

Name: _____

Date: _____

DUE: _____

Period ____ - Applebee

Visual Analysis

You have spent much of 1st Semester analyzing how the elements of language, such as diction, syntax, and literary devices, affect the work as a whole, now is the time to apply those same analyzing skills to visual images. Images shape our perception of the world. A graphic designer, like an author, carefully considers several elements when designing; elements such as shapes, textures, contrast, and colors.

Instructions: Carefully look at each emblem*. Then answer the 4 questions for each emblem. Write your answers on a separate sheet of paper – I will explain the specific format in class. Your answers must demonstrate carefully analysis of each image and you are expected to write complete sentences.

Note: *If you know what these emblems represent, discard your previous knowledge and approach each emblem as if you have never seen it before.*

*Emblem = a sign, design, or figure that identifies or represents something; a visual symbol: *the emblem of peace is an olive branch*

Questions

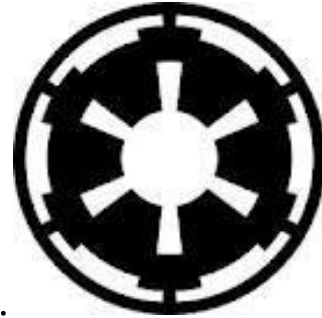
1. What emotions do you associate with this emblem? Why?
2. Examine the individual elements. What does each element individually represent? When the elements are combined, what do they represent? How does each element contribute to the emblem as a whole? *Use the following statements and questions to shape your answer.*
 - a. There are connotations that we bring to visual images in the same way that we apply our knowledge of connotation, allusion, and the outside world (literature, history, culture, etc.) to written texts. For example, what might someone want to convey through a circular shape and flowing lines as opposed to angles and straight lines?
 - b. When we look at alliteration and the sound of language, we often say that “hard” sounds like “k” and “t” convey a harshness or hard aspect, while softer sounds like “m” and “s” might convey a murmur or flow. These literary choices affect the tone and mood of the written word. Do angles or curves affect the tone and mood of visual images? How does the size and placement of the individual elements matter?

3. A group of people have adopted this emblem. What are their goals? How does this image represent them?
4. What colors would you assign to this emblem? Explain your color choices and their placement on the emblem.

Emblems



A.



B.



C.



D.



E.