

# Contents

<b>Introduction</b>	I
<b>A Activity types</b>	14
<b>1 Describing images</b>	14
1.1 Describe and draw	15
1.2 Which is it?	20
1.3 What can you remember?	22
1.4 Points of view	25
1.5 Who am I?	27
1.6 What's missing?	29
1.7 Speech bubbles	31
1.8 Minimal differences	33
1.9 Flickr™ colours	34
1.10 Google™ it	38
1.11 Shadowplay	40
1.12 Written descriptions	41
1.13 What's it for?	44
<b>2 Interpreting images</b>	46
2.1 Odd one out	47
2.2 Ranking	50
2.3 Connecting people	52
2.4 Spot the difference	54
2.5 Partial pictures	57
2.6 Out of focus	59
2.7 Tag it	61
2.8 What's changed?	63
2.9 Sequencing	64
2.10 Is it real?	67
2.11 How was it taken?	69
2.12 Where was it taken?	71
2.13 X marks the spot	73
2.14 Abstracts	78

## *Contents*

2.15	What's in your bag?	80
2.16	Concepts	82
2.17	Cartoon captions	84
2.18	Room with a view	86
2.19	Coursebook images	88
2.20	Found images	90
2.21	Is that you?	92
2.22	Paired images	94
<b>3</b>	<b>Creating images</b>	97
3.1	Create your own collage	98
3.2	Staring at yourself	99
3.3	Teenage photo stories	101
3.4	Wanted	103
3.5	Visual limericks	105
3.6	Visual biographies	108
3.7	Movie storyboards	109
3.8	Image salad	113
3.9	Pastiche	114
3.10	Draw a sentence	116
3.11	Makeovers	118
<b>4</b>	<b>Imaging</b>	120
4.1	Photo association	121
4.2	Questions to a portrait	123
4.3	Flashbacks	126
4.4	I am ...	128
4.5	Drawing with words	129
4.6	Holding the image	131
4.7	Hotel rooms	133
4.8	Opposites	136
4.9	An image for a word	137
4.10	Stereotypes	140
<b>B</b>	<b>Image types</b>	142
<b>5</b>	<b>Signs, symbols and icons</b>	142
5.1	What is an icon?	143
5.2	Stamps and banknotes	145

*Contents*

5.3	Street signs	147
5.4	Olympic pictograms	150
5.5	Guessing pictograms	154
5.6	Unmasked	158
5.7	Culture shock	160
5.8	Image history	161
5.9	Hands	165
5.10	Favourite things	168
5.11	Idioms	170
5.12	Alphabets	172
5.13	Smileys	174
5.14	Flags and insignia	177
 <b>6 Advertising images</b>		180
6.1	Analysing adverts: a basic procedure 1	181
6.2	Analysing adverts: a basic procedure 2	186
6.3	Analysing adverts: a basic procedure 3	188
6.4	The old and the new	190
6.5	Campaigning	193
6.6	Adverts everywhere	195
6.7	Market leaders	198
6.8	Subvertising	201
6.9	Meet Alex	203
6.10	Selling yourself	205
6.11	I think, therefore I listen	206
 <b>7 Art images</b>		209
7.1	Album covers	210
7.2	Art fragments	213
7.3	Art poems 1	214
7.4	Art poems 2	219
7.5	In the gallery	223
7.6	Art with a message	226
7.7	Changing scenes	229
7.8	Tableaux vivants	235
7.9	Art critics	236
7.10	Conversations	238
 <b>Further reading</b>		241