

5 C Approach To Visual Texts

5 C Approach To Visual Texts The five 'C's – an approach to visual texts

1. **Context** – When was this made? What is the subject matter? What clues are given for a time frame? Consider clothing, implements – tools, weapons, architecture, etc.

2. **Characters** – Who or what is portrayed here? Is it a person? Animal? Symbol? What clues are given about who/what they are?

3. **Color** – What colors, if any, are used? Do you think they were used just for visual appeal? What is the mood or tone established by these colors?

4. **Composition** – Look at the use of space. Is one image bigger than another? Is that to suggest a relationship? What kind of relationship? Is the entire space used? Why or why not? What is the foreground? The background? Do either suggest importance?

5. **Construction** – Someone consciously constructed this image for a purpose.

Who do you think made this? Why? For what audience? Who would connect with this image?

Who would not?

<http://wonderingsheep.blogspot.com/2010/04/five-cs-approach-to-visual-texts.html>

elaborations

here

http://ocw.mit.edu/ans7870/21f/21f.027/throwing_off_asia_01/current_student/toa_five_c.ppt#261,6,Construction