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Reading and Creating Visual Image

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Reading and Creating a Visual Image

“An image is worth a thousand words.”

This idiom means that complex and sometimes multiple ideas can be conveyed by a single still image, which conveys its meaning more effectively than simply just verbal description.

A visual image can be:

- A photograph
- A painting
- A drawing
- A sculpture (statue)

Reading a Visual Image:

- **Look closely, front & back (if applicable).** Use a magnifying glass if viewing a work in your hand or zoom in on details if you are viewing a digital image.
- **Describe what you see.** Describe what you see in words and take note of unusual features. Take note of what's present and what's missing.
- **Don't make assumptions.** Question each observation made and verify each piece of information that came with the photograph.

Ask yourself, “How does the artist shape the scene?” Be aware that the artist is shaping the visual. Photographs are not a mechanical recording of fact; pay attention to camera angles that tell the story. Painting, sculptures, and posters are deliberately created with color, position, and content by the artist.

Activities

Image #1



["Black Lives Matter Mother and Child"](#) by [Don Schwartz](#) is in the [Public Domain, CC0](#)

<https://pixabay.com/photos/black-lives-matter-blm-black-youth-5274439/> target="_blank">"Black Lives Matter Mother and Child" by <https://pixabay.com/users/don2845-2628133/> target="_blank">Don Schwartz is in the <http://creativecommons.org/publicdomain/zero/1.0/> target="_blank">Public Domain, CC0

Scan the Photo:

- What do you notice first?
- What type of photo is it? (Portrait, landscape, posed, candid, group, individual, family, panoramic, action, other.)
- Is there a caption?
- What do you notice about the people?
- What do you notice about the people in the background?
- Describe any objects that you notice.
- Explain what is happening in this photograph.
- Describe the location, setting, time, time period.
- What is the mood created by this image?
- What was happening at the time this photo was taken?
- Who is the intended audience?
- What can you infer about the purpose of this photo?

Image #2



["Want Action? Join U.S. Marine Corps"](#) by James Montgomery Flagg, [U.S. National Archives and Records Administration](#) is in the [Public Domain, CC0](#)

<https://picryl.com/media/want-action-join-us-marine-corps-nara-513532-7d498b> target="_blank">"Want Action Join U.S. Marine Corps" by [James Montgomery Flagg](#), <https://www.archives.gov/> target="_blank">U.S. National Archives and Records Administration is in the <http://creativecommons.org/publicdomain/zero/1.0/> target="_blank">Public Domain, CC0

Scan the Poster:

- What stands out the most?
- Identify the objects, places, and activities in the poster?
- What are main colors? What do they symbolize?
- What time period is this poster? How do you know?
- Who is the intended audience?
- What is the mood created by this image?
- What words are present on the poster?
- What does the message imply?

Assignment:

Synthesizing what you have learned from your research regarding environmental issues, either take a photo or create a poster that delivers a specific message. Accompanying the visual, you will need to write an essay that identifies the target audience and the purpose. Explain your choice of medium, colors, images, objects, setting, words, layout, and design.

Decide on your purpose:

- Do you want to persuade your audience to be concerned about your topic?
- Do you want to change the readers' minds about a current viewpoint?
- Are you going to challenge the readers to take action? Challenge them to support a change you're suggesting?