Structure: The structure of a text includes its physical layout. Every detail of layout may be significant in the page design of visual texts.

Size and scale: As well as noting the size of the text, evaluate its scale in comparison to its surroundings. Size and scale should also be considered in relation to the other features of the text. Think about whether the scale is appropriate to the purpose, target audience, context and content of the message.

Design: A visual text's design includes the overall layout, and the relative positions of features such as lines, shapes and sizes of words and images within the composition. Shapes should make sense in the text, working together to produce a visually unified piece. Analysing design also involves looking at the use of space.

Salience: 'Salience' is a term that refers to the most obvious feature of a text that first attracts the eye. The salient feature is usually a graphic element in a visual text and an animated feature in interactive texts. The foreground and middle ground are areas that optimise the salient aspect of the text. Colour, shading, light, contrast, image, size, shape and layout are all elements that can determine the salient feature of the text.

Vectors: Vectors are the imaginary lines of sight that the eyes follow when we first view a visual stimulus. The theory is that because of our usual left-to-right reading path, our eye first rests on the top left-hand area. Our gaze then moves to the right, taking in the details of the image, ending in the bottom right-hand corner.

Images: The selection and use of images in a text may be literal or symbolic, realistic or surrealistic, understated or graphic in purpose. Consider their appropriateness to the purpose and target audience.

Colour: Visual texts make an impression by their appearance, so colour is a very important feature. Some visual texts present us with bold, bright colouration, while others symbolically use colour more subtly.

Light and shade: Contrast can be created through the use of light and shade in visual texts. Light can create all sorts of visual effects, mimicking natural lighting or producing a deliberately artificial look, while shade and shadows can be used to produce a myriad of emotive effects.

Symbols: Both words and images can be used symbolically in visual texts. Symbolism enables a composer to convey big and complex ideas and messages through small, simple words and images.

Typeface: The choice of typeface design and its relative sizes are crucial to the impact of a visual text. Generally, the more important aspects of the text will be featured in a highly visible, larger-size typeface. Supporting details will be presented in smaller text.

Text (writing): The actual content of the written text should be considered as being of primary importance. The vocabulary, register, diction and other stylistic features are the essence of the message. Visual texts usually carry brief messages, as they are most often viewed fleetingly. Every word in a visual text must earn its place. The text's font, position, message and structure are all important areas to analyse.