



## Lesson 3 - Visual Literacy Rules

### Performance Objective

When this lesson is completed students should be able to do the following:

1. Understand the visual literacy rules
2. Apply the visual literacy rules to a Microsoft PowerPoint presentation about themselves that includes:
  - a. at least 4 slides
  - b. at least 2 clipart images
  - c. at least 2 pictures off the internet
  - d. has text on each slide
  - e. bibliography with citations for sites used off the internet

### Intended Students

4<sup>th</sup> grade students

### Learning Site

Day 1 - classroom with a computer attached to a projector

Day 2 & 3 - computer lab

### Time Frame

3 - 60 minute sessions

### Written by:

Michelle Asay

### Materials

Instructor should have the following materials to use during instruction:

- Computer with internet connection attached to a projection system
- Open the following links on: [Everyone Has a Story - Visual Literacy](#)
  - Visual Rules PowerPoint
  - Visual Rules Practice PowerPoint
  - Visual Rules Practice Key
- Copy of the student note taking worksheet for each student and the
- Worksheet key for the teacher
- Copy of the PowerPoint rubric for each student

Students need the following materials and equipment during instruction:

- Pencil
- Paper
- Day 2 each student needs a computer with Microsoft PowerPoint and

internet connection

### Skills needed

- Students need to know how to copy a picture off the internet and save it into their network drive
- Students need to know how to put images from their network folder onto a PowerPoint
- Students need to know how to use a digital camera and how to download the picture onto the computer.
- Students need to have a basic understanding of how to create a PowerPoint presentation.

### Pre-instructional Activities

#### Day 1

Have students turn to their partner and tell them the four roles of visuals

1. Visuals look like what they represent
2. Visuals motivate by attracting attention
3. Visuals help us understand information
4. Visuals reinforce what you hear

Have students share the examples of visuals they brought in for their homework assignment.

### Content Presentation

During the presentation of the content students will take notes using the note taking worksheet provided for this lesson.

Pass out the note taking worksheet

Open the visual literacy lesson 2 PowerPoint: [Everyone Has a Story - Visual Literacy](#)

Slide 1 - Visual Literacy Rules - Lesson 3

Slide 2 - 3 Text and Image Goals:

1. Use legible pictures and text
2. Use visuals to increase understanding
3. Use visuals to focus attention on the most important parts of

the message

Slide 3 Text: refers to letters and numbers

Slide 4 - Use no more than two styles of type on a visual

Slide 5 Some styles of text are hard to read  
When using more than 2 styles of fonts it is distracting.

Slide 6 Use San Serif fonts - This slide shows the difference between San Serif and Serif fonts. Point out the difference and discuss why san serif is easier to read. (San Serif has no extra strokes on the ends of the letter lines)

Slide 7 Examples of San Serif fonts: there are 6 examples.

Slide 8 Pick a font size that is big enough to read from the back of the room

Slide 9 This slide gives examples of small to large font sizes and asks the question: Can you read this easily? There are 5 examples. Each example will come up when you click and then will disappear and the next example will appear with the next click. The last click will bring up all the examples together.

Discuss the following:

1. Which size font do you feel is the best choice? Why?
2. What if you have lots of information to put on the screen and it won't all fit if you use a large font size? (You need to either simplify the information or, show the information on several slides.)

Slide 10 Choose a text color that contrasts the background color

Slide 11 Which color is a better contrast? On this slide there are 7 examples of different colors.

Discuss:

1. Which color(s) contrast with blue best? (white, yellow)
2. Which colors do not contrast well? (purple, orange, red)

Slide 12 Use light background color with dark fonts

Slide 13 Use dark background color with light fonts

Slide 14 Emphasize text by placing it on a plain colored background.

Slide 15 This is an example of placing words on a background that makes it hard to read

Slide 16 Choose a background that adds to your presentation

Slide 17 and ... doesn't distract from your message

Slide 17 Put words on a page so they do not interfere with the picture.

Slide 18 This is an example of a background that does not add to the presentation.

Slide 19 Busy backgrounds pull your attention away from the message  
This is also a good time to talk about spinning objects

Slide 20 Golden Rule for backgrounds: Choose 1 background for the whole project

Slide 21 Put words on the page so they do not cover up the pictures

Slide 22 This slide is an example of placing words on a picture in a place where they do not cover up anything that is important.

Slide 23 Image rules: Images = pictures, clipart, and graphics

Slide 24 Use simple images. This is an example of an image that is focused on one subject without a lot of other distractions in the background.

Slide 25 This picture is too busy. It is really hard to know what to focus on.

Slide 26 Use close up pictures when possible.

Click - a close up picture will appear.

Which picture do you like better? Why? (the second because you can see the person better)

Slide 27 Crop out unnecessary parts of the pictures

Click again and the cropped picture will appear

Discuss what was taken out. Did it change the message?  
(unneeded information was taken out.)

Slide 28 Rule of Thirds

Click on the camera graphic to go to [Atomic Learning](#) to view a clip on how to use the rule of thirds when taking pictures or drawing pictures.

Slide 29-35 Examples of pictures using the rule of thirds

Students need to draw a picture on the worksheet that follows the rule of thirds.

### **Learner Participation**

During the presentation of the content students will take notes using the note taking worksheet provided for this lesson.

Following the presentation of content students will practice their understanding of text and image rules.

Open the [Visual Literacy Lesson 2 Practice PowerPoint](#)

Slide 1 - title of the slide show

Slide 2 - Instructions for the assignment

- Look at each slide
- Did the slide follow the text and image rules?
- If it did, on your worksheet tell what guideline was followed.
- If it did, not write down what guideline was not followed.
- Look at the following examples:

Slide 3-4 contains two examples of the assignment.

Each slide poses an example of a visual design.

Discuss the following questions for both slides:

1. Did this slide follow the visual rules? (the slides will answer these questions)
2. If yes - What rule(s) did it follow? explain
3. If no - What rule(s) were not followed? explain

Once you have discuss the questions click and bubbles will appear. Each slide has two bubbles. The first will tell either yes, or no, the rules were followed. The second bubble will explain the rule.

Slide 5 This slide gives students some reminders about the assignment

Remember:

- Look at the slide
- Write yes if it follows the rules
- Write no if it does not follow the rules
- Tell what guideline it follows or
- What guideline it did not follow
- It may follow or break more than one rule
  - List as many as you can think of

Slides 6-11- show each slide to the class. Students write their answers on a piece of paper

Collect the assignments. These will be corrected on day 2 of this lesson.

Day 2 of this lesson will extend this lesson. The assessment portion of the lesson will be completed then.

## Lesson 3 Visual Literacy



### Day 2 & 3

Pass out the student's papers from last session. Have students correct their own papers while you go through the PowerPoint presentation.

Open: [Visual literacy lesson 2 practice key PowerPoint](#)

View the slide show.

Ask the following for each slide:

1. Did this slide follow the visual rules?
2. Which rule(s) did it follow?
3. Which rule(s) did it break?

Once you have discussed each question with the class click the mouse 2 times and the answers will appear. (Answers are given on the slide presentation for each situation)

### Assessment

Given a computer with Microsoft PowerPoint 4<sup>th</sup> grade students will create a 4 slide presentation about themselves.

The PowerPoint must include:

- at least 4 slides
- at least 2 clipart images
- at least 2 images off the internet
- text on each page,
- bibliography with citations
- applies the text and image rules.

This will be graded using a rubric with scores that range from 1-4. To pass students must receive at least a 3 average. The rubric is found at the end of this lesson plan.

### Follow-through Activities

At the conclusion of lesson 5 students will produce a digital story during which they will apply their knowledge and understanding of visual literacy.

## Lesson 3 - PowerPoint Rubric

### Multimedia Project : PowerPoint about Me



Create a PowerPoint about yourself with the following :  
Make sure you follow the visual rules

1. Include 4 or more slides
2. Each slide should have text
3. Use 2 or more pictures found on the internet
4. Use 2 or more clipart images
5. Use a background on your PowerPoint
6. Include a bibliography page

Student Name: \_\_\_\_\_

CATEGORY	4	3	2	1
Requirements	All requirements are met and exceeded.	All requirements are met.	One requirement was not completely met.	More than one requirement was not completely met.
Text	No more than two types of text were used. The text was large enough to be seen from the back of the room.	No more than two types of text were used. Most of the text was large enough to be seen from the back of the room.	More than two types of fonts were used. Some of the text was large enough to be seen from the back of the room.	Several different fonts were used. The text size was not big enough to be seen from the back of the room.
Background	The background color contrasts with the font color.	Most of the background colors contrasts with the font color.	2 of the background colors contrast with the font color.	The background colors do not contrast with the font color.
Pictures	Pictures were simple and not cluttered. They follow the rule of thirds.	Pictures are simple and not cluttered but do not follow the rule of thirds.	One of the pictures is busy and does not follow the rule of thirds.	The pictures are busy and do not follow the rule of thirds.
Bibliography	A bibliography is included at the end of the presentation and cites all used web sites correctly.	A bibliography is included. Part of the citations are written correct.	A bibliography is included but citations are not done correctly.	No bibliography



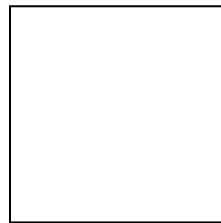
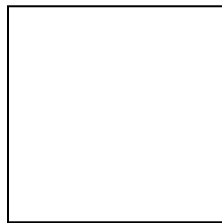
Lesson 3 - Visual Rules Student Worksheet

Text Rules

1. Use no \_\_\_\_\_ than \_\_\_\_\_ different \_\_\_\_\_.

2. Use \_\_\_\_\_ fonts.

Draw an example of both types of fonts.



3. How big of a font should you use. \_\_\_\_\_

4. Choose a text \_\_\_\_\_ that \_\_\_\_\_ the \_\_\_\_\_ color.

5. Choose a \_\_\_\_\_ background.

6. The background should \_\_\_\_\_ to your presentation not \_\_\_\_\_ from your \_\_\_\_\_

The golden rule for choosing a background is:

Two horizontal lines for writing the golden rule.

7. Place \_\_\_\_\_ so they do not \_\_\_\_\_ with the \_\_\_\_\_.

Image rules:

Images are \_\_\_\_\_

8. Use \_\_\_\_\_ pictures.

9. Use \_\_\_\_\_ pictures.

10. \_\_\_\_\_ un\_\_\_\_\_ parts  
of the \_\_\_\_\_.

11. What is the rule of thirds? \_\_\_\_\_

---

Draw an example of the rule of thirds picture.




## Lesson 3 - Visual Rules

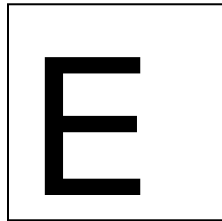
## Student Worksheet

## Text Rules

1. Use no more than 2 different  
type of fonts.

2. Use San Serif fonts.

Draw an example  
of both types of  
fonts.



3. How big of a font should you use. Big enough that you can see the words from the back of the room.

4. Choose a text color that contrasts the  
background color.

5. Choose a plain colored background.

6. The background should add to your presentation  
not detract from your message.

The golden rule for choosing a background is:

Choose 1 background and use it for all the pages.

7. Place words so they do not cover up the picture.

Images are pictures clipart

8. Use simple pictures.

9. Use close up pictures.

12. Crop unnecessary parts of the picture.

13. What is the rule of thirds? Divide the picture into thirds horizontally and vertically. Place the focus of your picture along the lines.

Draw an example of the rule of thirds picture.
