

HOW TO DESCRIBE AND ANALYSE A VISUAL DOCUMENT

① IDENTIFY THE DOCUMENT

1) Nature of the document

This document is a. . . / it consists of . . .

- a **photo**(graph)
- an **advertisement** (une publicité) = an **advert** = an ad for ... / a spoof ad (une parodie de publicité)
- a **painting** (un tableau)
- a **drawing** (un dessin)
- a **cartoon** (un dessin humoristique)
- a strip **cartoon** (une bande dessinée) = a **comic strip**
- a **poster** (une affiche)
- a sign /ai/ (pancarte pour donner une information)
- a **placard** (pancarte dans un défilé / manifestation / marche)
- a **graffiti**
- a **mural** (peinture souvent politique sur les murs)
- a chart (un graphique) -> pie chart / bar chart / line chart...
- a map (une carte)

2) Origin of the document

- It dates from. . .
- It comes from. . . / It was taken from... / It appeared in... on... (a newspaper/ a magazine...)
- It was drawn by . . . / painted by . . . / taken by . . . / made by. . . / created by... a man, a woman, someone called.../ a painter / a photographer / a cartoonist / an advertiser. . .
- The name of the artist is / not mentioned.
- He is (not) famous. /

② DESCRIBE THE DOCUMENT

1) What is it composed of?

- It consists of. . . / It is composed of. . . / It is made up of . . . 2 parts, 4 frames => it is four-fold
- There is a caption (une légende) / a title / a text / a speech balloon (une bulle)/ a logo / a catch phrase (une accroche)/ a pun (un jeu de mot) / a slogan ...
- It shows. . . / It represents . . . / It displays...
- It is a close-up (un gros plan) / a long shot (un plan d'ensemble)...

2) Locate objects and characters

- The scene takes place in. . . / The setting is .../

3) Describe objects, characters, the setting

- It shows.../ It represents.../ It displays...
- There are people / There is only one person ...
- Gender and age group: a man / many men – a woman / many women - a child / children – a teenager – an adult...
- Clothes: (S)he is wearing ... / They are dressed in
- Attitudes: standing / sitting / lying. . . (☺ Emploi du présent en BE+ -ing!)
- Expression/ mood: (S)he seems to be ... / They look...
- Shapes: This object is square / circular / thin / big. . .

△ triangle □ square ○ circle / round  rectangle

③ ANALYSE THE DOCUMENT (message / author's aim)

- The subject is... / The topic is ... / It is **about** ... / It deals **with** ...
- It relates ... / It illustrates... / It refers to ... /
- It raises the question/issue/problem of ...
- The author suggests that ... / He wants to show that ... / He wants to convey the impression that...
- His aim is to... / He aims to shed light on .../ The purpose of the artist is to... entertain/amuse/pass on a message/shock ...
- The author criticizes ... / condemns... / denounces...
- He mocks.../ makes fun of ... / lampoons (= ridiculiser / tourner en dérision)...

POSITION (the LAY OUT)

