



No one grows Ketchup like Heinz.

**GATORADE
ALWAYS
WINS!**





**WHEN YOUR SON
PLAYS THE TUBA
NO ONE WINS**

RAISE A CHAMPION.
kids




Images

- Relay information
- Have a purpose
- Biased
 - Point of view

Step 1

- Identify
 - What kind?
 - Paintings/photographs or posters that contain a message or information
 - Cartoon series or editorial cartoons convey a message using humour
 - Drawings or diagrams are illustrations that simplify or explain a topic
 - Maps, areal photographs, or satellite images show geographic information
- Read title and caption
 - When was it created? By whom? Why (purpose)?

Step 2

- “Read”
 - Foreground/centre =  Main Character
 - Background/edges = Context (setting)
- Scan
 - Up/Down
 - Corner to Corner
 - 30 seconds!
- What’s not in the picture?
 - Ohhhh deeeep!

Step 3

- Analyze (Question time!)
 - What does the image show?
 - Who created the image?
 - When was the image created?
 - What is the artists message? How does he or she make this message clear?
 - What is the artist's point of view?
 - What was the purpose of the image?
 - Are there symbols being used?

Step 4

- Evaluate
 - Is the message effective (easy to understand)?
 - Is the point-of-view current or out-of-date?
 - Would another medium be better?