

Visual Analysis Essay Outline Template

Purpose:

A guided outline that follows the full visual analysis writing process from observation to interpretation.

Title Page

Essay Title:

Visual Text Analyzed:

Course / Instructor:

Date:

Step 1: Introduction

- Hook (brief description, question, or striking detail):
- Context of the visual text:
- Creator and background:
- Thesis statement (clear interpretive claim):

Step 2: Body Paragraph 1 – Description

- What is shown?
- Key visual elements:
- Objective observation only:

Step 3: Body Paragraph 2 – Analysis

- How visual elements work together:
- Relevant design principles:
- Evidence from the image:

Step 4: Body Paragraph 3 – Interpretation

- What the image means:

- How visuals support the message:
- Connection to context or audience:

Step 5: Optional Additional Body Paragraph

- Alternative interpretation or deeper focus:
- Counter-reading (if applicable):

Step 6: Conclusion

- Restate thesis in new words:
- Summarize key insights:
- Final thought on significance or impact:

Step 7: Citations

- Visual source citation (MLA / APA example)
- Any research sources used: