




Decoding Visual Language Elements in News Content: Prototype Matrix

<p>NEWS CONTENT</p> <p>MAGAZINE COVERS</p> 	<p>MAGAZINE LAYOUTS</p> 	<p>TELEVISION STILLS</p> 	<p>VISUAL LANGUAGE ELEMENTS</p> <p>IMAGERY</p>
<p>* ✖ ✖ ✖</p>			<p>PHOTO COMPOSITION</p>
	<p>* ✖ ✖</p>	<p>✖ ✖ ✖</p>	<p>IMAGE SELECTION</p>
		<p>* ✖ ✖</p>	<p>SCALE</p>
	<p>* ✖ ✖</p>	<p>* ✖ ✖</p>	<p>JUXTAPOSITION</p>
	<p>* ✖ ✖</p>	<p>* ✖ ✖</p>	<p>CROPPING</p>
	<p>✖ ✖ ✖</p>	<p>* ✖ ✖</p>	<p>USE OF GRAPHIC IMAGERY</p>
	<p>* ✖ ✖</p>	<p>* ✖ ✖</p>	<p>COLOR CHOICE</p>
			<p>TYPOGRAPHY</p>
			<p>TYPOGRAPHIC ELEMENT</p>
			<p>TYPOGRAPHIC ELEMENT</p>
			<p>TYPOGRAPHIC ELEMENT</p>
			<p>TYPOGRAPHIC ELEMENT</p>
			<p>COMPOSITION</p>
	<p>✖ ✖ ✖</p>	<p>✖ ✖ ✖</p>	<p>LAYERING INFORMATION</p>
			<p>COMPOSITIONAL STRUCTURE</p>

OBSERVATION & EXPLANATION

INTERACTIVE EXPLORATION

KEY

✖ PROPOSED

* ACTIVE

+ LINKED RELATIONSHIPS