

Image Analysis

I am analyzing image 1. At first glance, the audience will think that this image is a very simple image, because we can see that there is only one subject in the picture. In the middle of the image there is an object similar to red lips, but when we look closely at the red lips, we can see that it is actually a book spread out in the middle on a flat surface, and the audience is looking at it from the side. The other half of the red lips is gradient from bottom to top, and it can be easily seen that the lower lip is formed by the reflection of the book on the flat surface. The side of the book and the reflection together form the appearance of the red lips. This clever combination allows the audiences to see that the book is the subject, while the red lips can also be seen as the subject. This visual fusion is creative and unique, combining the characteristics of human organs with traditional book elements. The book page pattern formed by the red lips not only highlights the visual appeal of the image, but also triggers the audience's thinking about this unique form of artistic expression.

The background of this image is beige, the red object creates a great color contrast with the beige background, which allows the audience to be easily caught by the red subject. Behind the book in the middle of the image, there is a beam of light hitting the book from a distance, which also visually helps the audience to focus on the subject matter in the middle of the image. The light background accentuates the highly saturated colors of the subject, and when viewed from a distance, the audience is first attracted to the accentuated colors and then moves closer to take a closer look at the content of the image.

Although the main attraction of the image is the subject matter in the center, we cannot ignore the text, which is also an important part of the image. In the bottom right corner of the image, there is the text 'CROSSWORD audio books', where the word 'CROSSWORD' is filled with a yellow background. Obviously, among these two words, we will pay more attention to the word "CROSSWORD". However, because the words have been scaled down and placed in the lower right corner of the image, it may be difficult to notice them without looking closely.

When the audience only sees the red-lipped book in the center of the picture, they may

not immediately understand the connection between the red lips and the book. However, once the audience turns their eyes to the text in the lower right corner, we can preliminarily infer that this picture should be an advertisement for a certain product. The text tells us that the book is about crossword puzzles, and it is also an audio book, where users can listen to the audio reading of the book's contents. Once the audience reads this information, they can easily associate the book with the red lips in the picture. With the help of text, the meaning of the objects in the image and the message that the image wants to convey become clearer. The presence of text adds explanation and coherence to the picture, making it easier for the audience to understand and interpret the meaning and purpose behind the image. "In many cases, the integration of text and image is necessary to provide a fuller understanding of the message being conveyed" (Kress and van Leeuwen, 2006, p. 145). This combination of text and image provides a more effective way to convey information, making the visual elements more persuasive and expressive.

In addition to the original meaning of this image, there are many other ways to interpret this image.

Because the text only occupies a small proportion of the image, it is difficult for the audience to notice it at once. The part that will generate different understandings is the main object. The first thing that will be noticed is the red lips in the middle of the picture. Then, after careful observation, it can be found that the red lips are formed by plane reflection. Why the image of red lips is expressed by reflection has become a point that can be thought about. Is this expression method highlighting the focus of "reflection"? This may be an advertisement about mirrors. Red lips remind people of the makeup process, and makeup needs to be done in front of a mirror. This seems to be a direction that can be thought about.

The first understanding is to focus on refraction and red lips, but if the focus is changed to red lips and books, new interpretations can be generated.

First of all, the first thing that catches the viewer's eye is the bold red color, which stands out because of the high contrast with the background. Because the lips are not natural nude lips, but a striking red, it is easy to associate them with female lips with

lipstick, which is very gender-specific. This reminds people of the Bocca sofa, which also uses red lips as the main theme. The inspiration for this sofa comes from Salvador Dalí's Mae West lips sofa. Mae West lips sofa was designed by Salvador Dalí based on the lips of actress Mae West. Mae West's red lips are so attractive that Dalí made an artwork for them. It is hard not to feel the strong gender gaze. As noted on the Studio 65 website (n.d.), "With ironic sensuality, Bocca sofa represents the symbol of a time in which appearance prevailed over the quality of being." The implicit information hidden in the shape of the red lips has been well-known to many people since then. Therefore, due to cultural influence, people easily associate red lips with women.

Returning to the analysis of this image, the audience will associate red lips with women, and thus think about the connection between women and books.

If we think about it from this perspective, this poster may be considered to be advocating the concept of feminism. In the general understanding, books symbolize the power of knowledge and reason, and the red lips convey that women also have excellent qualities. Reading and learning are the dignity and rights that women should have. Reason and erudition are not exclusive to men, and these labels can also belong to women. We should not underestimate women. They have the potential to acquire knowledge and enhance their abilities through reading books. This can elevate the meaning to the height of social cognition. This equal cognition is helpful to break the traditional gender concept and promoting social respect and equal treatment of women.

Mitchell (1986, p. 9) said, "Images are not just a particular kind of sign, but something like an actor on the historical stage, a presence or character endowed with legendary status, a history that parallels and participates in the stories we tell ourselves about our own evolution from creatures 'made in the image' of a creator, to creatures who make themselves and their world in their own image." Historical background, cultural education, and social environment will profoundly affect the individual's cognitive style and aesthetic orientation. For example, the same picture may be interpreted differently by audiences in different cultures or historical periods due to different cultural symbols and symbolic meanings. This phenomenon shows that the meaning of the picture is not fixed, but changes with the audience's perspective, background, and situation. In this

diversity, the fun of interpreting the picture is precisely reflected in the audience's ability to extract unique information and emotions from the picture according to their own understanding. There are a thousand Hamlets in a thousand people's eyes. Different information is interpreted from the same picture, which often comes from each person's unique analytical ability and perception. The interpretation of the picture is not only a process of visual perception, but also a complex interaction of cognitive and emotional experience. Through different arrangements and combinations of information conveyed by different elements, everyone can extract their own understanding of the picture from the picture. Conversely, for designers, how to effectively and accurately convey the information in the picture to the audience has become a key challenge in the design process. Designers need to ensure that the audience can correctly receive the core information they convey through the clever use of visual elements, colors, composition, symbols, etc. However, this process is not easy, because designers not only need to consider how to attract the audience's attention but also must foresee the audience's possible multiple interpretation paths and try to guide them to understand the picture in the direction the designer expects. It can be seen that design is not only a process of creating beauty and visual impact, but also an art of information transmission and communication.

Reference List

- Kress, G. and van Leeuwen, T., 2006. *Reading images: The grammar of visual design*. 2nd ed. London: Routledge.
- Mitchell, W.J.T., 1986. *Iconology: Image, Text, Ideology*. Chicago: University of Chicago Press.
- Studio 65, n.d. *Bocca sofa*. [online] Available at: <https://studio65.eu/portfolio-item/divano-bocca/> [Accessed 8 November 2024].