

Visual Grammar Summary		
Representation	Interacting	Composition
<p>Line: Curved lines suggest movement. Vertical lines show height. Diagonal lines create a slope ascending (upward) or descending (downward). Jagged lines create tension danger or excitement.</p>	<p>Angle: Low angle = viewer looks up. High angle = viewer looks down. Eye level gives an equal view between image and viewer.</p>	<p>Framing: A frame creates a border that connects or separates the characters or objects and helps sequence information. A frame can be white space, lines, colour or objects in the image.</p>
<p>Setting: Where the image is set.</p>	<p>Colour: Creates emotions or a reaction.</p>	<p>Layout: Where the characters or objects are placed. Top or bottom, left or right, or margin. Centre is the most dominant position.</p>
<p>Shape: Curved shapes are more natural; straight-edged shapes such as squares or rectangles are more machine-like.</p>	<p>Gaze: Where the character is looking. Demand = the character looks out at the viewer, demanding attention. Offer = the character encourages the viewer to look around the picture.</p>	<p>Salience: What grabs your attention first? Size, sharpness or focus of people or objects, colour, placement of figures or objects in the image have impact salience.</p>
<p>Symbols: Objects that extend meaning.</p>	<p>Modality: How real the images feels. High modality relates to an image that feels real and natural, low modality the image is exaggerated and unreal.</p>	
<p>Vector (reading path): A line that leads your eye from one part of the picture to another. Visible or invisible, straight or curved, often shows where a character is looking.</p>	<p>Proximity: Distance between the characters. Close proximity shows trust and respect. Far proximity represents isolation and detachment.</p>	
	<p>Shot distance: Close shot of face or head and shoulders, creates affection or danger. Mid-shot, from the waist up, has less personal connection. Long-shot shows the full height of character and where they are placed in the setting.</p>	