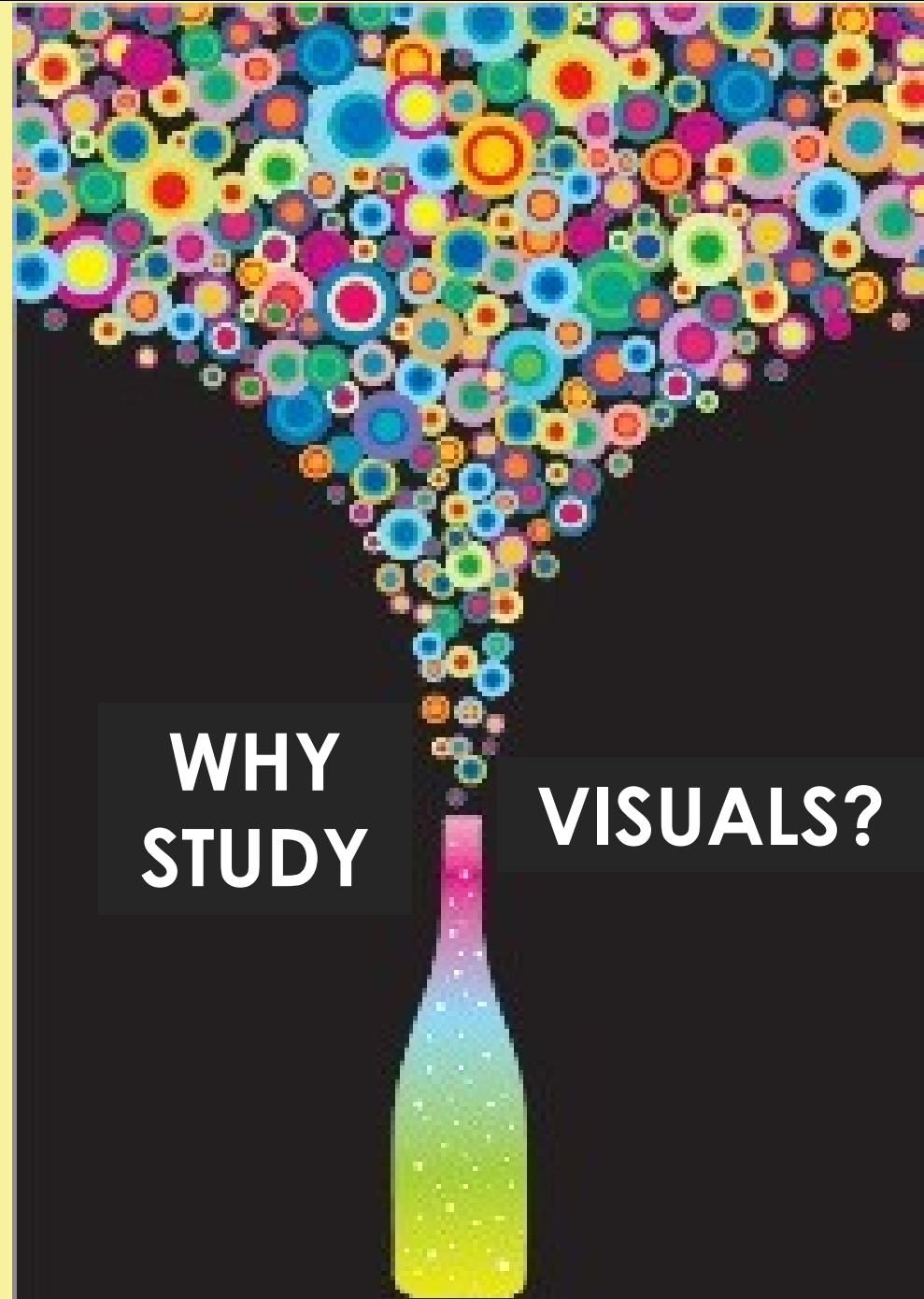


**WHY
STUDY**

VISUALS?



Visual Communication takes many forms:

- ▶ Gestures
- ▶ Facial Expressions
- ▶ Color
- ▶ Objects
- ▶ Signs & symbols
- ▶ It's all around us

What is Visual Literacy?

The ability to:

- **Interpret**
- **Appreciate**
- **Use**
- **Create**

IMAGES... *in ways that advance critical thinking, understanding, decision making, and effective communication.*

Why is Visual Literacy Important?

- ▶ **MORE** visuals today
- ▶ Pictures and images are more likely to be **remembered** than words
- ▶ Humans are **visually wired**:

It takes less than 1/10 of a second to process visuals (to recognize and take away meaning)



Beginning with cave drawings, stories have been told through images.





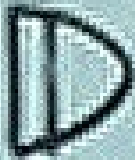
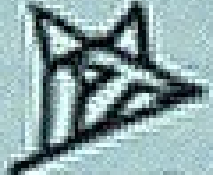





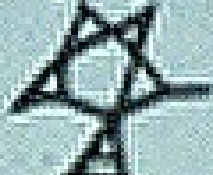

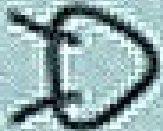



Research tells us these early images document a specific culture and its everyday reality.

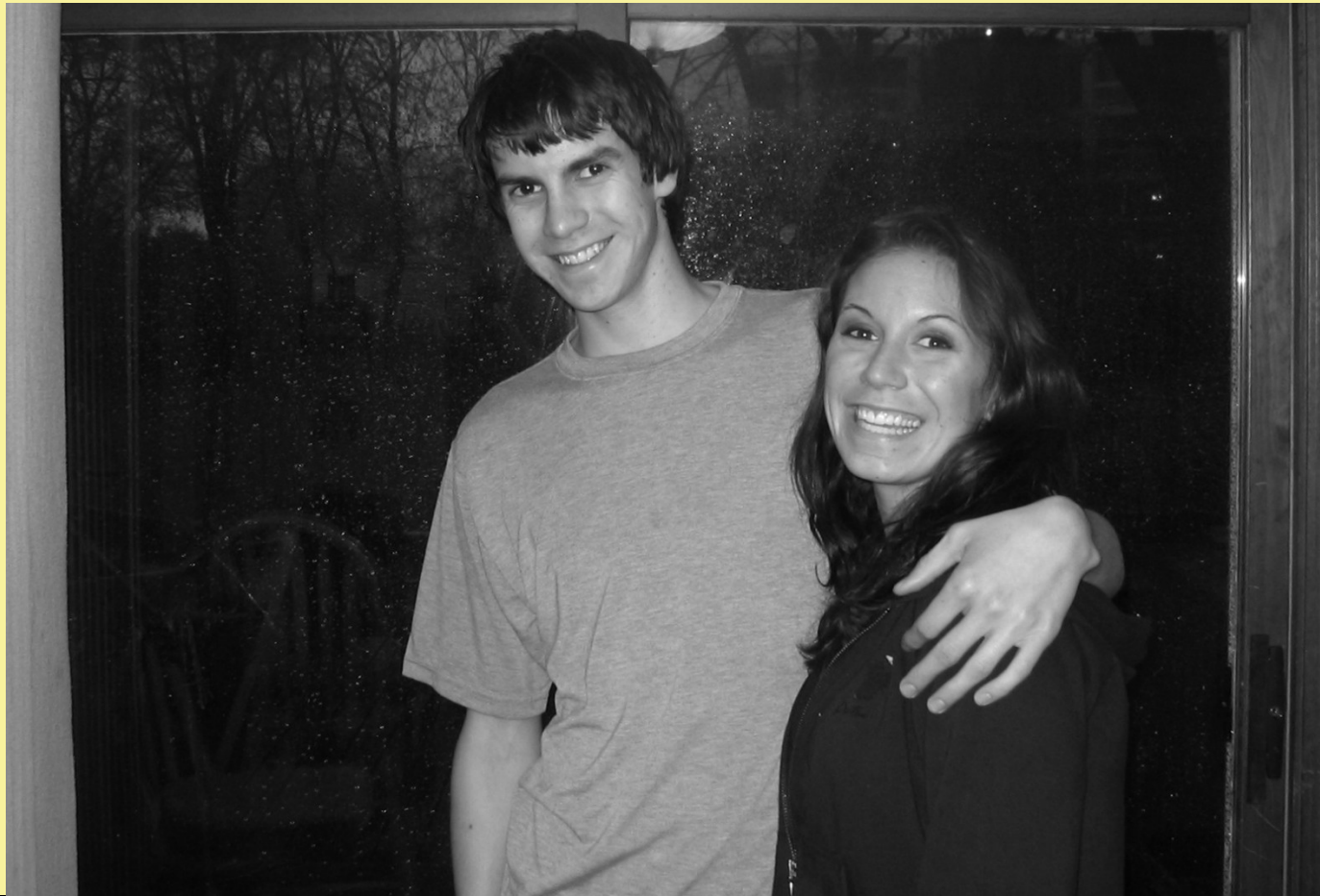


Sometimes the
imagery is not
easy to “read”

Images became pictograms – the basis of pictorial alphabets that communicated with symbols that were meaningful to early societies.

Original pictogram	In position of later cuneiform	Early cuneiform	Meaning
			BIRD
			FOOD
			WATER
			FISH
			OK

You may be most familiar with personal photos and the multiple purposes they serve – to document family ceremonies and gatherings, passages into different life stages, or merely slices of life that typically present normal and idealized situations and relationships.



Visuals also document – or at least represent -- a certain view of the past.



Visual images tell stories not just of a point in time, but of a specific culture.



And with technology, they simulate the future.



Visuals may provoke ethical concerns.



Or, they be purely artistic. . .
or perhaps, “elevator music” for the eyes



► **Brain processes 3 types of visual messages**

1. MENTAL: dreams, thoughts, fantasies

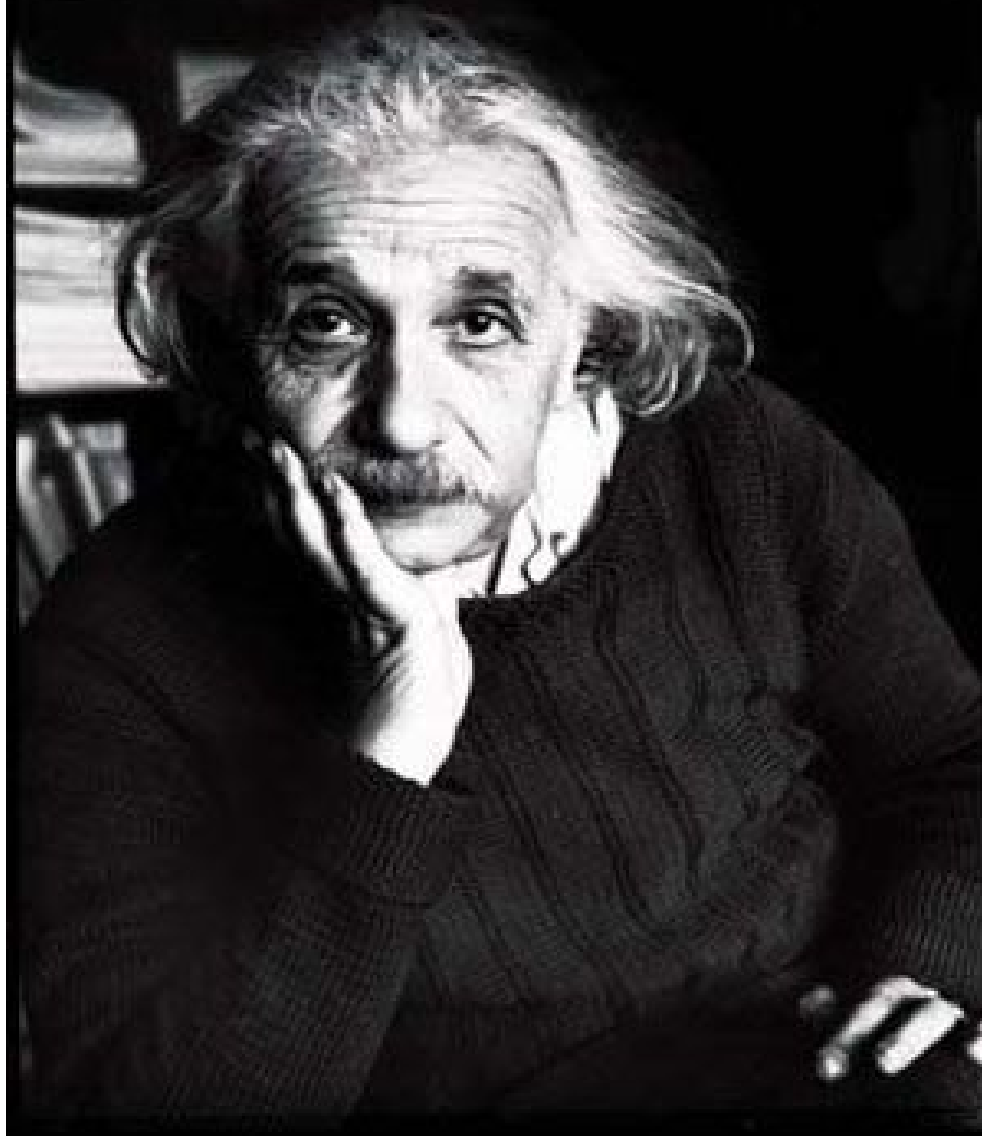
**2. DIRECT: those seen without media
intervention**

**3. MEDIATED: those seen through some
medium—movie, TV, computer, mobile...**

**The most powerful,
meaningful, and culturally
important messages are
those that combine
words and pictures
equally and respectfully.**



Think different.



Some
advertising
does that
well.

Also Logos...



Why so some images attract you? What becomes evident in this image that wasn't at first glance?





Study pictures and ads wherever you find them.

Do you think each image is good or bad?

Are they truthful?

Is this one?

MORE ...

**ON VISUAL SENSE-MAKING,
ADVERTISING CREATIVE,
HOW YOU “SEE” ADS,
VISUAL CULTURE JAMMING,
AND PR IMAGES...ON NOV. 14**