

Cheat Sheet

Analysing Visuals using AACCO Criteria

Introducing Visual Text

Visuals come in various formats, what are they?

You can see visuals everywhere and at any time. They can be still images such as posters, flyers, webpages, newspapers and pictures, or moving images such as videos, performances and animations. These are examples of visuals produced in textual and/or image forms.

Why are visuals created?

Apart from talking, we can communicate using visuals. So as a means of communication, visuals have the power to educate, entertain, sell, inform, evoke emotions, promote an idea or culture, lobby for support etc. The outcome may be positive and/or negative (good and/or bad)

How are visuals created?

Visuals are produced using certain techniques such as colour, text, slogan, logo, graphic and image, mood, movement etc. The author/creator will use these techniques so as to obtain his/her intended objective and outcome.

Who are the people involved?

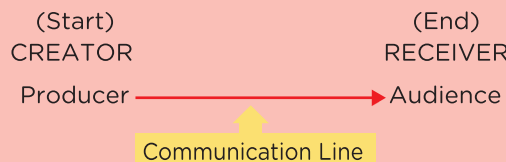
Following the communication line, visuals are created by producers/creators and they are viewed or consumed by audience/readers.

Why are they important?

Visuals are increasingly being used in our media rich environment and society today because they are easy to produce and disseminate.

Where are they disseminated?

Print copies of pamphlets and posters, screenings on billboards, television, Internet, mobile devices and even performances (live and/or recorded) – these are just some of the communication modes for visuals.



How to evaluate visual text using AACCO

Below is a poster which promotes a sport event

1 Author:



Do you know who is organising this event? What is the reason for organising this event? What are the terms and conditions stated by the organiser? Does the logo represent the organiser? With reference to the overall lay-out, why do you think the organiser produced this poster in this way?

2 Accuracy:



Refer to the illustrations. Why are these runners smiling? Do you always see people smiling while running? Do you think they reflect their sincere feelings? Is the information on the distance for the run found in this poster?

3 Coverage/ content:



What information is further reinforced in this text? What sort of language is used to get this effect?

4 Currency:



Is there any information pertaining to date and time? How frequent is this event held? Is the information complete?

5 Objective :



Refer to this slogan. Is this true that by participating you can find joys in running? What idea does this slogan convey? Refer to the words used.

THE JOYS OF A RUN⁵
Every last Sunday of the month⁴

We enjoy RUNNING so ...
COME join us. By joining us
YOU will contribute towards
the FUNDING of needy families³

Organiser: One Chase, One Heart¹

ONE

Terms and conditions

- Open to working adults only
- You must commit once you have registered

Search tips

The power of words in Online Searching

Tip 1

An effective search depends on the use of the right keywords and their placement in a search statement. Which of these will provide you with better results:

- (1) mammals marine brochure
- (2) marine mammals brochure
- (3) brochure mammals marine

Number 2 is the recommended approach i.e. the specific subject followed by the format. By using these keywords in the right order, you are commanding the search engine to retrieve websites on marine mammals, not just mammals, and include websites categorised as brochures.

Publicity materials contain visuals that are powerful in communicating messages. To look for publicity materials online, we can use these words 'flyer', 'brochure', 'leaflet' and 'pamphlet' What's the difference?

Flyer

A flyer is usually done in one piece of paper, and is usually best used for small scale marketing. It is cheap to produce.

Leaflet

It is usually better designed and produced although it is similar to a flyer in terms of marketing purposes.

Brochure

It is intended to provide more detailed information as compared to a flyer or leaflet. Hence the information included in brochures is well designed and presented.

Pamphlet

A pamphlet consists of loose sheets in single or more pages. When put together, it forms a mini booklet.

Tip 2

Be mindful of the different terminologies used in America and the UK for the same subject. For example:

Countries	America	United Kingdom
Terminologies	soccer	football
	cellphone	mobile phone

References

- ACRL Visual Literacy Competency Standards for Higher Education.://www.ala.org/acrl/standards/visualliteracy
- ACRL visual literacy standards <http://acrlvislitstandards.wordpress.com/category/resources/>
- AART Design webpage.<http://www.aart.us.com/marketing-materials.html>