Visual Literacy:

What You *Get* Is What You *See!*

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What You See

- From WYSIWYG to WYGIWYS™
- Pink-haired lady – Stealing paintings? Teaching children? – judging by what we see
- Tacoma Narrow's Bridge and the Olympic Peninsula – home sweet home
- The Daytimer – courtesy of Kinko's.

Image & Color

- Where does the eye go? (Adobe ad)
- What does color add to the bottom line? Recall ____ % greater. (Xerox Corp)
- We can locate a target word in color ____% faster. (Loyola University study)
- What is black and white and red all over? _____
- Color power and meaning:
  - -Red
  - -Yellow
  - -Blue
  - -Green
  - -Orange + Blue + White*
  - -Pink
  - -Sepia
  - -Black

  * Approximately ____% of a person's impression of a product is based on its color. Laundry detergent! (*Brand Packaging* magazine)

Visual Processors

- "Competence, like truth . . . is in the eye of the beholder." – Laurence J. Peter
- Each optic nerve has _____ fibers; each auditory nerve has _____.
- Dual coding, sequential vs. simultaneous, detail vs. big picture. (Allan Paivio)
- Humans process graphics _____ times faster than text. (3M research)
- Roses, trees, cats, sunsets – life's visual experiences.
  Eugene's letter to God: "I didn't think until I saw…."
- Video knocking down the walls of the classroom: *Why would you teach any other way?*
  Weathering and Erosion from 100% Educational Videos, <www.schoolvideos.com>

Multiple Streams

- Evolution of Media – from *Leave It to Beaver* to *The West Wing*
- The 3-screen approach ("SuperTeaching to Quantum Learning," Lee Pulos, Ph.D.)
- India/Kerala (land of coconuts); Varkala Beach in Trivandrum. Photos by Rashmi Sinha.

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The Death of Text

- From 1950-1999, the vocabulary of the average 14-year-old, went from _____ to _____ words.
- By high school graduation, kids watch _____ hours of television. By 1996, ____% of American kids had TV sets in their bedrooms.
- ____% of college students would rather pick up trash than write a paper; ____% would rather donate blood.
- "Text is toast." (Geoffrey Meredith, "The Demise of Writing," *The Futurist*, Oct '99).

Synergy of Words & Images

- Cartoons, comic strips, Fathers' Day card, Jerome Burg's English class in Livermore, CA
- Visual aspect of text – typefaces, invitations (Adobe), recipes (St. Joseph's, Boynton Beach, FL) business cards (Kinko's), ransom notes

Charts & Graphs

- *Dear John*, *Who's to Blame* courtesy of Kinko's.
- New Year's Resolution - wipe up graph versus photo.

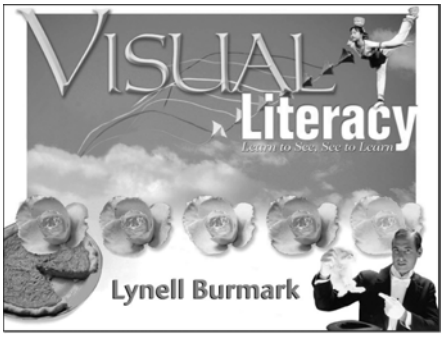
Sources of Images

- Scanning – student work, periodicals, illustrated books, e.g., Harcourt *Science*
- Digital cameras – Nobody's Inn (Wasilla, AK)
- Web search engines and image generators (Google, Yahoo, Alta Vista, etc.)
- Web sites:

The Natural Child Project	<http://naturalchild.org/gallery>
Web Museum, painters	<http://metalab.unc.edu/wm/paint>
Pics 4 Learning	<http://pics.tech4learning.com/pics>
Astronomy Pic of the Day	<http://antwrp.gsfc.nasa.gov/apod>/
National Oceanic & Atmospheric Admin.	<www.photolib.noaa.gov/collections.html>
Civil War	<http://memory.loc.gov/ammem/cwphtml/cwphome.html>
Images of the 20th Century	<www.nara.gov>

Why visuals?

- Data from 55 experiments comparing learning from illustrated text vs. text alone. _____% better performance with illustrated texts! (Levie & Lentz)
- Images have a direct route to long-term memory. *The Use and Capture of Images for Computer-Based Learning, Section I: Images and learning*, Advisory Group on Computer Graphics (AGOCG) report, 1999. <www.acocg.ac.uk/reports/graphics/capture2/sect1.htm>
- Use images to introduce new topics, to illustrate student projects, and as assessment tools to celebrate students' understanding. Get replicable ideas from the *Visual Literacy* book; see slideshows and activities on the *See to Learn* CD.



http://www.tcpd.org/Burmark/Books/VisualBook.html