Visual and Video Literacy
presented by Kathy Schrock

How to create multimedia presentations
to help your viewers learn best
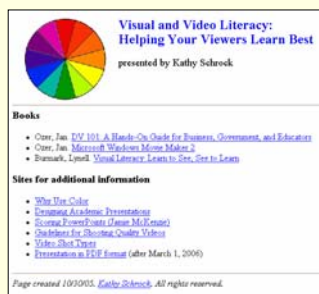
What is visual literacy?

■ **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://kathyschrock.net/visual/

**Visual and Video Literacy:
Helping Your Viewers Learn Best**

presented by Kathy Schrock

Books

- Ozer, Jan. DV 101, A Hands-On Guide for Business, Government, and Educators
- Ozer, Jan. Microsoft Windows Movie Maker 2
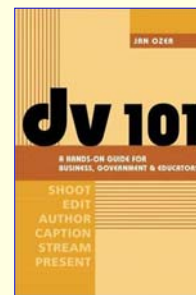- Burmark, Lynell. Visual Literacy: Learn to See, See to Learn.

Sites for additional information

- Why Use Color
- Designing Academic Presentations
- Scoring PowerPoints (Jamie McKenzie)
- Guidelines for Shooting Quality Videos
- Video Shot Types
- Presentation in PDF format (after March 1, 2006)

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Books to get!

Jan Ozer.

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

Peachpit Press, 2005.
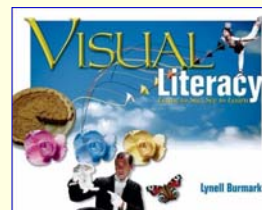
Books to get!

Jan Ozer.

Microsoft Windows Movie Maker 2.

Peachpit Press, 2004.

Books to get!

Lynell Burmark.

Visual literacy: Learn to see, see to learn.

ASCD, 2002.

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?

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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

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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

Burmark, p. v-vi

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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

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Better presentation tips

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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
- The viewers don't know what is important and highlighted if you use lots of colors

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Colors per slide

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Colors for type and background…

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

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Colors to use

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Colors to use

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Colors to use

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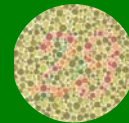- Black on a white background may be too bright

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Other color information…

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Other color information…

- Don't use red for text
- It is hard to see and read

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Other color information…

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

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Other color information…

- For gradients, think "earth to sky"
- Darker colors on bottom and lighter on top

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Other color information…

- Red backgrounds stimulate emotion
- Use burgundy instead

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Other color information…

- Red backgrounds stimulate emotion
- Use burgundy instead

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Other color information…

- Green backgrounds make the viewer feel involvement with the topic

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Other color information…

- Gray backgrounds make the viewer feel that the information shows a lack of commitment or neutrality

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Other color information…

- Blue backgrounds indicate a calm, conservative message

Other color information…

- Yellow backgrounds indicate hope for the future and cheerfulness

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Other color information…

- Purple backgrounds give the feeling of fantasy or are perceived as child-like
- Save purple for the "lighter" topics

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Other color information…

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

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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
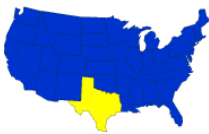
Why use color?

Thanks to:

Bender, DiAnne. "Why use color." *Encyclopedia of Educational Technology*. 2004. 30 Oct. 2005 <http://coe.sdsu.edu/eet/articles/ColorWhy/>.

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Color gets attention
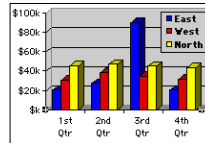
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Color creates a mood

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Color enhances clarity

Topic

- Subtopic 1
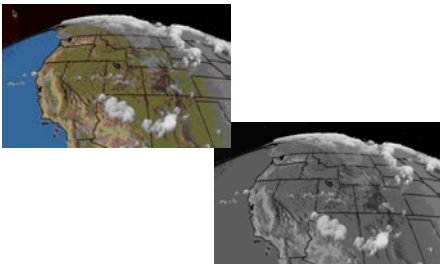- Subtopic 2
- Subtopic 3

New Topic

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Color establishes a code

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Color labels items in nature

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Color differentiates

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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

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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
- BettysHand 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: ✕⇨↑↕✍⇦↕↗↓▽⇨↖↗◀↑
- 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
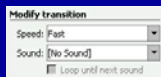- Words in all capital letters have nearly the same visual shape
- What does this say?

JUMPING TO CONCLUSIOONS

IUMRING TO GQNGIUSIOQNS

Information on transitions…

Modify transition
Speed: Fast
Sound: [No Sound]
☐ Loop until next sound

Information about 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
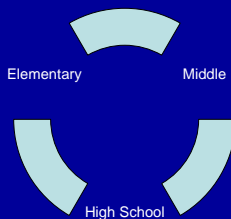 - the length of the presentation

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

Elementary   Middle

High School

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

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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

Better video tips

Three types of videos

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

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

Name(s)___ Kathy Schrock _____ Date:___2/1/06_____

Title of project_____ High School Sports and You_____

Shot #	Duration	Purpose of shot	Description of shot
1	15 sec.	Establishing	Wide angle of front of school and zoom into sign
2	60 sec.	Filler	Basketball practice
3	60 sec.	Filler	Basketball game
4	30 sec.	Clip from United Streaming	Interview of expert

Executive briefing

- Subject talks directly to the audience
- Subject framed in the center
- Eye-line about one-third down
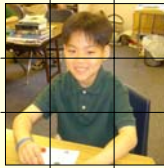
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Rule of thirds

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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
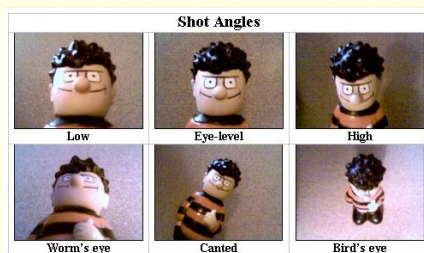 - Lower if power desired
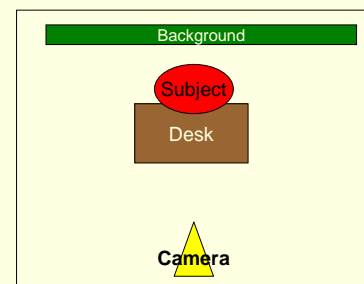
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Above   Below

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Shot Angles

Shot Angles

Low	Eye-level	High
Worm's eye	Canted	Bird's eye

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Set-up for executive briefing

Background

Subject

Desk

Camera

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Shots for an executive briefing

Establishing   **Medium**   **Re-establishing**

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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
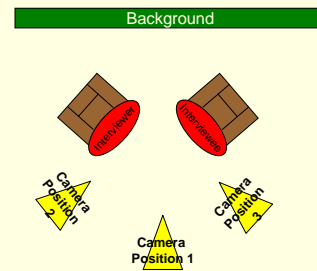- Mistake: camera microphone use only

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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

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Set-up for interview

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Shots for an interview

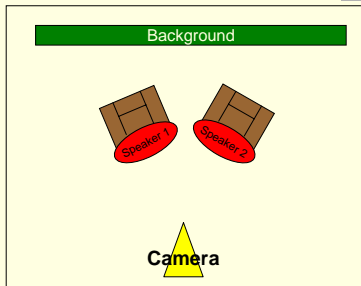

Establishing   **Interviewee**   **Noddies**

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Discussion set-up

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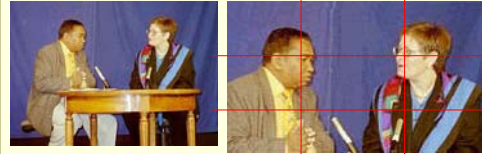- Medium shots for the bulk of the discussion

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Set-up for discussion

Background

Speaker 1 Speaker 2

Camera

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Shots for an discussion

Establishing   **Discussion**

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Summary of video literacy

- There are important aspects to consider
  - Camera angle
  - Placing of subjects/camera
  - Rule-of-thirds
  - Background
  - Additional footage
    - Establishing shots
    - Cut-aways

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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 82

The End

Web site
- http://kathyschrock.net/visual/

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