

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

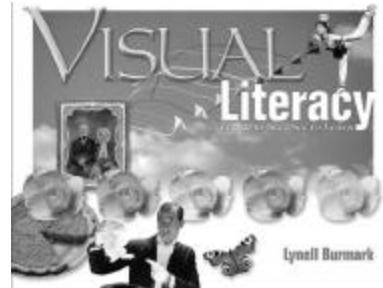
- Appropriate use of typefaces
 - Invitation from Adobe (Remember, the IRS uses Helvetica!)
 - Recipes in Times Roman or Comic Sans at St. Joseph’s School, Boynton Beach, FL
 - Business cards from Kinko’s

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>
- 100% Educational Videos – curriculum-coordinated, aligned to grade level and state and national standards – <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>
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Dr. William Skilling, 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	< http://pics.tech4learning.com/pics >
Astronomy Pic of the Day	< http://antwrp.gsfc.nasa.gov/apod/ >
Web Museum, painters	< http://metalab.unc.edu/wm/paint >
Civil War	< http://memory.loc.gov/ammem/cwphtml/cwphome.html >
Holocaust	< www.remember.org >
Images of the 20 th Century	< www.nara.gov >
National Oceanic & Atmospheric Administration	< www.photolib.noaa.gov/collections.html >