

Terms for Multimodal Composing

Relationships between Modes by Karen Schriver

Redundant	Visual and verbal modes tell the same story, “providing a repetition of key ideas.”
Complementary	Content is different across two or more modes and both modes are needed for understanding.
Supplementary	Content is different in written and visual modes, but one mode dominates the other, “providing the main ideas, while the other reinforces, elaborates, or explains how to interpret the other.”
Juxtapositional	Key ideas are created by a “clash” in different content of words and visuals. Both modes must be viewed simultaneously for meaning to be achieved.
Stage-setting	Content is different in verbal and visual modes and one mode “forecasts” the other mode’s content, theme, etc.

Principles of Design: Robin Williams; The Non-Designer’s Design Book

Contrast	“Difference created between elements to emphasize their difference; elements must be made quite different or else the elements simply conflict one another” (63).
Repetition	“How consistently elements (e.g. typeface, color, pattern, transition) are used; repetition unifies” (49).
Alignment	“How elements line up on a page;” “every item should have a visual connection with something else on the page” (31).
Proximity	How close elements are on a page—related items should be close; unrelated should not be. (15-17).

Visual Assessment Criteria: Cynthia Selfe

Visual Impact	overall visual effect on an audience
Visual coherence	“the extent to which visual compositions are tied together”
Visual salience	prominence of an element within a composition—“salient elements catch viewers’ eye”
Visual organization	“pattern of arrangement” that allows for visual organization throughout a composition

More Multimodal Terms from Selfe's book:

Affordances: "The particular representational capabilities associated with a modality of composing" (193).

Alphabetic compositions: Compositions which rely on words for the majority of information presentation (193).

Fade in/Fade out: Beginning an audio segment by building sound or ending a segment by gradually disappearing (196).

Modalities: "Visual, audio, gestural, spatial, or linguistic means of creating meaning" (195).

Transitions: "The way in which videographers join or combine two sequences or elements within a video" (201).

Title Screen: "A screen that uses alphabetic text to convey information about the video" (202).

Composing choices you may want to consider:

- typeface
- lines, shapes, etc.
- background
- line spacing
- margins
- layout
- color
- transition
- type of text
- media choices
- mode choices
- size of page
- line length
- navigation

Problematic Composing Choices:

- clip art
- multiple transitions
- word art
- busy pages/screens
- too little per page
- poor quality images/video/audio
- default composing (i.e. complete use of templates in powerpoint, etc.)
- extraneous aspects that inhibit reading or navigation
- center aligning everything
- double-spacing; long-line length