


### What is Visual Literacy?



We've all heard the old adage "A picture is worth a thousand words." Learning to read those pictures gives us advantages in both work and life.




As infants, we learn to read images months before we become verbal and years before we attempt to become fluent in written language. Have you ever seen a toddler who can communicate through sign language before learning to speak? From a young age, a great deal of educational emphasis is placed on teaching children how to identify and read words and understand their meanings. So too do we need to learn to identify, read, and understand images – to become literate in visual language – in order to communicate successfully in our increasingly image-saturated culture.



### Your task:




Is to do some research on each of the elements below and fill out the chart. This will ensure that you have a better understanding of the elements and a great resource to use throughout this unit.



Element	Definition	Example (image)	Why is It Used?	Bibliography
Composition	Composition is the placement of arrangements, of elements. It is combining and putting together different elements.		Composition is used to make the photo or visual literacy stronger. Like a piece in music, the composition or way the music is arranged, makes the music stronger.	Will Kemp. "The Secret of Good Composition." <i>Will Kemp Art School RSS</i> . Qest, Craft Scholar, 19 July 2011. Web. 24 Mar. 2015.

Rule of Thirds	The rule of thirds is a rule that divides the photograph into 9 squares. The rule states that the photo is most appealing when the main object is to one side.		Is used to make a photo more dynamic and interesting.	Sean. "Cambridge in Colour - Photography Tutorials & Learning Community." <i>Cambridge in Colour - Photography</i> . Cambridge in Colour, 2015. Web. 24 Mar. 2015.
Foreground	The part of the view that is nearest to the observer.		In successful photos, foreground is considered an integral part of the photo. It can be used to establish a mood.	Ron Bigelow. "The Importance of Foreground." <i>The Importance of Foreground</i> . Ron Bigelow, 2011. Web. 24 Mar. 2015.

Background	the part of the photo that appears to be the furthest from the viewer.		Background is useful	
Camera Shot - Extreme Close Up	an extreme close up photo is a photo that is detailed and taken at a close range.		Extreme close up photo is used when you are trying to take a very detailed and extended version of a photo. Like the example on the left. You can even see the fur on the bee. Or you even when you want to take emotions	"Extreme Close Up (ECU, XCU)." <i>ECU Media Collage.com</i> , n.d. Web. 30 Mar. 2015. < <a href="http://www.mediacollege.com/video/shots/extreme-closeup.html">http://www.mediacollege.com/video/shots/extreme-closeup.html</a> >.
Camera Shot - Close Up	Camera close up means taking a close up photo but not a very very detailed photo like the example on top.		To reveal very small objects' details	"Wellcome Image Awards 2014: Life in Extreme Close-up - in Pictures." <i>Guardian News</i> , n.d. Web. < <a href="http://3A2F2Fwww.theguardian.com/2Fscience/2Fgallery/2F2014/2Fmar/2F09/2Fwellcome-image-awards-2014-life-in-extreme-close-up-in-pictures">http://3A2F2Fwww.theguardian.com/2Fscience/2Fgallery/2F2014/2Fmar/2F09/2Fwellcome-image-awards-2014-life-in-extreme-close-up-in-pictures</a> >.

Camera Shot - Medium Shot	Medium shots are shots taken that don't cut off any joints.		Medium shots are used in movies and are in between the close up shots and long distance shots. It is used mainly to focus on the person's expression and facial expression in the context of the body language.	Wheatley, Roxane's. "Roxane's Media Blog." : <i>Practising Camera Shots</i> . Awesome Inc., 30 Sept. 2011. Web. 30 Mar. 2015.
Camera Shot - Long Shot	Long shots are shots taken to help show the whole body of a person. It would correspond to the actual size of the photo.		By having this angle allows the people to see the setting and focuses on the dialogue and action of the people	Shaw, Jessica. "CAMERA ANGLES, MOVEMENTS AND SHOTS ANALYSIS." <i>Jessicashaw95</i> . Wordpress, 06 Mar. 2012. Web. 30 Mar. 2015.

Camera Angle - High	a camera angle that looks down upon a subject		This has an effect on diminishing the subject, making it/them appear less powerful	"Agent Bio." <i>Wilson Goldrick Relations</i> , n.d. Web. 30 Mar. 2015. < <a href="http://www.wilsongoldrick.com/small_neighborhood/west-360/attachment/high-angle-view-of-the-pennybaker-360-bridge-on-colorado-river-lake-austin-royalty-free-stock-photo/">http://www.wilsongoldrick.com/small_neighborhood/west-360/attachment/high-angle-view-of-the-pennybaker-360-bridge-on-colorado-river-lake-austin-royalty-free-stock-photo/</a> >.
Camera Angle - Low	A camera angle that looks up at a		It can make people's subject look powerful	"Secrets of Digital Bird Photography." <i>Secrets of Digital Bird Photography</i> . N.p., n.d. Web. 30 Mar. 2015. < <a href="http://www.digitalbirdphotography.com/8.2.html">http://www.digitalbirdphotography.com/8.2.html</a> >.
Camera Angle - Eye Contact	The camera is positioned so the subject can look directly into the lens without moving up or down		It is more natural and can see 100% of the image.	"Why Head Angle and Eye Contact Is Important." <i>Duade Patron</i> . Australian Bird Photography, n.d. Web. < <a href="http://www.duadeaton.com/why-head-angle-and-eye-contact-is-i">http://www.duadeaton.com/why-head-angle-and-eye-contact-is-i</a> >.

Lighting/Tone	Lightness, brightness or value of a patch in a photo		Lighting can affect the apparent, shapes colours and tones from a scene	<i>Lighting</i> . N.p., n.d. Web. < <a href="http://www.sekonic.com/whatisyourspecialty/photographer/Articles/Flighting-ratios-for-small-flash-photography.aspx">http://www.sekonic.com/whatisyourspecialty/photographer/Articles/Flighting-ratios-for-small-flash-photography.aspx</a> >.
Color	Color is the element of art that is produced when light, striking an object, is reflected back to the eye		Colour helps set the mood. Eg. if there are dark colors then it sets a dark mood.	Steve Patterson. "16 Bit Images In Photoshop." <i>The Benefits Of Working With 16Bit Images In Photoshop Comments</i> . Adobe Systems Inc., 02 Oct. 2012. Web. 30 Mar. 2015

