

## Chapter 1

### Visual Literacy

We are exposed to an abundance of visual imagery on a daily basis and may easily look but not really see. What is visual literacy? **Visual Literacy** is the ability to see a **Visual Image** and understand its **Form** and **Content**, much like reading the text of a book or electronic screen.

#### Topics

Visual Literacy, Visual Image, Form, Content, Elements, Unit Forms, Formal Content, Symbolic Content, Narrative Content

#### Image Links:

**Figure 1.2** <http://www.metmuseum.org/art/collection/search/490012> [Public domain], Piet Mondrian via The Metropolitan Museum of Art

**Figure 1.3** <http://www.metmuseum.org/art/collection/search/483161> [Public domain], Paul Klee via The Metropolitan Museum of Art

**Figure 1.4** <http://www.metmuseum.org/art/collection/search/435883> [Public domain], Paul Cezanne via The Metropolitan Museum of Art

**Figure 1.5** <http://www.metmuseum.org/art/collection/search/435904> [Public domain], Pieter Claesz via The Metropolitan Museum of Art

**Figure 1.6** [https://commons.wikimedia.org/wiki/Michelangelo\\_Merisi\\_da\\_Caravaggio#/media/File:Michelangelo\\_Caravaggio\\_038.jpg](https://commons.wikimedia.org/wiki/Michelangelo_Merisi_da_Caravaggio#/media/File:Michelangelo_Caravaggio_038.jpg) Michelangelo Caravaggio [Public domain], via Wiki Commons