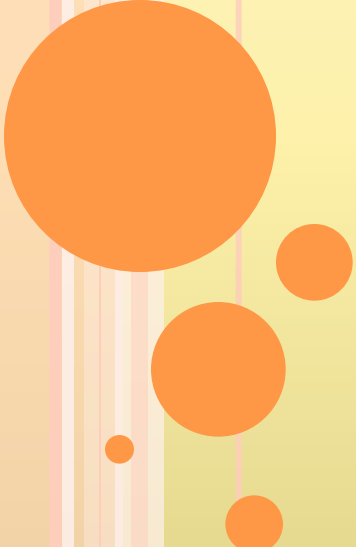


VISUAL DESIGN



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VISUAL LITERACY

- Is a learned ability
- Involves interpreting visual images





VISUAL LITERACY ALSO

involves
creating
visual
images

Educators
need to
teach the
skills to
decode or
interpret
and also to
encode or
create
visuals

Lifesize
82821249

Comic Book
Artist

....



DIFFERENCES IN INTERPRETATION OF VISUAL IMAGES

○ Developmental differences

- Younger students: focus on parts of the image and produce literal interpretations
- Older students look at the whole image and interpret the meaning of the images

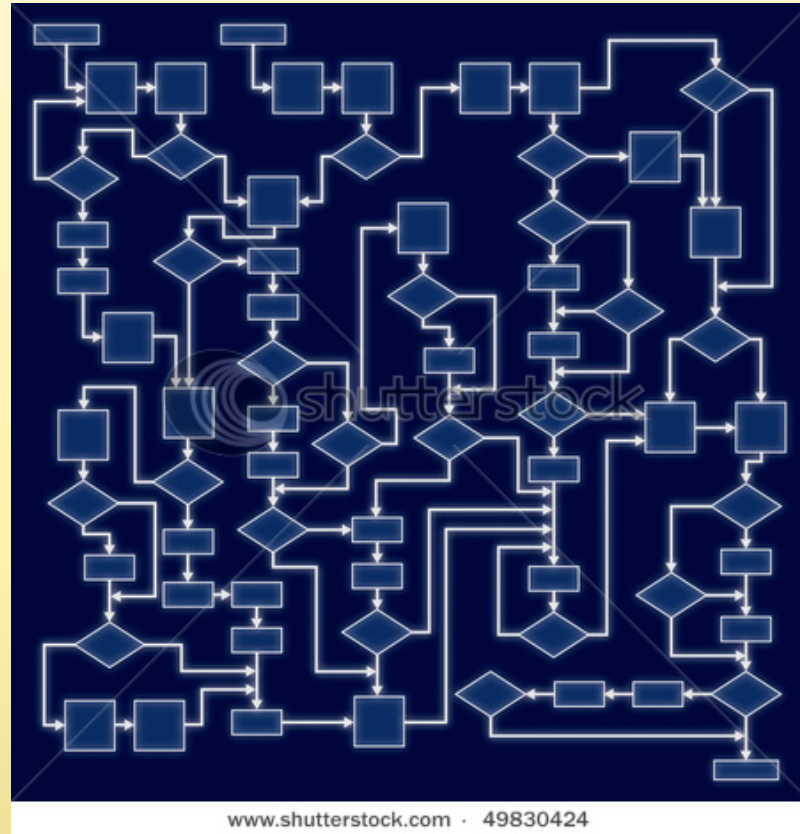
○ Cultural differences

- Students interpret images that reflect their culture and environment differently than images that are foreign to their experience

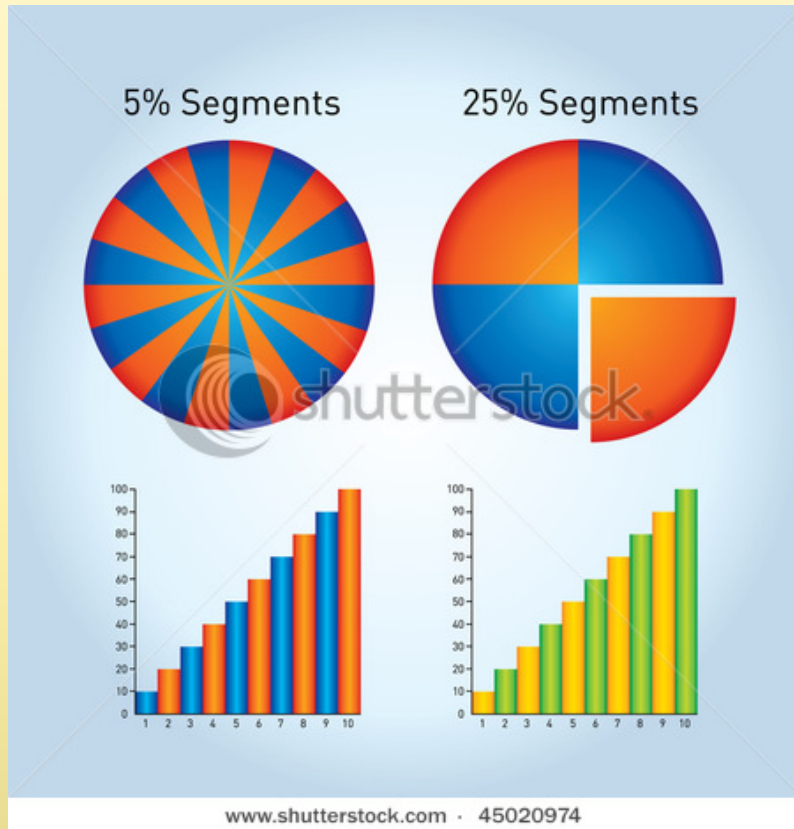


TYPES OF VISUALS

- Photograph or realistic graphic
- Analogy--drawing, sketch, diagram
- Chart--table, flow chart, timelines, maps



OTHER TYPES OF VISUALS



- Graph--bar, pictorial, circle, line
- Diagram--steps in process
- Interpretation--model



VISUALS ARE USED TO

- Help students see relationships
- Stimulate students' interest
- Focus attention through
 - color
 - animation,
 - symbols
 - repeated information
- Recall previous learning
- Simplify complex topics



ELEMENTS OF VISUAL DESIGN

- Arrangement--pattern of words and images

- Follow a consistent pattern so the viewer knows what to expect

OR

- Create a novel pattern to stimulate interest such as.....



VISUAL LITERACY WORDLE



DESIGN ELEMENT: BALANCE

- Balance—weight of elements is equally distributed horizontally, vertically, or both

symmetrical or formal



asymmetrical



Imbalance



DESIGN ELEMENT: COLOR

○ Color

- Complementary
(opposites on the color wheel)
- Analogous
(contiguous on the color wheel)



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DESIGN ELEMENT: LEGIBILITY

- Legibility
 - Image size
 - Font
 - Contrast

Stockbyte
Sb10069451r-001
Road Signs



DESIGN ELEMENT: APPEAL

Style

Surprise

Texture

Interaction



CREDITS

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- Clark, R. & Lyons (2004) *Graphics for learning*. Francisco: Pfeiffer
- Wordle created with software at <http://www.wordle.net> © 2009 [Jonathan Feinberg](#)

