

Media and Visual Terms

Advertisement – A communication form that employs sophisticated, often subtle methods of persuasion to not only get you to part with your money or win your support, but to play on your desires, emotions, and biases to change the way you think. Propaganda is a part of this. Not all forms of advertising are bad

Agenda – plan, goals to be achieved through advertising

Bias - is a mental leaning or inclination; partiality; prejudice; bent

Blog - A Web site on which an individual or group of users record opinions, information, etc. on a regular basis.

Brochure - A small booklet or pamphlet containing pictures and information about a product or service.

Caption - A title or brief explanation appended to an article, illustration, poster etc. Appear below the photo/visual

Commercial – type of advertisement

Deconstruct – Part of being media literate involves being able to deconstruct media text. When you deconstruct a text, you break it down into its components to see what messages and assumptions it carries (see handout on developing media literacy)

Demographic – That group of people to whom a message is directed – age, gender etc.

Endorsement – A testimonial strategy, where a famous person or organization publicly supports or endorses a product.

Format/Form– media format eg. web, print...and then how this is designed (8x11, 11x17 etc.)

Headline - the heading, title or caption of a newspaper article. Usually very attention-grabbing

Icon - A person or thing regarded as a representative symbol of something: "icon of manhood".

Image - A representation of the external form of a person or thing in sculpture, painting, etc.

Intent – purpose

Lead – Introductory sentence in an article meant to grab the reader's interest

Logo - an identifying symbol used to advertise and promote an organization, event, product or service. Usually, such symbols combine pictorial and textual elements in a distinctive manner. When consisting solely of stylized textual elements, such symbols are referred to as logotypes or wordmarks.

Mass Media - – when media methods are used to communicate to thousands of people at the same time

Media – forms of public communication (such as newspaper, radio, television, information network, poster, or brochure) that are designed to reach large numbers of people.

Medium – singular of media

Message - any thought, idea, or information, whether expressed in plain or in secret language, prepared in a form suitable for transmission by any means of communication.

Motive – reason for doing something eg, make money, change opinion

Poster – form of communication that has varied purposes such as promoting events, presenting social commentary, persuading the viewer to purchase etc.. The design of the poster must ensure that message is consistent with purpose.

Product – Item to be sold, serviced etc.

Product Placement - An advertising strategy in which commercial products or brands are placed within a play, film, broadcast program, video game or print medium for financial gain. **Example:** If Heinz Ketchup is being used by a character in a movie, it is most likely product placement.

Propaganda – an attempt to sway popular opinion and beliefs through distortions of the truth or outright lies.

Example: Doublespeak – *deselected* instead of *fired*

Dialogue bubble/speech balloons

Strategies: See Appendix A

Subliminal Message: Promotional messages the recipient is not aware of, such as those played at very low volume or flashed on a screen for less than a second. Its effectiveness is not supported by scientific evidence, and its use is considered a deceptive business practice in some jurisdictions.

Subtext - An underlying and often distinct theme or message in a piece of writing, conversation, ad etc.

Target Audience - consumer group most likely to buy a specific product and identified by region, age, demographics, or economic status. Effective ads are created and placed in media with the target audience clearly in mind.

Web Page

White Space – Margins and gutters (the white space formed by the inner margins of the two facing pages in a book) are important in desktop publishing. Larger margins should be reflected by larger gaps between columns and between text and art. Your document should look balanced.

Types of Questions you could be asked about advertisements:

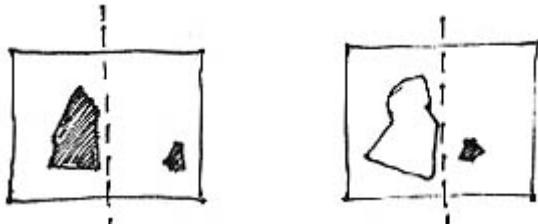
1. What is the purpose of the ad?
2. What message is being conveyed in the ad?
3. What social values are evident in the ad?
4. Who is the target audience?
5. Any stereotyping? Comment
6. Visual elements -
7. Is sexism an important element in the ad? Does it help sell the product? What social value is present here?

VISUAL TERMS

ELEMENTS AND PRINCIPALS OF DESIGN: (The elements and principles of design are the building blocks used to create a work of art. The elements of design can be thought of as the things that make up a painting, drawing, design etc. Good or bad - all paintings will contain most of if not all, the seven elements of design. The Principles of design can be thought of as what we do to the elements of design.)

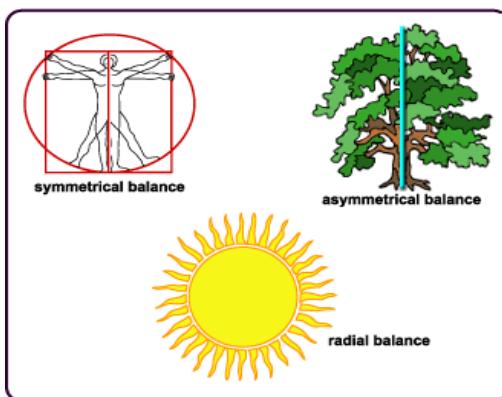
- **Angle** – slant, or way of looking at or presenting something
- **Background** – distance part of a landscape; surroundings, especially those behind something, and providing harmony and contrast;

- **Balance** - Balance in design is similar to balance in physics



A large shape close to the center can be balanced by a small shape close to the edge. A large light toned shape will be balanced by a small dark toned shape (the darker the shape the heavier it appears to be).

- There are three different types of balance: **symmetrical**, **asymmetrical** and **radial**. The human figure in this diagram is symmetrically balanced; the same on the left and right sides of a central axis. The tree is asymmetrically balanced; its branches are not distributed equally on each side but their total weight is balanced left and right. The sun is an example of radial balance; all its rays are equal in length from the center



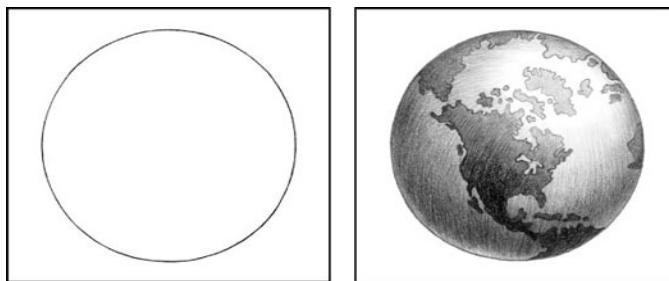
- **Colour** – (Also called hue) Colour helps create mood, can provide contrast to a piece or compliment objects in artwork.

MEANING OF COLOUR

- Purple and gold are often associated with Royalty, wealth and opulence
- Red, White reminiscent of the Canadian flag, immediately convey notions of patriotism and, to some extent, conservatism.
- Green has taken on a very strong connotation as the color representing ecology and concern for the environment, however, it also conveys meanings associated with money and the suggestion "to go ahead" which is obviously derived from traffic lights.
- Colors represent holidays and seasons of the year: The Fall foliage colors of Red, orange, yellow, and brown are clearly expressive of Thanksgiving. Halloween: Orange and Black. Red and Green represent Christmas. Purple and Yellow and other pastels colors represent Easter.
- Blue, Red, White and Grey = Stability, Power, Trustworthiness, Conservatism

- Yellow, Brown, Orange, Green = Nature, earthiness, warmth
 - Red, Orange, yellow = more warmth
 - Blues and Aquas = water and coolness
 - Primary colors (Red, Blue, Yellow) = Convey fun
 - Black has long been associated with death; black has also come to suggest sophistication and formality.
 - White is believed to signify life and purity
- **Composition** - the bringing together of parts or elements to form a whole; the structure, organization, or total form of a work of art; the arrangement of the parts of a work of art as to form a unified, harmonious whole.
 - **Contrast** - Contrast is the juxtaposition of opposing elements eg. opposite colours on the colour wheel - red / green, blue / orange etc. Contrast in tone or value - light / dark. Contrast in direction - horizontal / vertical. Contrast is used to highlight, create unity, balance or even chaos if that is the artists intention.
 - **Dominant Image** – part of the artwork that will be dominant or the overall mood/feeling/idea associated with the visual.
 - **Focal Point** - what your eye is drawn to, the main element in a composition; A focal point draws your attention to the most important element on the page. In realistic art the focal point is usually quite easy to spot. Larger figures, usually found in the foreground, provide a focal point. Even in non-realistic art, it is usually easy to spot the focal point. If most of the figures are horizontal, a vertical element will stand out as a focal point.
 - **Focus** – Are objects in or out of focus. One way of creating a focal point in photographs.
 - **Font** – Size, type etc. associated with text.
 - **Foreground** – part of a scene, landscape, etc., which is near the viewer .
 - **Frame** - In visual arts including cinematography, **framing** is a technique used to focus the viewer's attention upon the subject. A frame serves the double purpose of making a more aesthetically pleasing image and keeping the focus on the framed object(s) – it can also be used as a *repoussoir*, to direct attention back into the scene. It adds depth to the image, and can add interest to the picture when the frame is thematically related to the object being framed.
 - **Lighting** - illumination, can often establish mood or serve a symbolic purpose; achieved through the careful use of colour.
 - **Line** - Line can be considered in two ways. The linear marks made with a pen or brush or the edge created when two shapes meet. **Line also communicates emotion and states of mind through its character and direction.** **Horizontal** line suggests a feeling of rest or repose
 - **Vertical** lines communicate a feeling of loftiness and spirituality. Erect lines seem to extend upwards beyond human reach, toward the sky.
 - **Horizontal and vertical lines in combination** communicate stability and solidity.
 - **Diagonal lines** suggest a feeling of movement or direction. Thus if a feeling of movement or speed is desired, or a feeling of activity, diagonal lines can be used.
 - **Curved lines** do vary in meaning, however. **Soft, shallow curves** suggest comfort, safety, familiarity, relaxation. **Deep, acute curves**, on the other hand, suggest confusion, turbulence, even frenzy, as in the violence of waves in a storm, the chaos of a tangled thread, or the turmoil of lines suggested by the forms of a crowd.
 - **Panel** – A single section of a comic, showing one moment in a story being told. Also called frame. Most cartoons consist of a single frame. Comics have several.

- **Perspective** – The illusion of creating dimensional views of objects. Through intersecting lines and by carefully spacing of objects of different sizes, an illusion of depth can be created in a picture.
- **Proportion** - the size relationship of parts to a whole and to one another.
- **Scale** – the size or apparent size of an object seen in relation to other objects, people, or its environment or *format*
- **Shadow** - Light and shadows visually define objects. Before you can draw the light and shadows you see, you need to train your eyes to see like an artist. *Values* are the different shades of gray between white and black. Artists use values to translate the light and shadows they see into *shading*, thus creating the illusion of a third dimension. *Hatching* and *crosshatching* are simple and fun techniques for drawing shading.



- **Symbol** – An object representing a feeling, idea etc.

FORM

- **Caricature** – employed by cartoonists, refers to exaggerated facial features of subjects.
- **Collage** - A form of art in which various materials such as photographs and pieces of paper or fabric are arranged and stuck to a backing.
- **Comic Strip** - A sequence of drawings in boxes that tell an amusing story, typically printed in a newspaper or comic book
- **Editorial Cartoon** – Cartoons (one panel) that deal with current news events or social, political, or cultural issues
 - **** Both comics and cartoons employ various conventions such as speech balloons, thought balloons etc.**
- **Graphics** - process or art of drawing in accordance with mathematical principles
- **Photo Essay** - (or photographic essay) is a set or series of photographs that are intended to tell a story or evoke a series of emotions in the viewer.
- **Poster** – A poster contains images and text that convey a feeling or mood and a message. It has only a few seconds to do its' job.
- **Print** – Hard copy of text etc. as opposed to electronic/web
- **Storyboard** – Rough sketches that show the content, sequence, and type of camera shots for a video production. Similar to a comic strip, each frame represents a few seconds of time as seen through the lens of a camera. Special effects, titles, and audio required for each shot are also noted.

Appendix A

Strategies in Advertising/Media

- **Bandwagon** – The suggestion that everyone is using or doing something: “Gatorade: Canada’s #1 bestseller”
- **Cartoon Cute Characters** – creates sensitivity, emotional appeal
- **Celebrity Endorsement** – Also referred to as testimonial. Using well known person or organization to promote a product.
- **Emotional Appeal**
- **Facts and Figures** – The implication that figures and statistics prove a point beyond dispute: “No-ache pills. A guaranteed 100 mg of pain relief.” Fools audience into thinking their headache will be gone, but really it is only referring to the mg in 1 tablet.
- **Gender/Sex Appeal**
- **Name Calling** - It is the use of derogatory language or words that carry a negative connotation when describing an enemy. The propaganda attempts to arouse prejudice among the public by labeling the target something that the public dislikes. Often, name calling is employed using sarcasm and ridicule, and shows up often in political cartoons or writings. When examining name calling propaganda, we should attempt to separate our feelings about the name and our feelings about the actual idea or proposal.
- **Plain Folks** - Talking down to the viewers in order to appear just like them: “Use Tide. It makes your clothes as white as Mom used to wash them” The plain folks device is an attempt by the propagandist to convince the public that his views reflect those of the common person and that they are also working for the benefit of the common person. The propagandist will often attempt to use the accent of a specific audience as well as using specific idioms or jokes.
- **Shock Appeal** - Shock advertising, or, “shockvertising” is a method of advertising that purposely offends and startles its viewers in an attempt to “gain attention, encourage cognitive processing, and have an immediate impact on behavior.” Ads containing disgusting images, sexual references, profanity and obscenity, religious taboos, vulgarity, impropriety (violations of societal “norms”), or moral offensiveness are considered to be “shocking” (Dahl, 2003). It has been used for many years around the world, but has recently been questioned as to whether or not it is still a productive method of advertising.
- **Snob Appeal** – The association of a product with a desirable lifestyle: “She lives in Prince Royal. She spends her winters in the Swiss Alps. She drives a Luxuriant. Her perfume – Tusk.”
- **Testimonials** - quotations or endorsements, in or out of context, which attempt to connect a famous or respectable person with a product or item. Testimonials are very closely connected to the transfer technique, in that an attempt is made to connect an agreeable person to another item.

