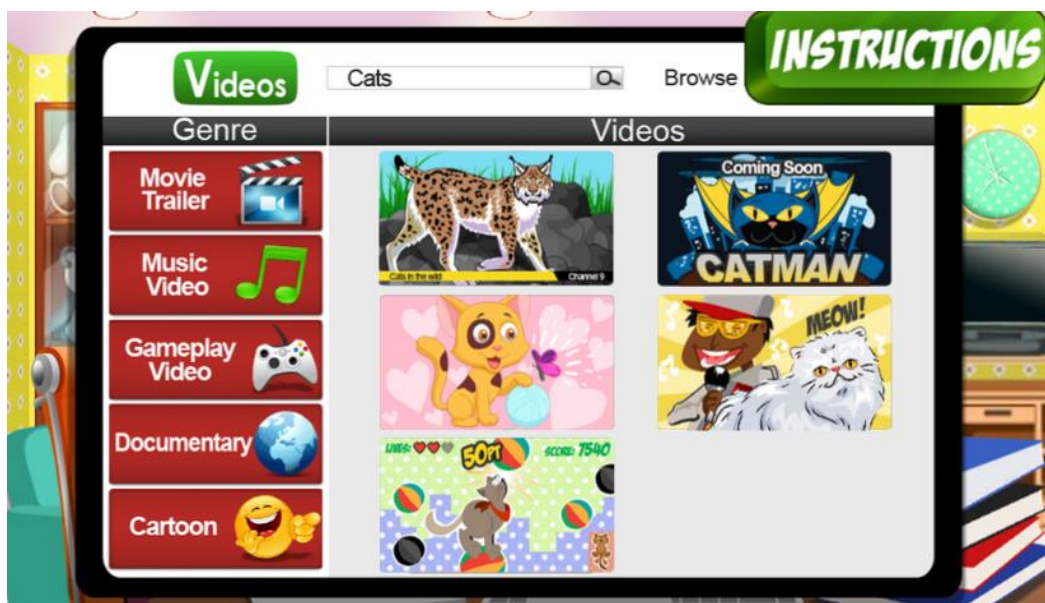**S**ource . **U**nderstand . **R**esearch . **E**valuate.

How to 'read' the URL?

www.zoo.org/asianelephants

'Zoo' is the name of the corporate organization	.org refers to domain	'asianelephants' is the title of the webpage

Here is a list of other domains:

org.	Organization
edu.	Education
gov.	Government
mil.	Military
net.	Network
com.	Commercial

Home

The Internet enables you to access a variety of online resources. By typing in the keyword 'cats', you can access entertainment resources such as music video, gameplay software and even view cartoon shows. You can also find movie trailers for a new movie and even watch a documentary video that provides you with new knowledge on 'cats'.

Disclaimer: This resource package is produced for education purposes only.