

Using Visual Literacy – Eye Opening Applications

Heidi Kay and Dawn Moore

<http://usingvisualliteracy.pbworks.com/>

Visual Literacy - What Is It? Why Is It Important?

A visually literate person should be able to

- *Interpret, understand and appreciate* the meaning of visual messages;
- *Communicate* more effectively by *applying* the basic principles and concepts of visual design;
- *Produce* visual messages using computers and other technologies; and
- Use visual thinking to *conceptualize* solutions to problems.
- Jerry Christopherson



"Life and learning is about connections...classrooms should be about connecting kids to ideas (and to others)."

Dr. Henry Thiele- ["Connections": To Learn Twice](#)

Images carry content with visceral power

Images convey emotion and facts simultaneously. The effect of an image is virtually instantaneous, and the viewer responds *without conscious thought*.

Try it: [Image 1](#) | [Image 2](#) | [Image 3](#) | [Image 4](#)

Tips and Tricks

Use *PowerPoint* to find images and create solid/fill effects backgrounds. Save slides as .jpps to be used in videos, slideshows and other teacher and student products.

Start your students at Wordle.net/create so they don't come across inappropriate language in examples.

Put a tilde~ between words so they appear together in *Wordle*, i.e. Abraham~Lincoln

Take advantage of the "Description" space in *Wordle* to guide your students' thinking. Save your *Wordle* with your username so you and your students can return to your *Wordles* online. There is not a search feature available.

Don't wait to sign up for *Animoto in Education*. It may take a couple days to verify your school information and approve your account.

Don't get run over by the Web2.0 Bandwagon. You may already have some great software on your school computers for supporting visual literacy: *PowerPoint*, *Inspiration*, *Kidspiration*, *KidPix*, *Comic Life*, *iPhoto*, *iMovie*, *Movie Maker*, *PhotoStory*.

Tools and Strategies:

As with all technology tools, they are only successful when applied to specific learning goals while utilizing effective strategies.

Wordle in the Classroom, because **TYPING** Gives Visual FORM to Language

Creating and Using Word Clouds:

A tag cloud or word cloud (or weighted list in visual design) is a visual depiction of user-generated tags, word content of a site. –*Wikipedia*

Graphical representation of word frequency. Presents a picture of the most common words used with those used more often displayed larger. –*University of Oxford*

Classroom Ideas:

- Pre-reading: [Anticipation Guide](#); [Wordle Walk](#)
- Inferencing: [Example: Who Am I?](#)
- Identify Story Elements: [The Treasure of Lemon Brown](#)
- Summarizing, [main idea/details](#): Copy and paste electronic text - literature, expository, etc.
- Rhyming words, word families, word sorts
[Mrs. Alphabet Word Families](#)
- Definitions, synonyms, antonyms, (nyms, etc)
[Nymical Dictionaries](#)
- Poems, [alliteration](#)
- Current Topics (Earth Day)
- [Famous Speeches](#) (PPT captured in [Jing](#))
- Big Ideas
- [Song Lyrics](#)
- News Story
- Class or Meeting Notes -what were the big ideas of the lesson/meeting
- Holiday cards, crafts, postcards
- Mother's Day Card - [MS Word Organizer - Sample](#)
- State, [president](#) or other research

Animoto in the Classroom, because

Media is part of students' communication standard. Images form a new visual language.

Classroom Ideas:

- Public Service Announcements
- Summarize learning units
- Opening activity for lesson
 - [Activate Background Knowledge](#)
 - [Anticipation Guide](#)
- Flash Cards (math, vocabulary)
- Topics of Interest
 - [Earth Day](#)
- Summary of [big ideas](#)/ outcomes
- Document events: [field trip](#), [assembly](#), sports, [clubs](#)
- Represent "theme" in literature or poetry
- Animoto Options: Download video to computer or embed in existing web page or wiki
- [Synthesizing Ideas](#)
- [Additional Samples](#)



Resources:

*Christopherson, Jerry T, "The Growing Need for Visual Literacy at the University." In *VisionQuest: Journeys Toward Visual Literacy*, Edited by Robert E. Griffin, J.M. Hunter, C. B. Schiffman, and W.J. Gibbs. University Park, PA: International Visual Literacy Association, 1997, pp. 169-184.

*Burmark, Lynell. *Visual Literacy: Learn to See, See to learn*. Alexandria, VA: ASCD, 2002. Print.

*Thiele, Henry. "To Learn Twice." *Connections*. 28022008. Blogspot, Web. 19 Oct 2009. <Dr. Henry Thiele-
<http://henrythiele.blogspot.com/2008/02/connections.html>>