Visual Analysis

**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.

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**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

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