

Lesson Outline
November 5, 2019

A Introduce Assignment 5.

- 1 In small groups, students will answer questions to facilitate understanding of important details related to assignment 5. I gave these questions to them before class to complete as homework.

B Show and tell.

- 1 In small groups, students will show each other examples of visual communication that they found on campus (infographic, brochure, poster)
- 2 They will discuss what they found as they respond to guiding questions from the PowerPoint slides.

C Instruction on visual communication. 30 minutes

- 1 As a class, we will discuss concepts of analysis, producing, repurposing. For today's class, we are going to focus mostly on the concept of analysis today. The discussion of visual analysis will center on the rhetorical concepts of audience, purpose, and context.
- 2 pp. 57 – 60 In small groups, students will be assigned to research and discuss one of five concepts related to visual design: pattern, contrast, direction, chunking, or color. They will then present what they learned about their assigned concept to the rest of the class.

D Group Analysis Activity.

- 1 Students will remain in their previously assigned groups. Each group will be assigned a different example of visual communication which they must analyze. The purpose of the analysis will be to connect purpose, audience, and context to different design elements the designers chose to include.
- 2 Groups will be reorganized so that students have a chance to present their analysis to other students who have not yet seen their visual.

E Individual Analysis Activity.

- 1 Depending on the remaining time, students will begin working on a written analysis of the visual communication example they brought to class. This will be assigned as homework regardless of remaining time.

F Finish Assignment 4 Presentations

- 1 Aria will give her presentation for A4 that she was unable to give last week