

# Strategies for More Visual Presentations



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## Our Visual World

- Burmark, Lynell, *Visual Literacy: Learn to See, See to Learn*, ASCD, 2002.
- “I feel strongly that the visual arts are of vast importance. Of course, I could be prejudiced. I am a visual art.” – \_\_\_\_\_
- The average youth spends \_\_\_\_\_ hours watching television by age 18.
- The average vocabulary of a 14 year old \_\_\_\_\_ words in 1950; \_\_\_\_\_ words in 1999.
- \_\_\_\_\_ % of college students would rather pick up trash than write a paper; \_\_\_\_\_ % would rather donate blood!

## Brain Bandwidth

- We process images \_\_\_\_\_ times faster than text. (3M corporation research)
- Where does the eye go? Data vs. pictures (Adobe); Daytimer (Kinko's).
- Highlight target word \_\_\_\_\_% faster! (Loyola University study)

## Color Power *Visual Literacy* (Chapter 4)

- Sepia, black and white, hot pink, red, yellow on blue.
- “What does color add to the bottom line?” Recall \_\_\_\_\_% greater. (Xerox Corp)
- Highlight target word \_\_\_\_\_% faster! (Loyola University study)

## Text, the great persuader *Visual Literacy* (Chapter 3)

- The Eye Chart
- Rules for Text
  - 6 x 6
  - sans serifs for ALL CAPS text
  - lower case for ascenders and descenders

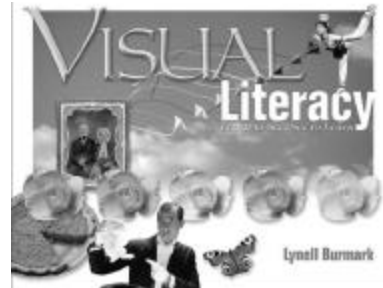
- Appropriate use of typefaces
  - Invitation from Adobe (Remember, the IRS uses Helvetica!)
  - Recipes in Times Roman or Comic Sans at St. Joseph’s School, Boynton Beach, FL
  - Business cards from Kinko’s

## Charts & graphs

- Kinko’s “Dear John letter” – Who’s to Blame?
- New Year’s resolutions

## From words to pictures, shared experience

- Hot dog, rose (word, clip art, photo)
- Painting, elephant, wombat, sunset:  
“I didn’t think until I saw...”



## Images, Video

- Pearson Digital Learning – home of the KnowledgeBox™ and the Waterford Early Reading Program™ – <[www.electroniceducation.com](http://www.electroniceducation.com)>
- 100% Educational Videos – curriculum-coordinated, aligned to grade level and state and national standards – <[www.schoolvideos.com](http://www.schoolvideos.com)>

## Evolution of media

- *Leave It to Beaver*
- *The West Wing*, MTV
- SuperTeaching – 3 screens, music, Web/video/slide show/document camera, student response system, CD with sample lessons, etc. <[www.STConcepts.com](http://www.STConcepts.com)>  
Nick Sheltroun, [nsheltroun@STConcepts.com](mailto:nsheltroun@STConcepts.com)  
Dr. William Skilling, [wskilling@STConcepts.com](mailto:wskilling@STConcepts.com)

## Hardware

- The big screen(s)
- LCD projectors: Cheaper (price), lighter (weight), clearer (resolution), brighter (lumens)
- Cameras for your own pictures: Photos from India courtesy of Dr. Rashmi Sinha

## Resources for illustrations

|   |   |
|---|---|
| Pics 4 Learning                               | < <a href="http://pics.tech4learning.com/pics">http://pics.tech4learning.com/pics</a> >                             |
| Astronomy Pic of the Day                      | < <a href="http://antwrp.gsfc.nasa.gov/apod/">http://antwrp.gsfc.nasa.gov/apod/</a> >                               |
| Web Museum, painters                          | < <a href="http://metalab.unc.edu/wm/paint">http://metalab.unc.edu/wm/paint</a> >                                   |
| Civil War                                     | < <a href="http://memory.loc.gov/ammem/cwphtml/cwphome.html">http://memory.loc.gov/ammem/cwphtml/cwphome.html</a> > |
| Holocaust                                     | < <a href="http://www.remember.org">www.remember.org</a> >  |
| Images of the 20 <sup>th</sup> Century        | < <a href="http://www.nara.gov">www.nara.gov</a> >  |
| National Oceanic & Atmospheric Administration | < <a href="http://www.photolib.noaa.gov/collections.html">www.photolib.noaa.gov/collections.html</a> >              |