

WHAT IS THE OBJECT?

- What am I looking at?
- What is its meaning/purpose?
- What is its significance (semiology)?

WHAT IS ITS VISUAL EFFECT?

- Line, colour, light, smell, shape, perception, pattern, texture, structure, height.
- How does it/we make contact?
- How do the visuals make you think?

WHAT IS EMBODIED? WHAT DOES OUR BODY DO?

- What does it communicate?
- What are the agencies, cues & design?
- What senses are used the most?

HOW IS POWER COMMUNICATED? WHAT IS THE DISCOURSE?

- Who does it empower? Who is made powerless?
- How are we and it 'named' (identified/recognised)?
- What is the associated language?

WHAT IS SYMBOLIZED?

- Sign, what is signified?
- Is there text (language) as code (grammar)?
- What does the symbol do?

VISUAL LITERACY TOOL

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WHAT IS EMBEDDED IN THE OBJECT?

- Where is it located? Why?
- Consider philosophy, aesthetics, values, hidden story & 'flow'.
- What do I not understand?

IS THERE A TRAJECTORY? WHAT IS THE RELATIONSHIP TO ME/US?

- What is the social history (mentalitie)?
- Is there significance in location and position?
- What feelings and emotions are associated and evoked by the use of space?

HOW AM I MOVED IN AND TO THIS SPACE?

- How are we/I socially organized?
- How has space, place and visuals been organized?
- Is there a paradox? Are there by-products?

WHAT IS OF VALUE? WHERE IS THE LEARNING?

- Consider material, place, transference, emotion, attachment.
- Can it be compared to opposites/similarities?
- What competes? What is juxtaposed?

IS IT ANCHORED TO RITUAL, CUSTOM, CEREMONY, CULTURE, THE SACRED OR GESTURE?

- Can it be removed or changed?
- What is the religious, sacred or cultic value?
- Is there associated 'performance' (dance, art, music, fashion)?

SPACIAL LITERACY TOOL

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