A5 Introduction

Designing and Analyzing Visual Communication

Class Objectives

- A5: Assignment Overview

- A5: Visual Communication (Analysis)

- A5: Analysis Activitie(s)

- A4: Finish Presentations (maybe)

Assignment 5 Overview

Access "Designing and Analyzing Visual Communication" on Canvas

A5: Primary Purpose

"You will summarize the highlights of your Assignment 3 (Profile of a Campus Program or Organization) or Assignment 4 (Understanding Place or Artifact: Campus Landscape, Building, or Art) by creating a visual form of communication…"

Answer the following

1. There are three graded components to this assignment. What are they?
2. The overview lists some options for forms of visual communication you can use for the visual component of the assignment. What are they?
3. What is the purpose of the reflective analysis paper?
4. How does the assignment connect to your ePortfolio?
5. What information should you include in your oral presentation?

Show-and-tell

I asked you to find an example of visual communication (a poster, brochure, or infographic) and bring it to class. In your groups, take a few minutes to show each other what you found. Make sure to answer the questions below as part of your discussion.

- Where did you find your visual communication example?
- What do you find most interesting about the example you brought to class?
- In your opinion, who is the intended audience of the visual? Explain.
- What is the primary message, or purpose, of the visual you brought?

Visual Communication

Engaging with Visuals

- Analysis: the ability to look at an image to determine what it reveals about society or the rhetorical context in which it was created. Analysis is a key first step to production.

- Production: the act of creating your own visuals to fulfill an intended purpose (e.g. poster to announce an event, creating a business card, etc.). Analytical skills can be used to help you make appropriate design choices.

- Repurposing: using existing images or work to create something different for a new context.

Analysis: Central concepts to consider

- Purpose: the primary reason for which the visual was created (e.g. to sell something, to inform, etc.)

- Audience: the group of individuals for which the visual is intended.

- Context: the environment in which the visual was created.

Design Elements Related to Context, Purpose, and Audience

- Pattern (Group 1)

- Contrast (Group 2)

- Direction (Group 3)

- Chunking (Group 4)

- Color (Group 5)

Group Analysis Activity

To be done individually

Follow the steps below:

1. Find your assigned visual on Canvas (Week 11 module).

2. Read through the information included as part of the visual and look carefully at the way it is designed.

3. Begin to decide how context, audience, and purpose may have influenced the designer's choices related to pattern, contrast, direction, chunking, and color

Converse in groups

1. As a group discuss how **context** has influenced the designer's choices related to pattern, contrast, direction, chunking, or color.

2. As a group discuss how **audience** has influenced the designer's choices related to pattern, contrast, direction, chunking, or color.

3. As a group discuss how **purpose** has influenced the designer's choices related to pattern, contrast, direction, chunking, or color

Present your findings

- Show your assigned visual to your new group

- Explain how context, audience, and purpose may have influenced the designer's choices related to pattern, contrast, direction, chunking, or color.

Application to A5

1. The group analysis activity was intended to prompt you to think about how context, audience, and purpose influence design choices.

2. For A5, you need to make purposeful decisions related to the design elements of your brochure, poster, or infographic.

3. Keep the the concepts of context, audience, and purpose in mind as you make decisions about pattern, contrast, direction, chunking, and color.

Individual Analysis Assignment

Write 200-250 words analyzing the design of the visual you brought to class today in terms of purpose, audience, and context. Explain how these concepts may have influenced the designers choice with respect to the design elements we discussed in class.

- Design elements: pattern, contrast, direction, chunking, and color

Next Steps

- Write 200-250 words analyzing the design of the visual you brought to class today in terms of purpose, audience, and context. Explain how these concepts may have influenced the designers choice with respect to the design elements we discussed in class.

- Begin thinking about the assignment you want to repurpose for A5. Decide on the type of visual you would like to produce: infographic, poster, or brochure. Be ready to begin creating your visual on Thursday.

- Keep your eyes peeled for an announcement about upcoming homework assignments for next week. I will send it out tomorrow. It will contain a link to the