

Multimodal Ensemble Analysis Instrument

Dr. Frank Serafini

INTRAMODAL CONSIDERATIONS

Compositional Inventory /Analysis

TEXTUAL ELEMENTS:

Title: How is the title / subtitle presented? (color, size, position)

Linguistics: What Verbs / Nouns are used in the title? What do these suggest?

Fonts: What are the characteristics of the fonts used? (weight, coherence, color, serif / sans serif, expanded or condensed)

Author: How are the names of authors / editors presented? (color, size, position)

DESIGN ELEMENTS:

Media: What visual media are utilized? (photo, line art, collage, other)

Informational Value: What is centered? Top / Bottom? Peripheral?

Visual Composition: What design elements dominate the cover? (lines, shapes, color, borders)

Framing: How are textual elements used to frame cover?

Logo: How is the publisher identified? (color, size, position)

Dominant / Subordinate Color Palette:

Overall: What meanings, feelings are constructed from the cover? What are your overall impressions?

Ideational Inventory / Analysis

Actors / Roles: Who is in the image (race, gender, age)? Give numbers.

Pose: How are the actors posed?

Vectors: What vectors are observed?

Setting: What setting is included? Abstract or realistic?

Objects: What objects other than people are included in image?

Actions: What literacy event (social / literacy practice) is being suggested?

Interpersonal Inventory / Analysis

Gaze: Do the characters look at viewer (demand) or away (offer)? What does this suggest?

Interpersonal Distance: (close personal, far personal, public):

Angle of Interaction: Is the viewer positioned from above, below or eye level?

Modality: Is the image realistic or abstract? How is this created? Is the image posed or naturalistic? (detail, background, focus)

Framing: Are there any framing components or shapes in the image?

INTERMODAL CONSIDERATIONS

Image-Text-Design Inventory

Consider the relationship among the written text, visual images and design features.

Ideational Concurrence – image and text present similar information, some degree of redundancy:

- a. instantiation – image displays ONE instance of the text
- b. exemplification – one serves as an example of the other

Ideational Complementarity – joint contributions to meaning potential (synergistic)

Ideational Counterpoint – meanings potential in image and text and in opposition, offering contradictory information

Ideological Inventory

Keyword Associations: Consider keywords other than reading or comprehension in the title: What connotations are suggested?

Absence: Does anything seem missing from the image / cover?

Symbols of Literacy: Are any suggested symbols of teaching or reading included?

Literacy Practices: What does the setting / event / actors suggest about literacy education?

Appeal to Consumer: What is being used as the hook? What might compel you to buy or not buy this book?