Visual Elements (Callow, 2012)

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| **Use of line to create movement** Lines can be used to suggest height, tension, danger, or movement. Movement is created through a line with changing thickness, or a line which is curvy or a horizontal line. ***The Island example*** Movement of the ocean is created through the use of multiple lines. The different line directions on the ocean help to highlight its tumultuous nature. | **Multiple framing on pages** Framing allows an image to be accentuated. Multiple frames serve to group and connect images. Multiple frames can guide the reading pathway. ***The Island*** ***example*** Multiple framing occurs across several pages. These serve to tie together the actions and thoughts of the islanders. It also shows the viewer the commonalities amongst the characters. |
| **Use of white spaces** The use of white spaces focuses the viewer’s attention on the prominent image. It is this image that demands the viewer’s attention. ***The Island example*** White spaces are used in many of the pages.  | **Symbolism** Symbolic images can be included to represent a concept. ***The Island example*** Small pencil images are drawn, throughout the text, such as, a hammer, a broken plate, a bird in flight with an arrow through it. These complement the text on the page, highlighting a significant process that has happened.  |
| **Vectors** Vectors are lines within the image that carry across our eye. A vector could be an outstretched arm, a shooting star, or a road drawn across the page. ***The Island*** ***example*** There are numerous examples of vectors. Many of them involve the islanders holding rakes or sticks coaxing the man forward. These images carry our eyes from the islanders, across to the man, simultaneously providing meaning about the action that is happening, and the intensity of the feelings involved. | **Size of image and perspective** The size of an image serves to show its importance. Perspective created by the angle of the image, places the viewer in a position of power, equality or helplessness. ***The Island*** ***example*** The imposing fort on the cover and the end of the book positions the viewer looking up. The viewer is powerless against the structure. At times, the viewer is positioned at eye level. This occurs when we meet the mob, offering the viewer the choice to join them. |
| **Colour** Colour can suggest a mood or elicit an emotional response. It is important to remember that cultures are socially constructed and the meaning one colour holds for one culture, may not be universal across all cultures. ***The Island example*** The dark and bleak colours created with charcoal and pencil add to the mood of the text. These colours match the sombre mood encountered at the beginning of the text, and continue to impact as the mood changes to fear, terror and destruction. The title page highlights an area of red, as does the final image where the fisherman’s boat is set alight.  | **Design and layout** The design and layout of a page is how the text and visuals are positioned. Some aspects of the page will be more salient (where our eye is directed), other aspects will be in the background. ***The Island example*** On the first double page spread, we see the stranger in the bottom right hand corner, separated from his raft in the top left hand corner. This image accentuates his isolation and highlights his moving forward alone.Other double page spreads include images of the oceans. Here the ocean takes up all the space on the page, illustrating its ominous vastness.  |