




An introduction to Visual Literacy

What is Visual Literacy?

- ▶ We live in a visual world full of images – Television – Film – Pictures – Road Signs – Advertisements

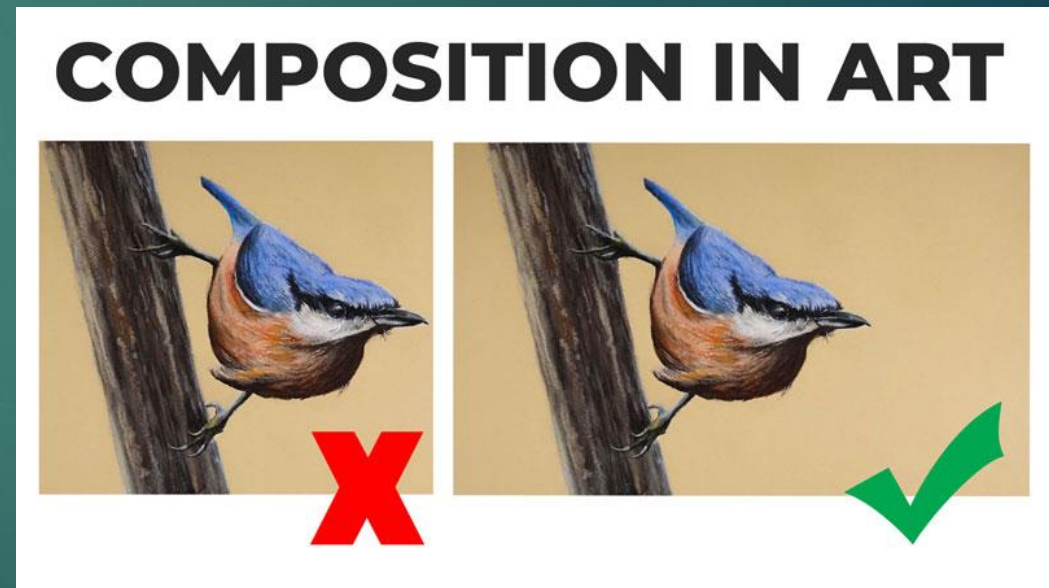




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- ▶ **Visual literacy** is the ability to interpret, negotiate, and make meaning from information presented in the form of an image.
 - ▶ Visual literacy is based on the idea that pictures can be "read" and that meaning can be through a process of reading.
 - ▶ Visual literacy enables us to understand and appreciate the use of images

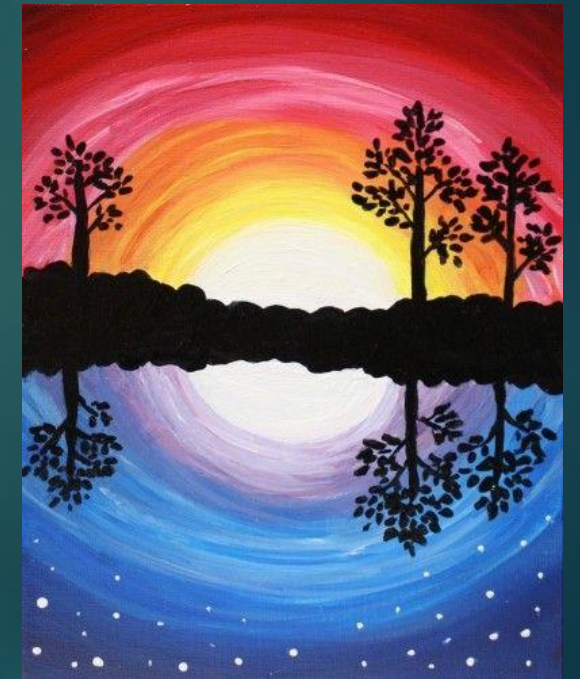
Basic Elements of Visual Literacy


- Composition is where specific elements are placed within a frame
- Use of Color
- Line
- Texture
- Focus
- Type of Shot
- Camera angle
- Camera moves






The use of colour Warm colours Cool colours Red Blue Danger Passiveness
Anger Coldness Yellow Green Warmth Growth Cheerfulness Envy Black – Evil,
Doom White - Purity, Innocence Moods, feelings and emotions are expressed
through colour



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- ▶ 5.Line Line shows motion across space – Horizontal – demonstrates peace, balance and stability – Vertical – Emphasizes strength and spirituality – Diagonal – Dynamic, gives a sense of energy [Click here for animation](#) – Curved – Smooth, rolling Texture Texture is the feel of an objects surface.
 - ▶ We can also feel texture with our eyes and this gives a picture or film a sense of reality by allowing us to imagine.
 - ▶ Texture Focus Manner in which the camera lens is adjusted to show the image with crisp or soft lines – Soft – Makes scene or subject romantic – Sharp – Portrays reality, lines are clearly seen – Differential – Only part of the image is in focus

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- ▶ 6 .Type of shot The type of shot refers to the distance the subject is standing away from the camera or recorder.
 - ▶ • Long Shot – Sets the scene and gives an over all picture
 - ▶ • Full Shot – Concentrates on the subject with no distracting details, background is seen
 - ▶ • Medium Shot – Shows body language with approximately half of the object in the frame
 - ▶ • Close Up – Focuses on a small part of the subject thus emphasizing dramatic impact of detail
 - Extreme close up – Focuses on enlarged detail in order to give a heightened effect and specifically draws attention to specific

SHOT SIZE

LEARNABOUT
film



EXTREME LONG SHOT XLS



VERY LONG SHOT VLS



LONG SHOT LS



MEDIUM LONG SHOT MLS



MID SHOT MS



MEDIUM CLOSEUP MCU



CLOSEUP CU




BIG CLOSEUP BCU



EXTREME CLOSEUP ECU

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- ▶ 7. Camera angles Refers to the angle at which the camera/ recorder is tilted out of the horizontal to take a shot.
 - ▶ • Low angle- enlarges and shows superiority of subject as well as emphasizes aggression and strength of subject
 - ▶ • Normal/straight angle- viewpoint creates neutral attitude
 - ▶ • High angle- makes subject appear vulnerable, insignificant and inferior

Shot Angles



Low



Eye-level



High




Worm's eye



Canted



Bird's eye

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- ▶ Camera moves Camera moves refers to the movement of the camera or recorder to create desired effect Panning – this is when a camera moves around a room horizontally or up and down vertically.
 - ▶ This helps the viewer to get a better sense of the layout.
 - ▶ Panning Video Use of a dolly – A dolly usually consists of a camera/ recorder placed on a track or wheels. This enables the viewer to follow the action.
 - ▶ Dolly Video Hand held shots – This is when the shots are taken through a camera or recorder which is being held.
 - ▶ This creates an amateur feel to the shot. It also brings in a sense of realism Hand held shot video