

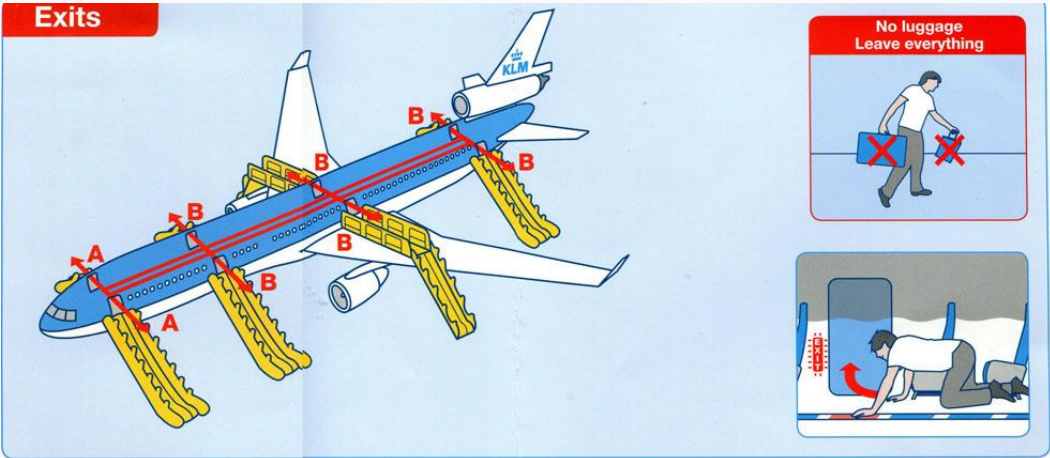
# Visual Literacy & Constructive Criticism

## Module 1

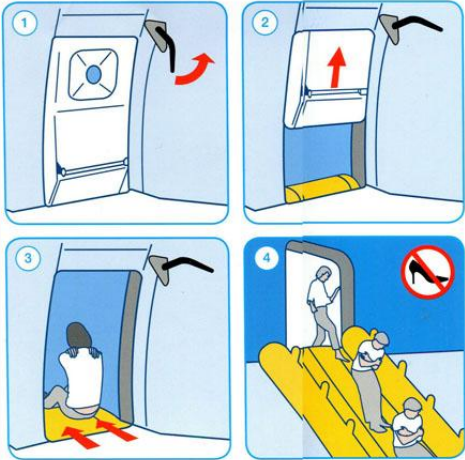
Instructor: Davis Levine  
EXSM 3922: Visual Design for UI  
Fall 2022

**Visual design influences the efficiency, effectiveness, and character of communication through the use of images, typography, colour, and layout**

Information graphics need to be clearly communicated to be effective. Especially in emergency situations.



**Exit A**

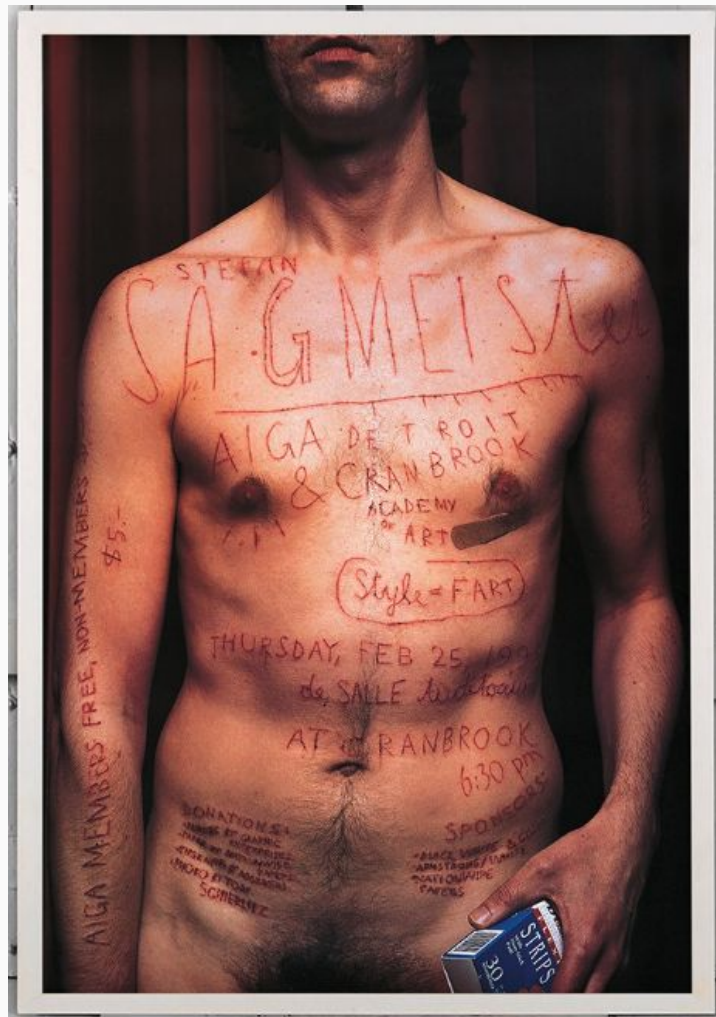


**Exit B**



Please do not remove from aircraft

1999 AIGA Detroit Poster by Stefan Sagmeister. Uses shock factor and creative typography to draw the viewer into reading the content.



Get 14 days free now



Login

Try for free

# Be kind to your mind

Select a plan:

Best value

Annual - billed at \$89.99 CAD/yr

**14 days free**

\$7.50 CAD/month



Monthly

**7 days free**

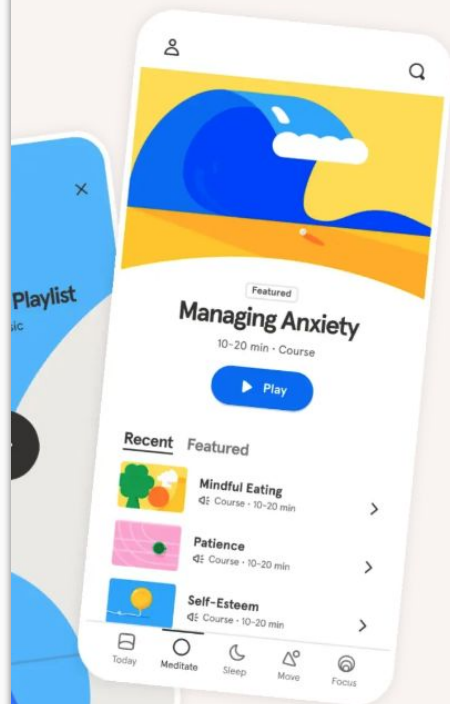
\$17.99 CAD/month



After your free trial, the annual subscription is \$89.99 CAD and automatically renews each year.

Are you a post-secondary or university student? Save 85%, with valid SheerID student verification, for our [student plan](#).

Try for free



# Visual Literacy

The vocabulary of visual  
messages

**Visual literacy is the ability to read, write and create visual images... [it] is about language, communication and interaction.**

# Elements

Elements are the physical signs and symbols (for example, images, words, colors, and graphic devices such as lines and shapes) used to communicate the subject matter of a message.



TYPE SCALE

CODE

Headline 1

Headline 2

Font	Weight	Size	Letter spacing
Roboto	Light	60px	-0.5px

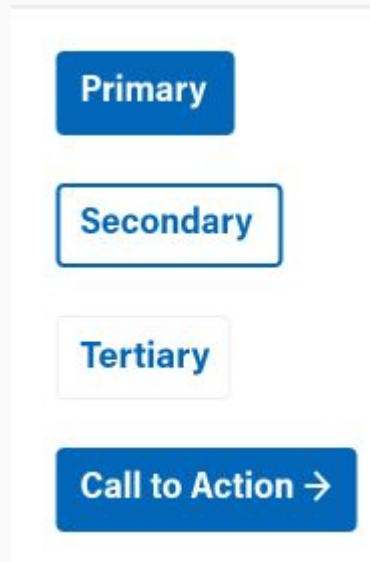
Headline 3

Headline 4

Headline 5

Headline 6

Subtitle 1



# Composition

Designers arrange elements to form compositions. The meaning of a message depends not only on the choice of particular elements, but also on their organization within a visual field.

The image shows the Google Slides homepage and a presentation interface. The homepage features the Google Slides logo, a main heading, a subheading, and three buttons: 'Try Slides for Work', 'Go to Slides', and 'Sign up for free'. Below this is a screenshot of a Google Slides presentation titled 'Business Proposal'. The presentation shows a slide titled 'Estimated budget' with a line chart. A comment by Jeffery Clark is visible, stating 'This chart helps bridging the story!'. The presentation interface includes a sidebar with slide thumbnails, a top toolbar with various editing tools, and a bottom status bar.

Google Slides

## Tell impactful stories, with Google Slides

Create, present, and collaborate on online presentations in real-time and from any device.

[Try Slides for Work](#) [Go to Slides](#)

Don't have an account? [Sign up for free](#)

Business Proposal

Estimated budget

Liam

Lori

Jeffery Clark

This chart helps bridging the story!

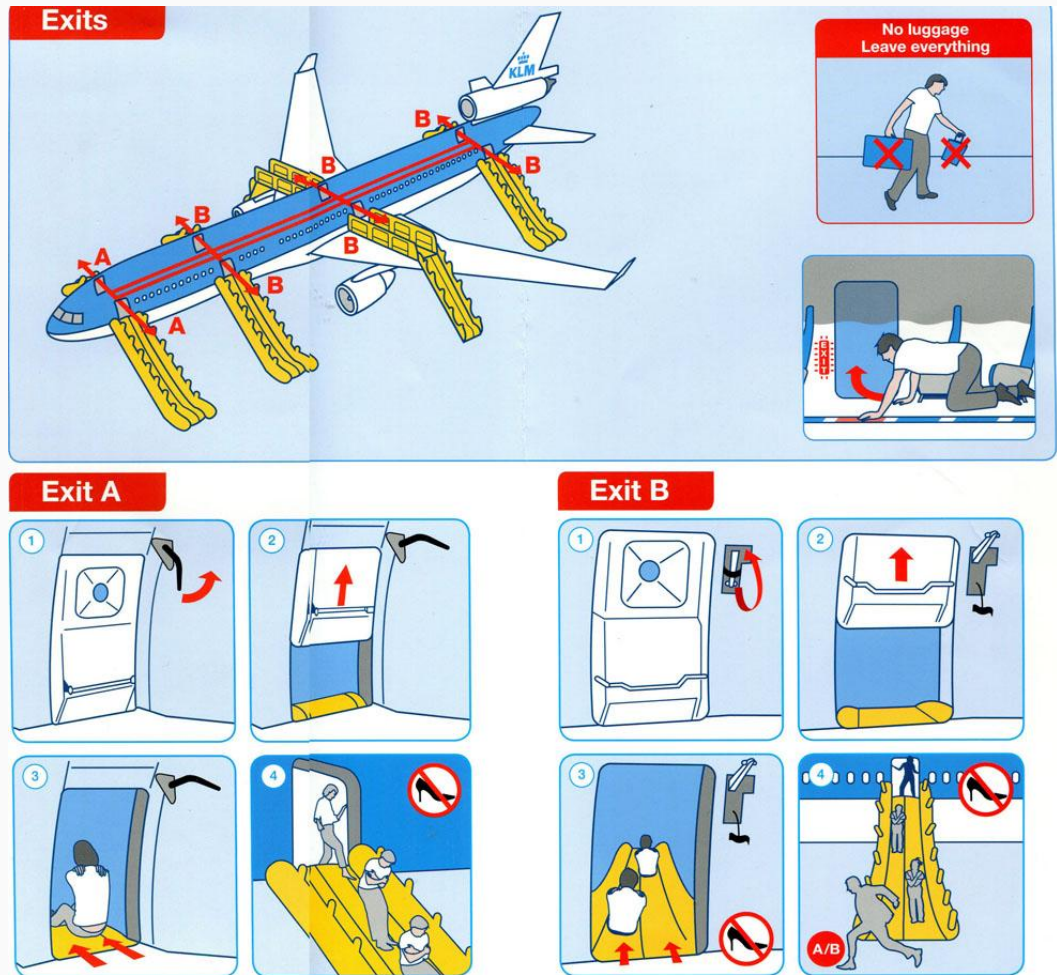
Comment Cancel

Click to add speaker notes



# Code

There is a code to visual communication that shapes our interpretive experience. Culture determines these conventions for reading visual forms



# Style

Style is a distinctive form or way of presenting something that is characteristic of a time, place, or philosophy



Skeuomorphic ui



Flat ui

# Assignments

**Your first assigned reading** will explore the components designers use to construct visual messages and experiences.

**You will also be exploring [howtocrit.com](https://www.howtocrit.com)**  
(The Purpose of Critique, Getting a Crit, Giving a Crit)

**For your first assignment**, you will deconstruct existing visual messages using the components from the reading.

# Sources

Harrison, K. (n.d) *What is Visual Literacy? – Visual Literacy Today*.  
<https://visualliteracytoday.org/what-is-visual-literacy/>

Davis, M., Hunt, J. (2017). *Visual Communication Design: an introduction to design concepts in everyday experience* (pp. 20–33). Bloomsbury.

## Images

1. AIGA 1999 Detroit Poster. (<https://sagmeister.com/work/aiga-detroit/>)
2. Flat Design vs. Skeuomorphism (<https://glasscanopy.com/flat-design-vs-skeuomorphism-pros-cons/>)
3. Colour Palette (<https://coolors.co/fffcf2-ccc5b9-403d39-252422-eb5e28>)
4. KLM Flight Safety Brochure. (<https://theairchive.net/klm/>)
5. Google Slides (<https://www.google.com/slides/about/>)
6. University of Alberta homepage (<https://www.ualberta.ca/index.html>)
7. Headspace homepage (<https://www.headspace.com/>)