

Visual literacy revision pack

Cartoons, infographics, and adverts practice activities

The following activities are designed to help you get a good grasp on advertising, infographics, and cartoons.

Study the cartoon/ advert/ infographic and answer the questions. After some of the activities, there is a “Let’s make some notes” section. These consist of questions that should guide your thinking when you are studying for exams – they are designed to focus on specific aspects of the activity.

You can do these in any order e.g. if you want to do all the cartoons first.

Enjoy!

Activity 1: Cartoon



1. What figure of speech category do the following words belong to: “Gonk”, “splot”, “spat” and “thwack”?
2. Explain why words such as “Gonk”, “splot”, “spat” and “thwack” are used.
3. Refer to frame 1. Explain what is happening in this frame by referring to the entire frame.
4. How do we know that the bowl was thrown in frame 2?
5. Refer to frame 4 and describe how we know that the character is in pain.
6. Refer to frame 7. Examine how each character is feeling.

Let’s make some notes!

In the language section of your book, answer the following questions based on your answers from the cartoon above. Make sure you answer them thoroughly because they will form part of your study notes for your exams!

1. Movement in cartoons is shown in different ways. Briefly explain how this is done and draw an example next to your explanation.
2. How is pain or shock shown in cartoons?
3. Make a note of how different facial expressions are conveyed in cartoons. Focus on the one’s in the cartoon above. As you complete more activities, add to the list!

Activity 2: Cartoon



1. Who are the two characters in the cartoon?
2. What is the setting of the cartoon?
3. Explain what a GoPro camera is with evidence from the cartoon.
4. Suggest a reason for the woman in frame 3 videotaping herself "crocheting a bootie".
5. Give two VISUAL clues that the man is bored.
6. Explain what you think the man's comment in frame 4 means.
Hint: Explain the saying "to watch paint drying" means and then make the link to what the woman is doing and how the man feels about it

Let's make some notes! Language.

1. Explain what a "saying" is and give one of your own examples.
 - 2.1. What is the punctuation mark used in "what're" in frame 1?
 - 2.2. Give another example of this punctuation mark where it is performing the same function
 - 2.3. What is the other name and function of this punctuation mark?
 - 2.4. Give an example for 2.3. above.

Activity 3: Infographic



1. The above image is called an infographic. Infographic is made up of the words *information* and *graphic*. What is the term used to describe “infographic”?
2. What is the NAME of the brand this infographic is advertising?
3. Redraw the logo of the brand.
4. TikTok’s slogan is “Make every second count”. Explain what a slogan is.
5. What age group does this App appeal to most?
6. Do you think this App is popular? Give 3 pieces of evidence from the infographic to support your answer.
7. Would you suggest that the app is a waste of time? Give evidence from the infographic to support your answer.
8. What is the target audience of this infographic?

Let’s make some notes!

1. Using your previous knowledge and what you have gained from this activity, explain what an infographic is.
2. Why are infographics useful?
3. Create an infographic of your own. It must be about half a page to a page.

Activity 4: Advert



1. How many different types of Coca-Cola are shown in the advert above?
2. Account for the use of visuals in this advert.
3. Explain what a caption in an advert is.
4. Identify the caption in the advert above.
5. Explain why this caption is effective. Refer to the visual (i.e. the different cans) as well as the caption to support your answer.
6. Who is the target audience for this advert? Explain your answer.

Let's make some notes! Language.

1. Revise the following: A caption; a slogan; a logo; a brand. Choose a brand (any brand) and write down its slogan, brand, and its logo.
2. Visuals sometimes have a stronger effect on people than words. Sometimes they are used together to put across the message.
 - 2.1) Do you think this advert relies more on visuals, words, or a combination of the two to be effective?
 - 2.2) Explain your answer in 2.1 above

Activity 5: Advert

1. What product is being advertised?
2. Give the name of the company that sells this product.
3. What is the bottle made of?
4. What is the effect of using this method instead of showing the actual bottle?
 - a. Hint: speak about the connotations of using this fruit
5. Explain the caption of the advert
 - a. Hint: Focus on the words “grows Ketchup”



Activity 6: Cartoon

Note: The sign on the fence says “BEWARE! VISCIOUS DOG”

1. State whether the following statements are true or false. GIVE A REASON FOR YOUR ANSWER.
 - a. OMG is an acronym.
 - b. The apostrophe in “haven’t” is an apostrophe of possession.
2. Why is the word “swear” written in larger, bold font?
3. Explain how we know the dog is feeling anxious. Refer to 3 visual and written clues

4. Many might find this cartoon humorous. Using written and visual evidence from the cartoon, explain why they might find it funny.



Let's make some notes!

Body language is an important part of everyday communication. Cartoonists make use of body language along with words to guide us into understanding what they are trying to portray in the cartoon.

1. Based on your general understanding and understanding of the cartoon above, explain what body language is.
2. Explain what body language can be seen in each of the characters in the cartoon above (i.e. describe what each of them looks like)
3. Discuss how the words of the characters and the body language of each contributes to our understanding of the cartoon (e.g. are there any bold words in the speech bubbles? etc)

Activity 7: Infographic



1. At the time this infographic was published, how many searches took place in one minute?
2. Name 3 “everyday” things FROM THE INFOGRAPHIC for which someone might use Google.
3. Explain why the infographic is titled “What happens in a GOOGLE MINUTE”
4. What information in the graphic tells you that this is a relatively old infographic?
5. Using your own knowledge as well as information from the graphic, discuss how reliable and relevant this information is for us today.
 HINT 1: this question is asking for your opinion based on information from the infographic. While it is okay to give your opinion, you need to ensure that what you say can be supported with evidence of your own or evidence from the infographic
 **HINT 2: This question is actually asking two things. 1) is the infographic reliable (+justify)? 2) is the infographic relevant (+justify)? You need to make sure that you answer both questions!