

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:

O 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).

I 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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Cagle.com



circa 2010



1940s poster



2007 graffiti in Blue Mountains, U.S.



September 2011



Banksy, 2008, Leake Street, London