

Reading our World

Inferring meaning in visual texts

When inferring meaning in visual texts you need to look at different elements. In this lesson you will learn some skills to help you infer meaning in visual texts. You will also use these skills to create a visual text that implies your own message.

Lesson Outcomes

By the end of this lesson, you should be able to:

- explain how we use our senses to help us read our world
- explain the meaning of the terms: colour, design, and placement
- explain how examining these things can provide clues to help one infer meaning
- explain the importance of rereading and reviewing a text
- use these skills

Curriculum Links

LO 2: Reading and Viewing

- infer the meaning of unfamiliar words or images in familiar contexts by using knowledge of grammar, word-attack skills, contextual clues, sound, colour, design, placement and by using the senses

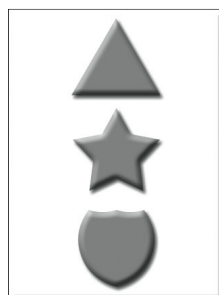
Lesson Notes

When reading a visual text and inferring meaning you need to develop an understanding of design elements. By understanding how these elements work you will be able to read what is around you more carefully. These basic elements are colour, shape and line. Artists and designers use their knowledge of how people react to these elements to guide the choices they make when designing advertisements, logos, posters, billboards, and so on.

Colour is the hue that can be seen when light is reflected off an object.

We can divide colour into warm and cold colours. You can also analyse the use of colour according to cultural meanings. Be careful however because, although there are some universal understandings about certain colours, different cultures have different meanings for colour. Therefore when you think about why a particular colour has been used you must always consider its context.

Shape is the external surface or outline of an object or body.



Line is the visual path left by a moving point.

Curved lines are often more organic and therefore feel more natural. Sharp jagged lines often feel quite angry or appear aggressive. Writing styles and fonts also tend to work in this way.

Where do you think you would use these two fonts?

Formal
casual

Design is the purposeful or inventive arrangement of parts or details.

The way that all these elements (shape, line, and colour) are put together is called design. An artist makes choices about how these elements must be laid out on the page. In other words, where things are placed, whether they overlap, what is in the front or foreground of the picture, and what is in the background of the picture. These are all very conscious decisions.

TASK

- Design your own billboard for the Get Attitude loveLife campaign.
- Consider each choice that you make about the use of colour, line and shape in your design.
- Swap your finished design with a partner and then read and reread their design.
- Check with your partner whether the meanings you have inferred are correct.