

# Visual Analysis

## Tips:

- Use in-text citations every time you reference a specific detail from the visual.

- Use in-text citations if referring to outside information.

- Different elements of design to consider:

- composition
- line
- shape
- texture
- color
- foreground,
- midground,
- background
- space
- symbols

## What is visual analysis?

- Visual analysis is the process of identifying specific details and elements of
- design in a visual (painting, photo, commercial, ad, music video, etc.) and
- analyzing their significance.
- How do the details and elements of design contribute to the "bigger picture"/purpose and underlying meaning of the visual?

## Introduction:

- The introduction paragraph should end with a thesis statement that briefly states the main argument.
  - E.g., The sharp textures, bright and contrasting colors, and the happy facial expressions in this *Where the Wild Things Are* illustration show the positive side of wildness.

## Body:

- Each body paragraph should discuss a specific idea that stems from the thesis. Begin with a topic sentence that summarizes this idea.
  - E.g., The happy expressions on the boy's and wild thing's faces show that wildness is acceptable in and a positive feature of their world.
- Make sure that you provide specific examples and then analyze those examples. How do the examples contribute to the underlying meaning?
  - In the above example, the underlying meaning is that wildness is acceptable and a positive thing.

## Conclusion:

- Make sure to reiterate the main argument of the paper at the beginning of the conclusion (restate thesis or summarize topic sentences from the body paragraphs).
- End with discussing the larger scope and speaking about the significance of the visual.
  - E.g., *Where the Wild Things Are* is a unique children's book as it teaches children to embrace their youthful wildness