

VISUAL TEXT ANALYSIS CHECKLIST

ADVERTISEMENTS

1. BACKGROUND

- ✓ SPEAKER: Who is the company and product?
- ✓ OCASSION/SUBJECT: What is the subject/topic/issue being addressed?
- ✓ AUDIENCE: Who is the target audience?

2. FIRST IMPRESSION

- ✓ What do you notice first?
- ✓ Where is your eye drawn?
- ✓ What is your overall first impression?

3. VISUAL ELEMENTS

- ✓ Color
- ✓ Contrasts (i.e. light and dark)
- ✓ Perspective (foreground vs. background)
- ✓ Text (size, placement, font)
- ✓ Realistic versus distorted images
- ✓ Caricatured figures
- ✓ Connotations, symbolism, allusions, and metaphors

4. APPEALS

- ✓ What appeals do you notice?

5. CLAIM

- ✓ What claim does the company make about themselves and their product?

6. EVALUATE

- ✓ Is the ad successful? Why or why not?