

# Presentational Features

## Key Vocabulary

**Presentational Features:** The appearance of a text; how it looks on the page. The colour, layout, images and font used in a piece of non-fiction.

**CLIF:** A mnemonic to help remember the four areas of presentational features.

## C

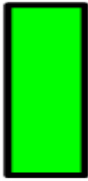
### Colour

- 💡 What colours are used and why?
- 💡 Is one colour more dominant and why?
- 💡 Is the tone of the colours vibrant or dull? Why?
- 💡 What connotations are usually associated with each colour?
- 💡 What feelings/emotions are associated with the colours?
- 💡 Do any colours cause other colours to stand out more/pop?
- 💡 How much 'white space' is there and why?

## L

### Layout

- 💡 Does the text look busy or well-spaced out? What effect does this have?
- 💡 Why are certain things placed at the top/middle/bottom?
- 💡 Does the text include headings or sub-headings? Why are they used?
- 💡 Is the text organised into paragraphs or sections?
- 💡 Does the text use bullet points? If so, why?
- 💡 Have certain parts of the text been circled or underlined? Why?



## Image

- 💡 What do the images show specifically and what is the reason?
- 💡 Are the images photographs/illustrations/cartoons?
- 💡 Is there a dominant image? What is it? Why?
- 💡 Are there secondary images or a range of smaller images?
- 💡 What angle shot is used for the image?
- 💡 What feelings/emotions do the images bring out in the reader?

## F

### Font

- 💡 What font styles are used? Bold? Italics? Fun? Serious? Spooky? Handwriting-style? Why?
- 💡 What font sizes are used? Why?
- 💡 Which font does the title use? How does it look? Modern? Vintage? Striking?
- 💡 Are multiples fonts used? If so, why?

# Colour Connotations

Colour	Influences
Grey	gloomy, depressing, bland, stability, wisdom, old age, boredom, decay, dullness, dust, pollution, urban sprawl, balance, neutrality, mourning
White	purity, neutrality, cleanliness, truth, snow, winter, coldness, peace, innocence, simplicity, surrender, cowardice, fearfulness, unimaginative, bland, empty, unfriendly
Black	death, funerals, the bad guy, evil, power, sophistication, formality, elegance, wealth, mystery, style, fear, seriousness, rebellion, slimming quality (fashion)
Red	passion, strength, energy, fire, love, excitement, speed, heat, arrogance, ambition, power, danger, blood, war, anger, revolution, aggression, summer, stop, communism, Mars (planet)
Blue	seas, men, peace, harmony, sadness, tranquility, calmness, trust, coolness, confidence, water, ice, dependability, cleanliness, depression, coldness, obscenity, Earth (planet), strength, steadfastness, light, friendliness, conservatism (UK and European politics)
Green	nature, eco-friendly, spring, fertility, youth, environment, wealth, money (US), good luck, vigour, generosity, go, grass, aggression, jealousy, illness, greed, envy, renewal, natural abundance, growth, health, calming
Yellow	sunlight, joy, happiness, wealth (gold), summer, hope, air, liberalism, cowardice, illness, hazards, weakness, summer, friendship, a sign of hope (yellow ribbon)
Purple	royalty, wisdom, nobility, spirituality, creativity, wealth, ceremony, arrogance, flamboyance, gaudiness, mourning, riches, romanticism (light purple), delicacy (light purple), penance, bravery (purple heart)
Orange	energy, enthusiasm, happiness, balance, heat, fire, flamboyance, playfulness, arrogance, warning, danger, autumn, royalty
Brown	boldness, depth, nature, richness, rustic, stability, tradition, fascism, dirt, dullness, filth, heaviness, poverty, roughness, down-to-earth, wholesomeness, steadfastness, dependability
Pink	femininity, sympathy, homosexuality, health, love, marriage, joy

# Layout Features

Layout Feature	What is it?	Effect
Bullet points	A list using dots.	Makes lists of information easier to read and understand. Highlights extra important information for the reader. Keeps the reader moving through the text quickly.
Paragraphs	A short piece of writing that focus on the same area or subject.	Presents the information in an organised and structured way which makes the information easier to understand for the reader.
Diagrams	A drawing that shows or explains something.	Provides a visual for the reader to allow them to understand in more depth. Clearly illustrates the point to the reader.
Leaflets	A leaflet is a single page, printed on one or both sides. It is printed on thin paper with lots of graphics Leaflets are used to provide quick and basic information.	Allows the reader to view a range of information concisely and quickly. Has manageable chunks of information so it is easier to understand. It is convenient as it can be folded and out into a bag or pocket.
Logo	A symbol or other small design to represent the company/brand.	Allows the reader to see that the organisation is a serious one and are reliable and respected. This persuades the reader to trust the information they provide.
Textbox	A box or some other shape that contains text.	Conveys to the reader that information is important or interesting. Captures the reader's attention as the information is singled out.
Tagline	A catchphrase or slogan.	Catches the reader's attention immediately as it is catchy and unforgettable.
Subheading	A title of a specific section of the text.	Allows the reader to navigate around the text and locate information quickly. Makes the information each to read as it is organised.

