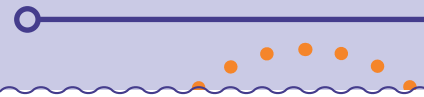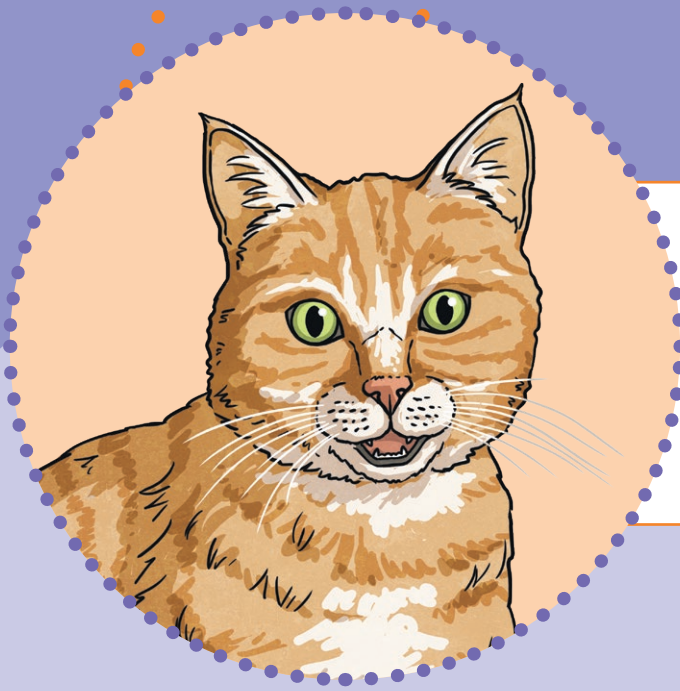# Angle and Perspective

The angle or perspective is a visual technique used by illustrators and photographers to convey point of view.

For example, in order to make something or someone look powerful, the perspective or angle of an image is shown from down low, looking upwards.

To show equality, the perspective of an image will be straight on, at eye level.

If the angle of an image is shown from up high, looking down on something or someone, this can create an appearance of weakness or insignificance.

Body Language and Gaze

The facial expressions, body gestures, stance and position of someone within a visual image can help to convey the attitude, feelings or personality of that person. These things can be especially helpful when determining the relationship between two or more people within an image.

For example, where someone is looking or the distance between two people will help to portray their relationship with each other, as well as what they may be thinking or feeling.

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Colour

Colour can be used to express and develop ideas in images to express feelings and emotions and to also try to create a response in the reader or viewer. Different colours are associated with different feelings and emotions, which can add lots of detail to the story behind an image.

For example, blue may represent sadness, the cold or peacefulness; whereas red may express anger, danger or even love.

In black and white images, where colour has been intentionally left out, the contrast or difference in light and darkness can also help to tell a story.

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Framing

Framing refers to the way a photograph or image is shown or portrayed using close-ups, extreme close-ups, medium shots, long shots and shots that are tilted up or down. These forms of framing can help to create a focus on the object that is most important within an image. Framing can also be achieved with borders around an image.

For example, an extreme close up frame of a character's eyes looking wide and angry can help to focus in on their expression and emotion, perhaps telling the story of their reaction to an event in the story.

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Layout and Composition

The layout of an image refers to the organisation of various elements, objects and characters within the setting. All elements of an image, including the surroundings, objects, clothing and characters, have been deliberately placed and included in the image for a reason.

For example, in an image depicting the story of Little Red Riding Hood, the layout and composition of the picture may include a wolf partially hiding behind a tree and shown way back in the corner of the image to portray his distance and attempt to stay unnoticed by Little Red Riding Hood. Whereas, Little Red Riding Hood may be positioned in the centre of the image and facing away from the direction of the wolf to help portray to the audience that she is the central focus of the story and also that she is unaware of the wolf following her.

Omissions

Omissions are when something or someone may be deliberately left out of an image or illustration. This can help to create a sense of mystery or to signal that part of the story has passed.

For example, a character that has been shown in previous images within a story, may intentionally be left out of another image. This lets the audience know that this character may have become lost or that they might be up to no good, perhaps even before the other characters in the story have realised.

Positioning

Visual elements of an image may be placed within the foreground, middle ground or background. Their positioning within an image will help a viewer to discern the depth and size of the setting, as well as the importance of each element and the relationships between them.

For example, an object or character shown in the forefront of an image would suggest that it is most important and central to the story, whereas elements, such as trees or buildings, may be shown in the background and are included only to help create the setting for that main element.

Salience

Salience helps to determine what is most important in an image as it is the part that your eyes are first drawn to. Colour, placement, size and layout all play a part in determining what the salient image is.


For example, a red rose in an otherwise black and white scene will stand out very clearly with contrast in colour being used to determine the rose as the salient image.

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Symbols

Symbols or signs can be used as shortcuts to help represent an object, action, idea or concept.

For example, the colour red may be used to symbolise danger or an image of the Statue of Liberty may be used to represent New York City, helping to identify a setting.
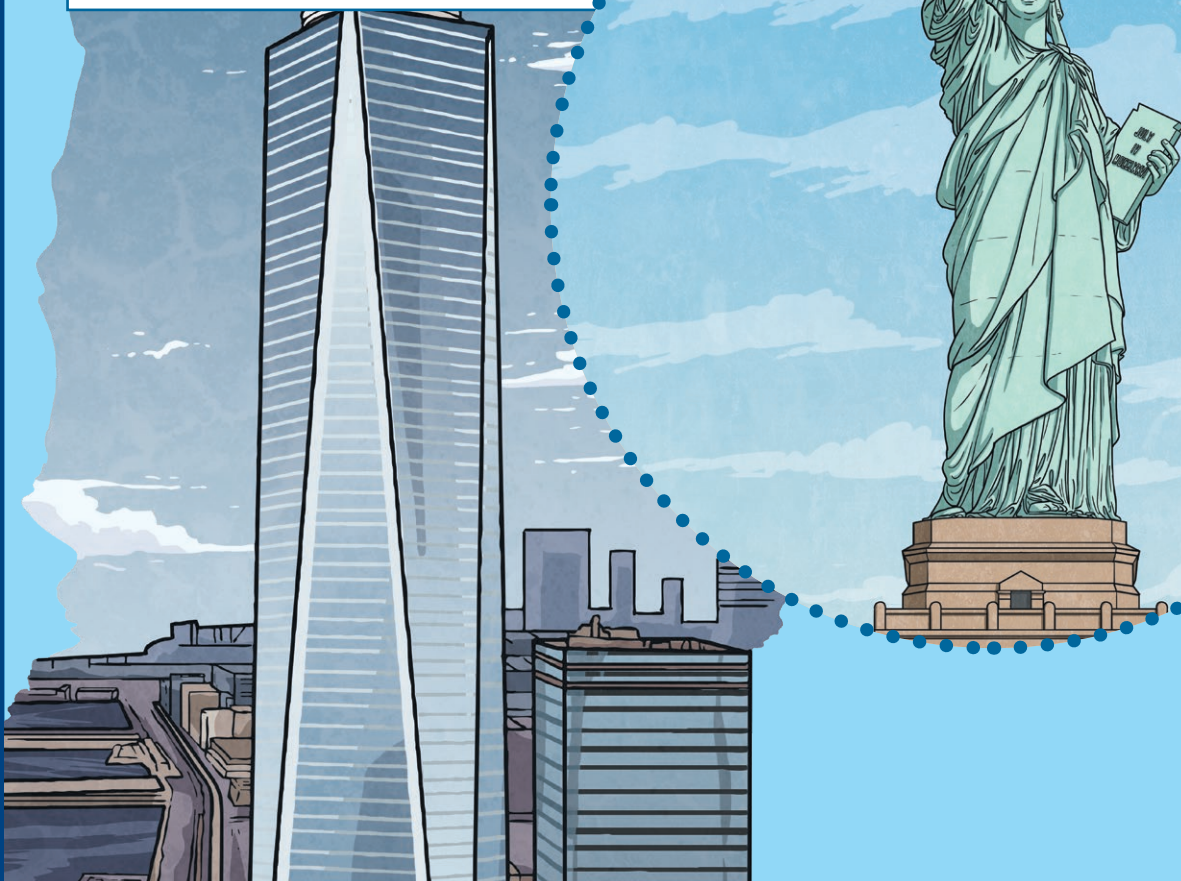
Text Style

The font, colour, size and placement of text used in a book, either alongside or as part of an image, will add substantial visual detail and help to identify the mood of the story and image.

For example, large bold fonts can be used to show that something is very loud, perhaps even that a character is angry and shouting.

Vectors

Vectors show action and direction in an image. They are the lines that our eyes take when looking at an illustration or photograph. Illustrators and other visual creators will deliberately direct our reading path of a visual image through vectors. Vectors can be shown as visible or invisible lines.

For example, if a character in an image is looking towards another character or object within that image, then our eyes will follow that path or vector too. Or, if an image depicts lots of long, tall trees, shooting up towards the sky, then our eyes will follow vectors that lead straight to the top of the image.