

ANALYZE A MEDIA TEXT – CRAYOLA PAINT



With the right paint you can create anything. Trust Crayola to give you the perfect combination of vibrant colour, superior mixability and consistency for excellent results. Crayola Washable paints wash easily from skin and clothing for quick cleanup.

From Acrylic Premier Tempera and Mixing Mediums to Washable Paints, Fingerpaints and Watercolors, there's a full line of paint designed for every project and every budget. **Create unforgettable learning with Crayola.** Learn more at www.Crayola.com/Paint

What is your first reaction to this ad?

How does it make you feel?

ELEMENTS

What is the orientation of the advertisement?

How does the shape influence how the message is received?

What type of fonts are used?

Font Weight –

Font Colour –

Font Size –

Font Slant –

Font Formality –

How does the typography influence how the message is received?

How are borders created in the advertisement?

Contrast –

Line –

Negative Space (White Space) –

What motifs or symbols are used?

What added meaning do they give to the message?

INTERPRET A MEDIA TEXT – CRAYOLA PAINT



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1. Who do you think paid for this advertisement? Why?

2. Who do you think it is intended for? Why?

4. What is the main message in this ad?

5. What is the hidden message, if any in this ad?

ELEMENTS OF MEDIA TEXTS

Orientation

Orientation is the overall shape of the media text. It can be horizontal, vertical, round, square and any other shape. The shape influences how the media text is received, for example:

HORIZONTAL – The shape is wider than it is tall. This orientation seems more natural and comforting.

VERTICAL – The shape is taller than it is wide. This orientation seems more dynamic and energizing.

SQUARE – The shape is as tall as it is wide. This orientation seems more solid and stable.

Typography

The fonts used to write language. Designers have to think about **what** they are writing and also **how** they are writing it. The same words written in different fonts can have very different meanings. Some characteristics of typography are:

WEIGHT – Fonts can be thin to bold. Thin fonts are more passive and quiet. They suggest beauty and femininity. Bold fonts stand out and suggest power and masculinity. Medium fonts are easiest to read.

COLOUR – Colours can emphasize important words, make connections and add emotion.

SIZE – Fonts can be big or small. Bigger fonts attract more attention and suggest power.

SLANT – Slanted fonts emphasize certain words and suggest movement and energy. Straight fonts suggest stability.

FORMALITY – Fonts can be formal, casual, serious, playful and decorative. Simple fonts suggest directness. Complex fonts suggest uniqueness. Serifs are little lines that extend from the letters, e.g., **T**. Sans Serif fonts do not have the little lines, e.g., **T**. Serif fonts are more formal and elegant, sans serif fonts are more modern and friendly

Borders

Borders are visual frames that set some elements apart from others. They can be decorative and sometimes add extra information with symbols and pictures. They help move the eye through the composition and emphasize key elements. Borders can suggest *a window on the world*. They break the design into sections and make the design easier to read. Borders can be created with:

CONTRAST – Contrasting colours or values set some sections apart and provide a frame for others.

LINE – Straight lines create a hard-edge frame. Soft lines that fade at the outer edges create a delicate border.

NEGATIVE SPACE – Also known as *white space* – the space that surrounds images and text can create an implied frame and set elements apart. Large areas of white space can create a strong focus on a key element. White space can be any colour.

Motifs and Symbols

A motif is a repeated shape or symbol that is intended to express a particular meaning. A symbol is only a symbol **if** it is interpreted as having specific meaning. Some symbols are universally understood - heart meaning love, for example, but others depend on the context and cultural knowledge. For this reason it is important to know the intended audience when using symbols. Colours can be used symbolically and also have different meanings depending on the culture. Designers use motifs and symbols to suggest additional meanings that expand on the words of a media text.

COMPOSITIONAL STRUCTURES OF MEDIA TEXTS

Composition

Composition is the way the various elements of a media text are organized. Designers use frameworks or structures to create additional meaning in media texts. The underlying structure may provide hidden meanings that go beyond the surface content of the text. Analysing the content **and** the design allows students to have a deeper understanding of how media texts persuade and influence us.

Information Zones

Information zones are the areas where visual elements are placed. Elements can be located in the upper and lower sections, to the right or left sides, or in the centre. The placement of elements can have different meanings, for example:

CENTRE – Things placed in the centre are more important than things placed on the sides.

UPPER HALF – Things placed in the upper half are considered *ideal*, in the lower half *real*.

LEFT SIDE – Things on the left suggest what is old and known.

RIGHT SIDE – Things on the right suggest what is new or possible.

Framing

Framing is used to draw attention to specific elements. Frames narrow the viewpoint and present information in a particular context. The designer decides what to include and what to leave out presenting information from a specific point of view.

Modality

Modality is how realistic or unrealistic an image is. High modality images are more realistic and lifelike. Low modality images are more unrealistic and imaginary.

Saliency

Saliency is how important an object is in the image. It creates a hierarchy of what is important in the image and draws attention to something the designer wants the viewer to focus on. Saliency can be created by:

RELATIVE SIZE – When big and small objects are placed together the big objects attract more attention.

COLOUR – Bright, sharp colours attract more attention than soft, pale colours.

CONTRAST – Strong differences between elements draws attention to them.

FOCUS – An object in sharp focus stands out. The same object in soft focus seems to fade into the distance.

POSSIBLE STUDENT RESPONSE – ANALYZE A MEDIA TEXT

An advertisement for Crayola paint. It features a large paintbrush with a wooden handle and a silver metal tray holding several small bottles of Crayola paint. The brush is shown painting a series of colorful, thick strokes in various colors (blue, orange, yellow, red, green, purple, rainbow, black) across a white background. The Crayola logo is visible on the brush handle and in the bottom right corner. Text on the ad includes "Paint broader strokes." and a paragraph about the quality of Crayola paint.

Paint broader strokes.

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What is your first reaction to this ad?

I really like this ad. It is bright and colourful and doesn't have a very much reading. I think it is a really good ad. I always loved Crayola crayons when I was little, and this reminds me of that. I think it is cool the way they have put all the different bottles of paint into that big paintbrush. It makes me want to get painting. Also, yellow is my favourite colour.

How does it make you feel?

This ad makes me feel happy. It reminds me of when I was in art class and we had lots of different colours of paint to experiment with. It was so much fun.

ELEMENTS

What is the orientation of the advertisement?

It is horizontal.

How does the shape influence how the message is received?

Horizontal orientation is more natural and comfortable so it makes the viewer feel at ease.

What type of fonts are used?

The fonts are plain, sans serif.

Font Weight – The main text fonts are all regular weight. The beginning and ending sentences and tag line are bold.

Font Colour – The fonts for the website are green. All the rest are black.

Font Size – The main text fonts are small probably about 12 or 14 pt. The tagline is bigger about 20 pt.

Font Slant – The fonts are straight.

Font Formality – All the fonts are sans serif, informal and modern.

How does the typography influence how the message is received?

The fonts are simple and easy to read. They give a friendly feeling to the message and look a bit like school text so they connect with the idea of education, learning and teachers.

How are borders created in the advertisement?

Contrast – The strong contrast between the white space on the top and the yellow wave shape at the bottom creates a border around the information at the top and the information at the bottom.

Line – The wavy light yellow line just below the top of the yellow wave shape creates a border around the text at the bottom.

Negative Space (White Space) – The white space on the top two-thirds of the image creates a frame around the paintbrush and lines of paint.

What motifs or symbols are used?

The Crayola logo and the symbolic use of the colour yellow are used. Colours that have symbolic meaning are also used in the paint strokes.

What added meaning do they give to the message?

Yellow can mean happiness, energy, intelligence, imagination and creativity in western culture. The use of so much yellow in this advertisement gives an upbeat, positive emotional meaning to the message. The logo is known around the world and most people think the brand represents quality, creativity and fun so that message also comes across. The bright colours including a rainbow sends the message that the paints are for everyone.

COMPOSITIONAL STRUCTURES

Information Zones – Where are the key information zones? The biggest element is on the left side and flows across the page to the right. Key elements are in the upper half of the space.

How does the placement of elements influence how the message is received? The placement of the large paintbrush on the left helps the viewer read the message because in the west we read from left to right. It might also mean the paints are old and known because that's where we started to look - maybe tried and tested. The paint strokes on the right might mean what is possible and new because that's where our eyes are moving - from the past to the future. The paint strokes are on the upper half of the page and that can mean they are idealized. So the message could be that the paints are tried and tested and have stood the test of time and there is lots you can do with them that is exciting and new.

Framing – How do borders influence how the message is received? The frame around the paintbrush and paint strokes sets them off and makes the paint the most important part of the media text. The importance of the paint message is emphasized because there is hardly anything else there.

Modality – How realistic is the image? The image is unrealistic because the paint bottles wouldn't be in a brush like that. But it seems realistic because you can recognize all the parts as being real. The brush is sort of surreal like the Magritte painting we saw in class.

What message does this send? The message might be that using these paints sparks your imagination and you could make something fantastic with them.

Salience – What are the salient elements in the advertisement? The large paintbrush with paint bottles, the paint strokes, the logos, and the website are the salient elements.

How do the salient elements influence how the message is received? The most salient element is the large paintbrush with bottles of paint. It sends the message that there are lots of colours of paint. It takes up most of the space and that sends the message that the paints are important. When you look closely you see that the bottle are different kinds of paint. The brushstrokes are bold and colourful and that sends the message that the paints are different and exciting. The brushstrokes look like they are exploding out of the brush. That sends the message that the paints will make you have more energy, excitement and fun when you use them.

The logos are repeated so your eye goes back and forth from one to the other. That reminds you that it is Crayola paint. That sends the message that the paints are excellent quality made by a reliable company.

The contrasting font for the website is the same green as the paint stroke near the centre, paint bottle and part of the logo. This keeps your eye moving through the whole advertisement and sends the message that the paint, website and brand are all connected.

POSSIBLE STUDENT RESPONSE – INTERPRET A MEDIA TEXT



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1. Who do you think paid for this advertisement? Why?

I think Crayola paid for the advertisement because it shows the Crayola logo and website and it is all Crayola paints.

2. Who do you think it is intended for? Why?

I think it is intended for teachers because it shows large bottles of paint like the ones I have seen in school. It says there are lots of kinds of paint for every project and teachers are always giving us projects. It talks about budget and teachers always say there isn't enough money for the special art supplies. It talks about quick clean up and teachers hate clean up because it takes so long. In bold it says "create unforgettable learning" and that's what most teachers try to do.

4. What is the main message in this ad?

The main message is that Crayola makes lots of different excellent quality paints and teachers should buy them.

5. What is the hidden message, if any in this ad?

Crayola is fun and creative and full of energy. If you buy Crayola paints your students will be so creative and happy and learn unforgettable things. Your painting classes will be easy and kids will love you.