

Is a Picture Worth A Thousand Words? Engaging with Visual Culture

Extension Activities

What Next?

- Use the window as a frame – what is the image in that frame?
- Analyse the front page of a newspaper or magazine
- Evaluate an advertising billboard
- Examine a company website
- Respond to a personal photograph
- Assess the layout and design of a favourite shop
- Record the images and objects on your street
- Consider the design of food packaging

In your own time or as part of this workshop, you might want to undertake further activities to practise your observational and analytical skills.

Use any window as a frame and respond to the image in that frame: what do you see?

Analyse the front of a newspaper or magazine. A great deal of effort is put into designing front covers in order to attract attention and help them stand out against others. How does the front cover you've selected attempt to achieve this? Is it successful? What information is communicated?

Evaluate an advertising billboard – remember billboards are designed to create instant impact to a wide audience.

Examine a company website – how do they establish a 'brand'? Are some websites easier to navigate and understand than others, and why?

Respond to a personal photograph: using a photograph taken from a family album, consider the relationship between memory and photography. Write down your memories related to this photograph; details of place, event, people and spaces. Now give the photograph to a member of your family and ask them to do the same. How do your memories compare? What are the differences or similarities? Consider why these occur. Consider how photography can be both art and evidence.

Assess the layout and design of your favourite shop – why is it visually appealing?

Record images and objects on your street. Perhaps take photographs of your local area or a place you like to visit often or that interests you. Reflect upon the history of that space – its social geographies; architecture; possible future development; past history; roles of different members of society in that space. What aspects of the location are depicted in your images? Perhaps give the images to a friend or family member who does not know your chosen area – what catches their interest? How does their interpretation of the space compare with yours?

Finally, consider the design of food packaging – does this have any influence on the foods you wish to purchase?