Visual and Video Literacy
presented by Kathy Schrock

How to create multimedia presentations
to help your viewers learn best

What is visual literacy?

Visual literacy is the ability to interpret,
use, appreciate, and create images and video
using both conventional and 21st century
media in ways that advance thinking,
decision-making, communication, and
learning.

http://www.ncrel.org/engauge/skills/vislit.htm

Books to get!

Jan Ozer.
dv101: A hands-on
guide for business,
government, &
educators.

Books to get!

Jan Ozer.
Microsoft Windows
Movie Maker 2.

Books to get!

Lynell Burmark.
Visual literacy: Learn
to see, see to learn.
ASCD, 2002.

http://kathyschrock.net/visual/
Overview

- Why is this important?
- Using video clips as part of a project
- Visual literacy
  - color, font, and animation
- Video literacy
  - planning, shooting, editing
- Questions and ideas?

Ideas for incorporating video

- ELA: book reviews, visual poetry
- Science: lab demonstrations
- SS/History: documentaries
- Math: production elements, concepts
- Arts: videos, backstage, interviews

http://www.kqed.org/topics/education/educators/videoclassroom/curriculum.jsp

Why is this important?

- Visual fact vs. fiction
- Information vs. manipulation
- Reporting vs. propaganda
- Digital alteration of media
- We see what the person creating the image wants us to see
- Creation of digital resources

Creating well-done resources

- Research-based principles
- Need to be understood first
- Can manipulate these to change meaning, persuade, inform, tell a story
- Bloom’s Taxonomy: Evaluation
  - convince, judge, explain, recommend
- Subtle use of visual/video methods

Better presentation tips

Introduction to color...
Colors per slide

- No more than four colors per slide
- Too busy if use more
- Viewers don’t know why you are using color
- Viewers don’t know what is important and highlighted if you use lots of colors

Colors to use

- Light yellow on a blue background
- White on a black background
- Black on a light yellow background
- Black on a white background may be too bright
Colors to use

• Light yellow on a blue background
• White on a black background
• Black on a light yellow background
• Black on a white background may be too bright

Other color information…

• Don’t use red for text
• It is hard to see and read

Other color information…

• Avoid red on a green background
• Colorblind viewers will have difficulty

Other color information…

• For gradients, think “earth to sky”
• Darker colors on bottom and lighter on top

Other color information…

• Red backgrounds stimulate emotion
• Use burgundy instead
Other color information…
• Red backgrounds stimulate emotion
• Use burgundy instead

Other color information…
• Green backgrounds make the viewer feel involvement with the topic

Other color information…
• Gray backgrounds make the viewer feel that the information shows a lack of commitment or neutrality

Other color information…
• Blue backgrounds indicate a calm, conservative message

Other color information…
• Yellow backgrounds indicate hope for the future and cheerfulness

Other color information…
• Purple backgrounds give the feeling of fantasy or are perceived as child-like
• Save purple for the “lighter” topics
Other color information…

- Brown backgrounds are perceived as the presentation of passive information
- Viewers feel that information on brown backgrounds is less stable

Other color information…

- Black backgrounds indicate power and sophistication
- Ideal for presenting information that the audience has no choice but to accept
  - fixed budget figures
  - student enrollment
  - standardized test score results

Why use color?

Thanks to:


Color gets attention

Color creates a mood
Color enhances clarity

- Subtopic 1
- Subtopic 2
- Subtopic 3

New Topic

Color establishes a code

Color labels items in nature

Color differentiates

Review of color in images
- Color gets attention
- Color creates a mood
- Color enhances clarity
- Color establishes a code
- Color labels items in nature
- Color differentiates

Information about fonts…
Information about fonts

• Type can express moods and emotions as well as images can
• Type can be serious and business-like
• Type can be relaxed and open
• Don’t let the typeface contradict your message
• No more than 3 fonts in no more than 4 sizes

Font details: Serif fonts

• Serif fonts
  – tiny horizontal or vertical lines at the ends of longer line strokes
• The serifs help the eye move across the text
• Good for large blocks of text
• Examples of serif fonts:
  – Bookman
  – Garamond
  – Times New Roman

Font details: Sans-serif fonts

• Sans-serif fonts
  – No tiny horizontal or vertical lines at the ends of longer line strokes
• Simple strokes of equal weight and thickness
• Good for headlines but not lots of text
• Examples of sans-serif fonts:
  – Arial
  – Comic Sans
  – Verdana

Fonts can express a mood

• Comic sans is a gentle font
• Betty’s Hand is very relaxed
• Diner makes you think of the 1950’s
• Tinkertoy is a good elementary font
• Schools often use the Kids font
• Century Schoolbook is a formal font
• Don’t let the font become distracting!

Fonts congruent with the theme

• A scary font such as Creepy
• Lucinda Calligraphy is pretty
• Old English is good for Shakespeare
• Collegiate is good for sports notes
• Broadway is good for playbills
  • Wingdings: §∫±²¢®™¶¶
  • When would you use Mickey?

How much text

• Use the general 6x6 rule
  – No more than six words across
  – No more than six bullet points
• Words are considered markers
• Text needs to include keywords only
Size of text: the 8H rule

- The maximum viewing distance from the screen should be no more than 8 times the height (H) of the screen
- If that is met, your font should be at least 1/50th the height of the screen
- This calculates, in most cases, to 12 pt.
- This is too small, so double it

HOW ABOUT CAPITAL LETTERS?

- Make limited use of all capital letters
- Our eyes need to capture the shapes of the letters above and below the line
- Words in all capital letters have nearly the same visual shape
- What does this say?

Information on transitions…

- Good transitions can…
  - Help tie your presentation together
  - Make it flow smoothly between ideas
  - Signal important ideas to get the audience’s attention
Technical aspects of transitions

• Transition effects can be used with images, tables, charts, and graphs
• Can add movement to
  – slices of a pie chart
  – bars in a bar chart
  – rows in a table
  – levels in an organization chart

Choosing the right transition

• Should be based on
  – your message
  – your audience
  – the computer hardware
  – the length of the presentation

Types of transitions

Fade in and dim

• Points in a text chart are highlighted one point at a time
• This prevents your audience from reading ahead of you
• Focuses their attention on the point you're discussing
• Dims previously introduced points

Using a transition in a diagram

Tips for transitions

• It may be annoying when the same transitions are used over and over
• It may be annoying when too many different types of transitions are used
• Use transitions to chunk your information
**Tips for transitions**

- Your transitions should reflect the basic feeling of your presentation
- Consider the formality of your presentation and the expectations of your audience
- Remember it takes a more powerful computer to use transitions

**Summary of visual literacy**

- Color can impact your message
- Font type is important
- Font styles/sizes can help or hinder
- Transitions should be used sparingly, but meaningfully

**Three types of videos**

- Executive briefing
  - Talking directly to the camera
  - “News reporter”
- Interviews
  - Interviewer and interviewee
- Discussion or training
  - Inform
  - “Point-Counterpoint”

**Better video tips**

**Things to think about**

- Plan the shot list
- Create a visual storyboard
- Shoot additional footage
  - Outside wide shots
  - Close-up of signs

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**Shot list template**

<table>
<thead>
<tr>
<th>Shot #</th>
<th>Duration</th>
<th>Purpose of shot</th>
<th>Description of shot</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15 sec.</td>
<td>Establishing</td>
<td>Wide angle of front of school and zoom into sign.</td>
</tr>
<tr>
<td>2</td>
<td>60 sec.</td>
<td>Filler</td>
<td>Basketball practice.</td>
</tr>
<tr>
<td>3</td>
<td>60 sec.</td>
<td>Filler</td>
<td>Basketball game.</td>
</tr>
<tr>
<td>4</td>
<td>30 sec.</td>
<td>Clip from United Streaming</td>
<td>Interview of expert.</td>
</tr>
</tbody>
</table>
Executive briefing
- Subject talks directly to the audience
- Subject framed in the center
- Eye-line about one-third down

Rule of thirds

Executive briefing set-up
- Place the table and chair far away from the background
- Subject should wear simple clothing
- Camera about 10’ from subject
- Shut off analog computer monitors
- Camera at the same height as the face
  - Higher if subservience desired
  - Lower if power desired

Above
Below

Shot Angles

Set-up for executive briefing
Shots for an executive briefing

Establishing | Medium | Re-establishing

Things to watch for
- Use of a video with “original” music
- Establishing shot
- Use of visuals to enhance the presentation
- Closing shot with theme song
- Inclusion of a credits page
- Mistake: camera microphone use only

Interview set-up

- Start with a shot showing the interviewer and the interviewee
  - Just chat about anything
  - Voice-over can be added later
- The bulk of the interview is shot of the interviewee
- When the interview is complete, shoot the “noddies” of interviewer

Set-up for interview

Discussion set-up

- Set discussion parameters
- Start with an establishing shot
- Keep both subjects in the frame at all times
- Medium shots for the bulk of the discussion
Set-up for discussion

Shots for an discussion

Summary of video literacy

What is visual literacy?

The End

Web site

http://kathyschrock.net/visual/