

# VISUAL LANGUAGE 4

There are many techniques used in visual advertising that attempt to change what we think about a product - the aim is to get us to like it, want it and pay money for it!

Being aware of how advertising persuades us is important. It means we can read between the lines and make informed decisions about the product being advertised to us. Being conscious of a message allows us to make our own choices!

Read through the information below - it describes a technique used in advertising and how it works to persuade us.

## VECTORS

This technique refers to the path that your eyes follow when looking at an image, or straight lines that lead your eye toward what they want you to see. The lines will make the viewer look at the element that is most important to see - they lead our eyes to the most important information in an advertisement. For example, if all of the objects in an image are tall, long and upright, our eyes will follow these straight vectors to the top of the frame.<sup>1</sup>

A vector may be a visible line or an invisible one. It can be created by such things as pointing fingers or extended arms. They may be objects or parts of objects (such as arms, legs, a pole, the side of a house) or invisible lines such as the direction of gaze from a person's eyes to another person or object.<sup>2</sup>

1. <https://website-designs.com/online-marketing/content-marketing/persuasive-visual-advertising-techniques/>
2. <https://visual-literacy-skills.weebly.com/visual-techniques.html>