

PURPOSE

Message; subject; effect meant to have on people

MEDIUM

How message reaches audience; where it is found, type of image?

AUDIENCE

Who is it aimed at and intended to influence?

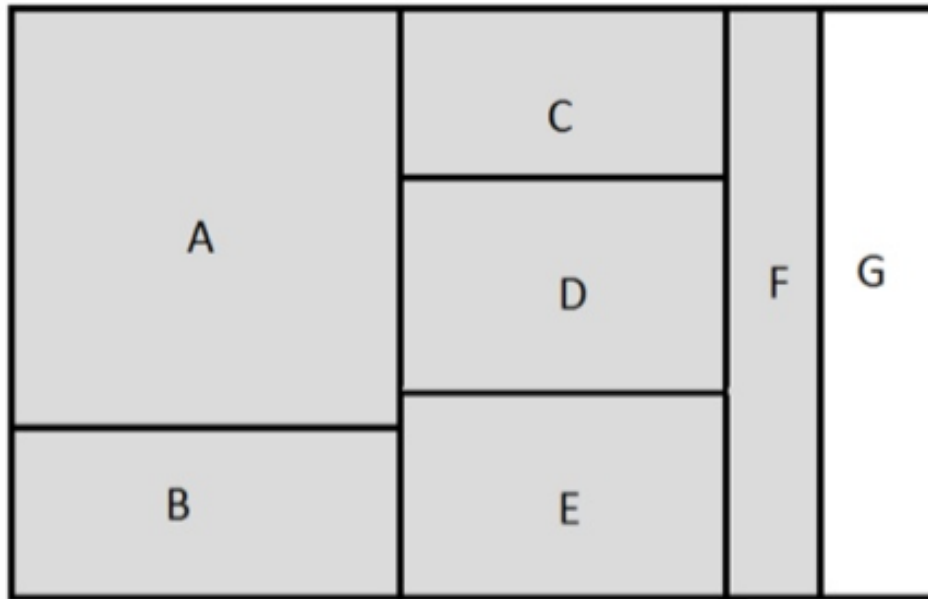
FEATURES OF A STATIC IMAGE

TECHNIQUES

Methods used to achieve the purpose; dominant feature

IMPACT

Effect on audience; how effective/influencing is it?



LAYOUT

Share

How the text/image(s) are set on the page, the overall look of the page.



Represents key idea(s) in the image and grabs a viewer's attention.



CONTRAST

Various elements in the image can be contrasted with each other visually to create an effect and draw attention.

(Eg - reverse type).

GRAPHIC
OR
IMAGE



Can represent ideas that
are relevant to the
whole image.

font

Different font styles/sizes can be used to draw attention or emphasise words, can be used in reverse type.

LINES



Lines can frame an image to draw the viewer's attention to it, also are used to give images definition.