Overview-Parts-Title-Interrelationships-Conclusion **OPTIC**

The OPTIC strategy is highlighted in Walter Pauk's book How to Study in College and provides key concepts to think about when approaching any kind of visual text.

When studying visual rhetoric, use this outline:

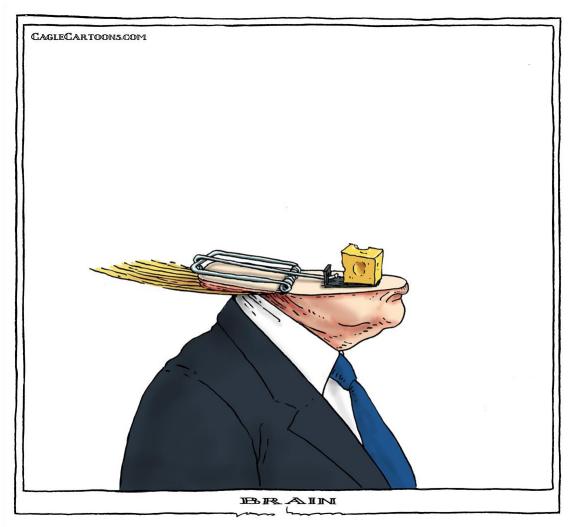
0 is for overview—write down a few notes on what the visual appears to be about.

P is for parts—zero in on the parts of the visual. Write down any elements or details that seem important.

T is for title—highlight the words of the title of the visual (if one is available).

is for interrelationships—use the title as the theory and the parts of the visual as clues to detect and specify the interrelationships in the graphic.

C is for conclusion—draw a conclusion about the visual as a whole. What does the visual mean? Summarize the message of the visual in one or two sentences.



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circa 2010



1940s poster



2007 graffiti in Blue Mountains, U.S.



September 2011



Banksy, 2008, Leake Street, London