

Reading images: compositional analysis

Target audience	
Narrative or concept idea	
Background (realistic? abstract?)	
Salience (what stands out?)	
Vectors (the invisible reading lines)	
Angles: vertical angle (high, low, straight on) and power relationship	
Angles: horizontal (frontal or oblique)	
Gaze: offer or demand	
Colour (tone and saturation, symbolism)	
Lighting (incl. shade and shadow)	
Modality	
Framing of shots: intimate (close-up), social (medium), public (long)	
Given/new	
Ideal/real	

- On the back of this sheet write a short explanation of how the target audience is being positioned to respond to this visual image.
- How might this persuade the target audience to buy the product?

From Student worksheet 7, Quality Teacher programme, 2002 *Secondary English LIG*: <http://www.qtp.nsw.edu.au/qtp/files/elise/project3/adwsheet.pdf>