

Visual Text Analysis Essentials

Topic 1: Explain the essentials of visual text analysis

What is communication?

Communication is a two-way process of imparting or exchanging of information through visual and text messages. We communicate via audio, visual and even movement. There are two key players in any communication process and they are creators and audience.

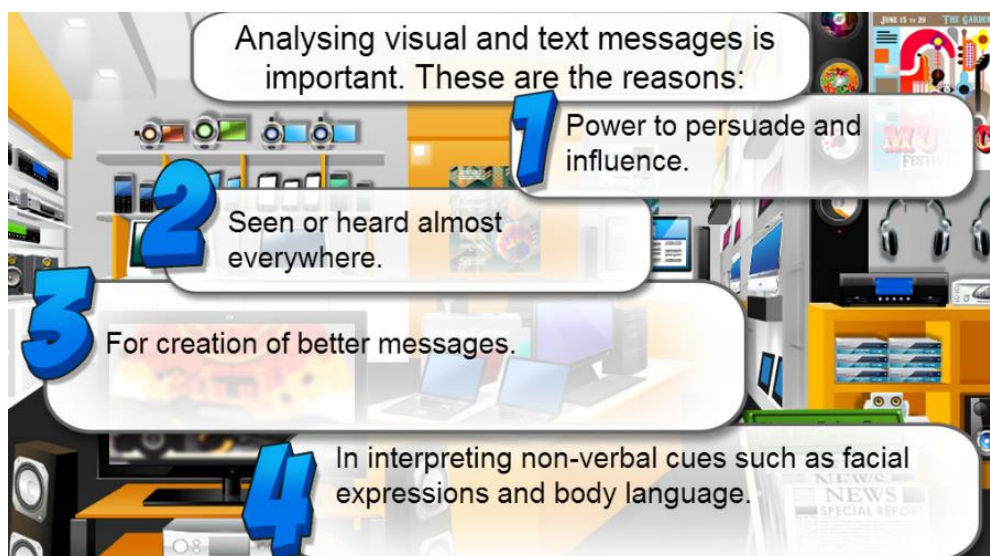


What is visual text analysis?

Visual text analysis is the ability to read, understand, interpret, analyse and conclude. It is important to analyse visual and text messages in order to make informed decision and uncover the various layers of message and meaning. There are many ways to analyse visual text.

Why do you need to analyse visual and text messages?

These are some of the reasons:



Visuals and text as persuasion tools

Critical areas	Elaboration
Pressure	Using peer pressure to make a person buy a product. Since ‘9 out of 10 people agree that Small Fresh is the best shampoo’, most people would want to use this product.
Beautiful people	Good-looking models are used in the advertisement to catch your attention. This usually implies that you too will look good just like them if you use the same product or service.
Experts	When claims, statistics and expert opinions are used to sell a product. “If an expert says so, ‘it must be really good!’.”
Endorsements	When a brand pays a celebrity to endorse their products. “Since a famous singer says so, ‘it must be really cool!’.”
Association	Making a connection between an item and an idea. When companies try to associate a product, ideas or service with values or ideals already liked by others. “If I get those shoes, I will be able to run even faster and win more medals.”
Rewards	Discounts, rebates, sales – these techniques try to influence us by making the promotion sound like a better deal than it is. Usually the discount is already covered by the sales price. Examples only “25% off!” “Today only!” “Get more for less money!”

Other uses of visual text

Effects	Descriptions
Inform	To give facts or information
Influence	To have positive or negative impact on a person in terms of behaviour, character and development
Inspire	To fill someone with the ability or urge to take some course of action (positive)
Entertain	To provide someone with amusement
Educate	To give intellectual, moral and social instruction to someone
Insinuate	To suggest or hint at something negative in an indirect way
Imply	To convey a meaning indirectly through what one says instead of being explicit

Attention grabbing strategies: Layout, Colour and Positioning

Layout

A thoughtful way in which images and text are set out on a page.



Colour

Colours convey different moods. Examples of colour psychology which appeal to our feelings include:



Blue: Warmth and welcoming
Green: Calmness, serenity or even jealousy
Red: Urgency or danger
Yellow: Happiness

Note: Different cultures may associate different meanings to these colours.

Positioning

The position of objects, lines and shapes will direct the audience's attention to the intended message. These are some examples:



Rose scent for deep LOVE



Flower scent for HOPE



Everlasting LOVE and HOPE