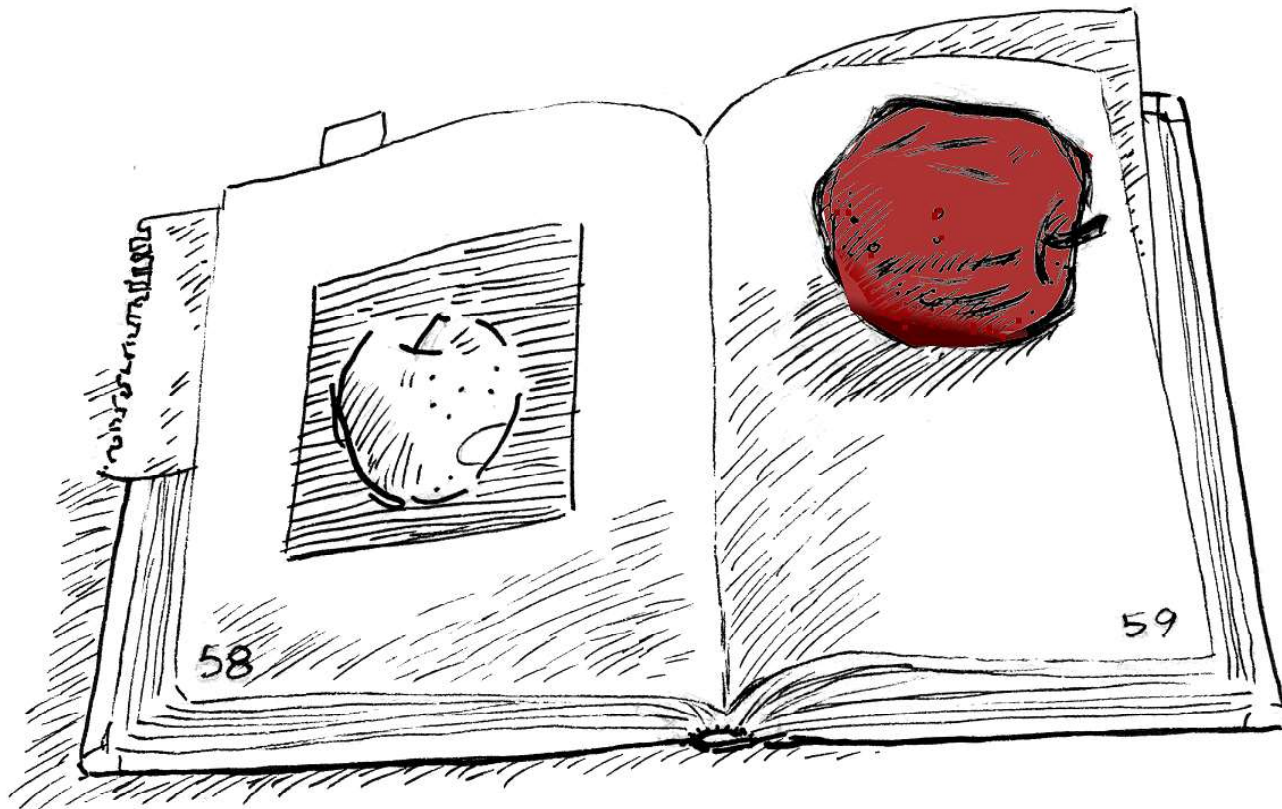


Visual Analysis



Visual Analysis

A *casual reading* only supplies surface details of any artwork.

On the other hand, a *close reading* seeks out possible cultural references and overt commentary by the author regarding society. Sometimes a close reading reveals hidden comments by an artist.

Visual Analysis

Remember the three steps to **the Reading Process** we covered the first week of class:

- The first reading acts on an emotional level (review mode).
- The second reading acts on an analytical level.
- The third reading specifically targets a higher level of critical analysis.

Visual Analysis

In particular, with writing, it is best to avoid comparing *the text* against the author's *biography*.

- At first, avoid attempting to figure out what the author intended to say in a literary work.
- Instead, look at the strategies, wordings, phrases, and the overall arrangement of the text. This approach shifts the audience into an analytical mode, rather than a basic review mode.
- An analytical approach also can be used when closely examining a painting, a photograph, or even a graphic brochure.

Visual Analysis

The average individual responds and interprets text in the same manner as interpreting visual images.

- A close reading of an image is equally important as to text.
- Using a careful examination of visual or textual material, a critical audience can discern **added depths of importance** to a creative piece: poem, painting, brochure, advertisement, editorial cartoon, etc.

Visual Analysis

The human species interprets meaning from imagery more so than any other animal species.

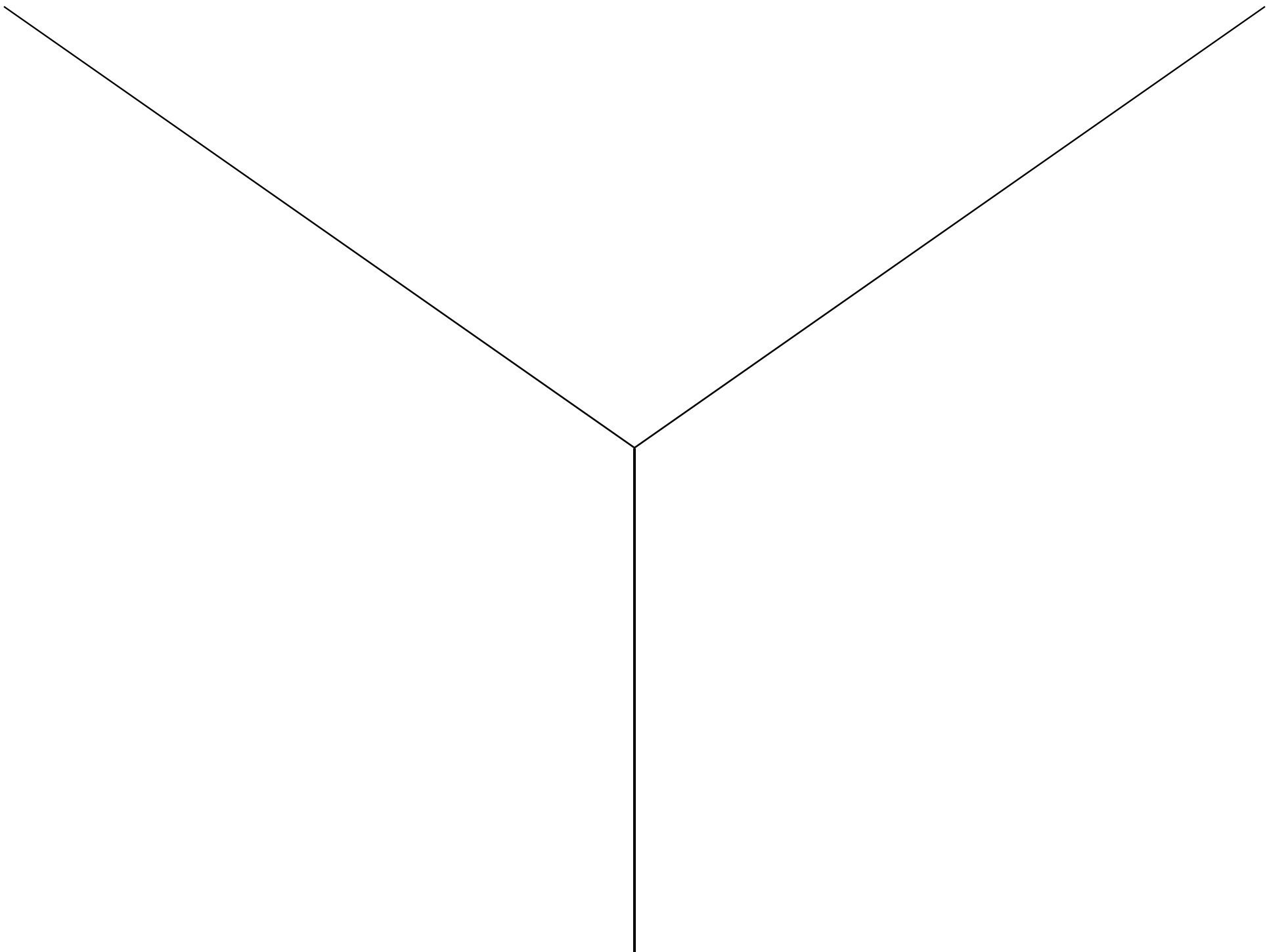
- For the most part, humans are more analytical.
- In *Current Issues*, chapter 4 has some good information: Visual Rhetoric: Images as Arguments, p. 141.
- We are a visual society. Consider how the telephone has changed in the last decade from solely a means of **verbal communication** to a hand-held computer with multiple applications for a wide variety of results which appeal to the sense of **sight** through emotional triggers.

Visual Analysis

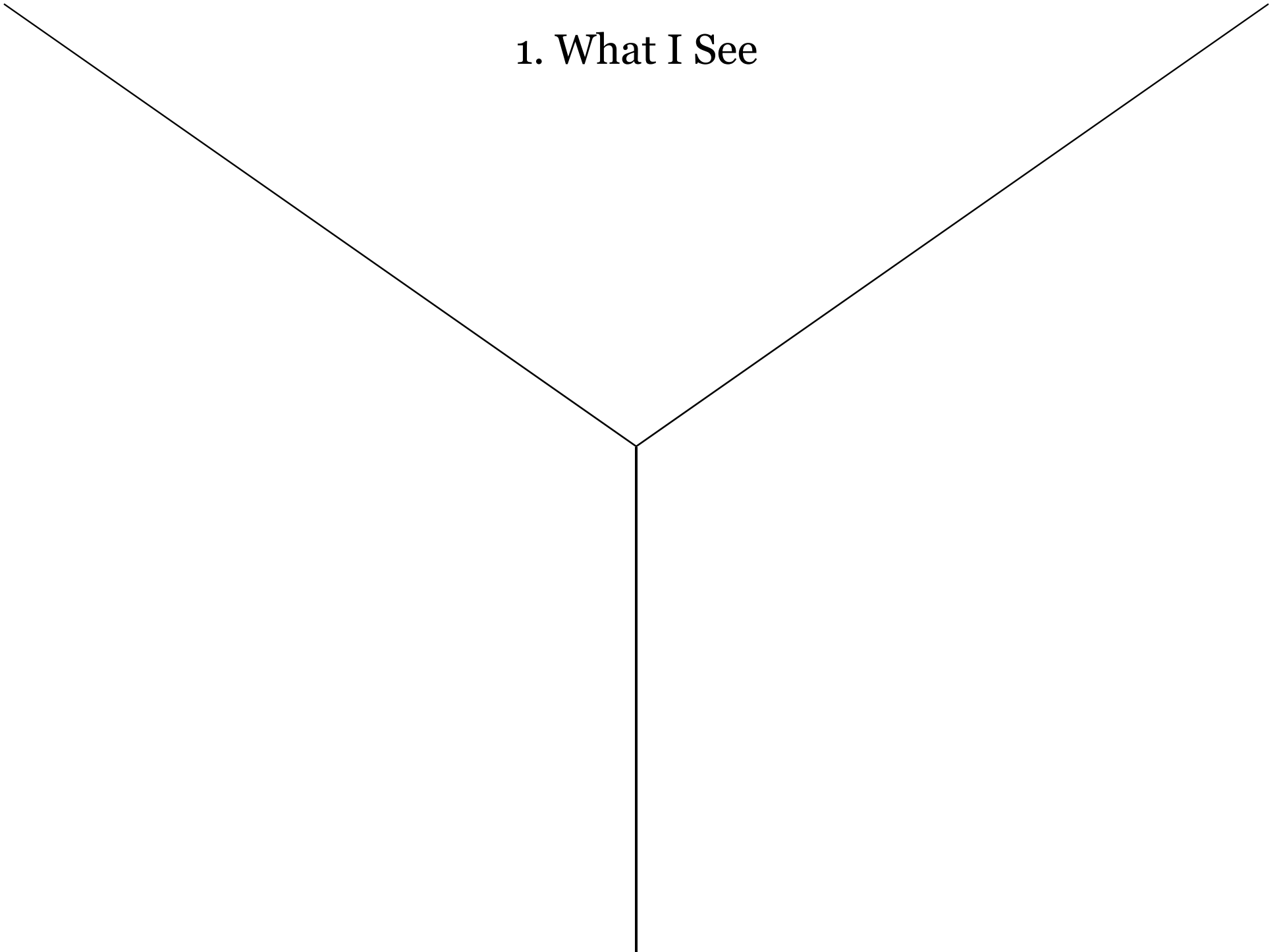
As can be expected, people individually react differently to supplied materials— this is only natural.

- a popular song on the radio causes diverse reactions from selected people
- your personal history and relevant memories affect your waking life day-to-day;
- you see images with unique perspectives formulated by your own cultural background.

Like reading, Visual Analysis is a three step process.



1. What I See





1. What I See

2. What I Comprehend

1. What I See

2. What I Comprehend

3. What I Need to Confirm

1. What I See

- Review mode

The top section deals with the instant understanding of an image, that is, the basic story of the artwork or the *surface meaning*, or *casual reading* of work.

- summarize the basic story and intention
- list specific details of the image
- determine a hierarchy of information

What is the focal point?

What mood is created?

2. What I Comprehend

3. What I Need to Confirm

1. What I See

2. What I Comprehend

- Analytical mode

The second section deals with the resulting meditative process— in other words, the images's *deeper meaning*. This is achieved through a *close reading* of the artwork.

- determine what the essential, individual images symbolize
- determine the interpretation of the grouped images
- determine the specific audience
- determine how the artist applies his/her message to the world at large
- confirm who published the work
- confirm who created the work

3. What I Need to Confirm

1. What I See

2. What I Comprehend

3. What I Need to Confirm

- Heightened Analytical mode

The third stage requires the audience to determine what imagery contains *unclear meaning*.

- determine what portion of the imagery requires further research
- determine if the collected imagery requires further clarification
- determine if assessments of images or wording require a clarification of definition
- confirm if a level of irony is being used

1. What I See: **Review**

The top section deals with the instant understanding of an image, that is, the basic story of the artwork or the *surface meaning*, or *casual reading* of work.

- summarize the basic story and intention
- list specific details of the image
- determine a hierarchy of information

What is the focal point?

What mood is created?

2. What I Comprehend:

Analyze

The second section deals with the resulting meditative process— in other words, the images's *deeper meaning*. This is achieved through a *close reading* of the artwork.

- determine what the essential, individual images symbolize
- determine the interpretation of the grouped images
- determine the specific audience
- determine how the artist applies his/her message to the world at large
- confirm who published the work
- confirm who created the work

3. What I Need to Confirm:

Research

The third stage requires the audience to determine what imagery contains *unclear meaning*.

- determine what portion of the imagery requires further research
- determine if the collected imagery requires further clarification
- determine if assessments of images or wording require a clarification of definition
- confirm if a level of irony is being used