

Date _____ Subject _____

Name _____

Deconstructing Visual Texts

Identifying elements that contribute to making meaning

Moving or media text video, animation, slideshow

Text for deconstruction >

Include title, creator, date of distribution or release, URL if applicable.

Camera language >

type of shot(s), angle(s), composition, etc.

Codes and Conventions

Who is the intended audience of this text?

How do you know?

What is the purpose or function of this text?

To entertain, persuade, inform, promote?

Audio >

ambient noise, music, narration, specific noises or audio effects (ex.: echo), etc.

Codes and Conventions

Lighting >

bright, dark, shadowy, spotlights, significance of lighting, etc.

Codes and Conventions

Visual symbolism >

patterns, overt symbols, branding, colour

Codes and Conventions

Editing >

transitions, pacing, juxtaposition of shots, sequencing, etc.

Codes and Conventions

Multiple meanings >

What are the possible meanings of the text? What is the main message or idea?