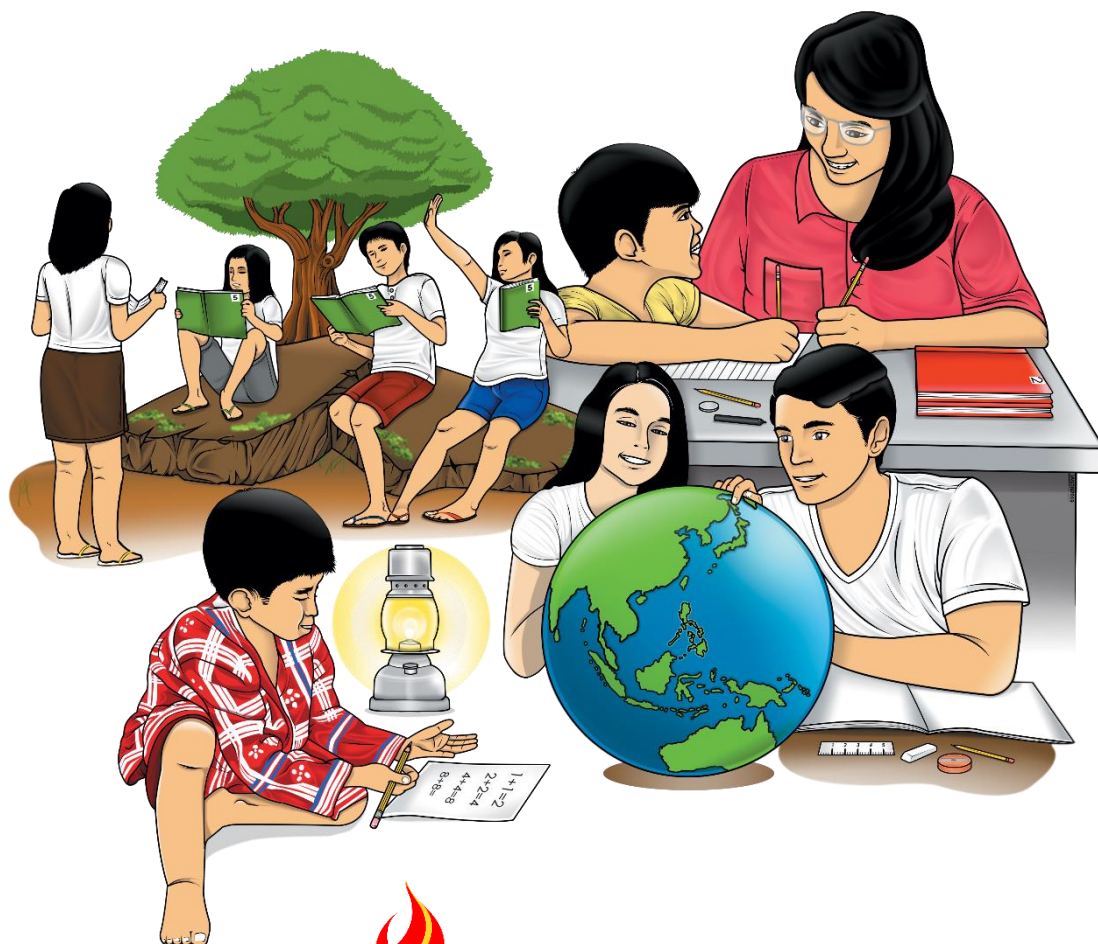


Media and Information Literacy

Quarter 2 – Module 4:
**Text Information
and Visual Media**



Media and Information Literacy- Grade 12
Alternative Delivery Mode
Quarter 2 – Module 4: Text Information and Visual Media
First Edition, 2020

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Lesson 4

Text Information and Visual Media

Informative texts or media provide information about a topic or situation and can include newspaper articles, manuals and handbooks, textbooks, brochures and menus or recipes. The internet with websites presents a wide range of examples of informative texts which give the reader information about subjects. Informative writing which provides facts is often quite formal and will often use the passive voice.

In this lesson the learners are expected to demonstrate understanding of different resources of media and information, their design principle and elements, and selection criteria the advantage and limitations and its value.



What I Need to Know

At the end of this lesson, the learners are expected to:

1. Describe the different dimensions of visual information and media.
2. Comprehend text and visual information and media is/are formally and informally produced, organized, and disseminated.
3. Evaluate the reliability and validity of visual information and media its/their sources using selection criteria.
4. Produce and evaluate a creative visual-based presentation using design principle and elements. (MIL11/12VIM-IVc-7-10).



What I Know

Activity 1. See the Fraud

Let us see how much you know before we discuss the lesson. Below is an example of a fraudulent text message. Answer the questions that follow on a separate sheet of paper.

GLOBE:

Congrats! You are the one selected postpaid Plan given P150 discount billing, to get your P150 discount billing, just text 150 then send to 29056509391. Thank You Globe Postpaid Subscriber!

Guide Questions:

1. What is the tone of this fraudulent message? (Enticing, scary, informative, formal, encouraging)
2. Why do you think Filipinos fall for this kind of fraudulent text message?
3. Do you think that text-based messages are powerful?
4. What do you do when you get a fraudulent or scam text message?



What's In

In the previous lesson you have learned that a social media has enabled people to be channels of information, thereby becoming a medium of communication. As a responsible social media user, you should also know how media affects your own family, community, and self.



What's New

Activity 2. Describe the Picture

Direction: Describe the pictures below and explain how the message of this picture is being understood. Explain your answers in one – two sentences only. Write your answer in a piece of paper.



Source: <https://www.fastsigns.com/blog/detail/2018/10/10/3-serious-lessons-learned-from-funny-safety-signs>

1. _____



Source: <https://www.swagshirts99.com/product/gym-quote-t-shirt/>

2. _____



Source: <http://talkingrepolyo.blogspot.com/2010/06/bawal-tumawid-k.html/>

3. _____



Source: <https://www.pinterest.ph/faith3555/converse-advertisments/>

4. _____



- a. Text is very powerful as well as disseminating information, providing, and giving suggestions.
- b. Text is available in different sources whether it is formal (news articles, published books, newspapers, magazines, advertisements, research works, etc.) or Informal (blogs, personal e-mails, SMS or text messages, online messengers, social media platforms, etc).

- As a consumer, these are the questions that you need to ask with regards to the content of text media and information:

- [illegible]

5

- e. As a producer of text media and information, we need to review the media and information design framework: target audience, author or sender, key content, purpose, form/style and format.

Typeface

Typeface (also called font, font type, or type) refers to the representation or style of a text in the digital format. A typeface is usually comprised of alphabets, numbers, punctuation marks, symbols and other special characters. When fonts are installed in the computer, they usually come in file formats such as True Type Font (.ttf), Open Type Font (.otf), etc.

In the absence of images or drawings, text is the easiest way of communicating to your audience. The use of various font types can express different emotions or meaning.

Types of Typeface

Serif

connotes formality and readability in large number of texts. This font is usually used for the body text of books, newspapers, magazines, and research publication. Also, serif fonts give a classic or elegant look when used for title or heading.

Examples: Times New Roman, Garamond, Baskerville

Sans Serif

Sans serif brings a clean or minimalist look to the text. This font is used for clear and direct meaning of text such as road signage, building directory or nutrition facts in food packages. Also, sans serif fonts give a modern look and is used primarily in webpage design.

Examples: Arial, Helvetica, Tahoma, Verdana, Calibri

Slab Serif

Slab serif - carries a solid or heavy look to text. This font can be used for large advertising sign on billboards.

Examples: Rockwell, Playbill, Blackoak

Script

Script - draws much attention to itself because of its brush-like strokes. This must be used sparingly and not to be used in large body text. This font is usually used in wedding invitation cards or other formal events.

Examples: Edwardian, Vladimir, Kunstler

Decorative

Display or decorative- caters to a wide variety of emotions (such as celebration, fear, horror, etc.) or themes (such as cowboys, circus, holidays, summer, kiddie, etc.)



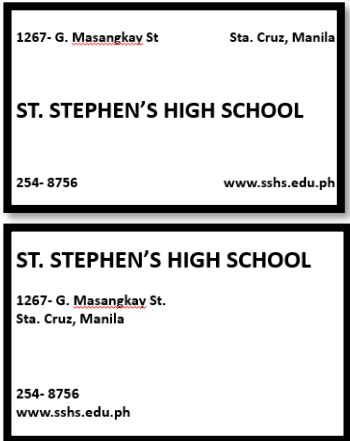

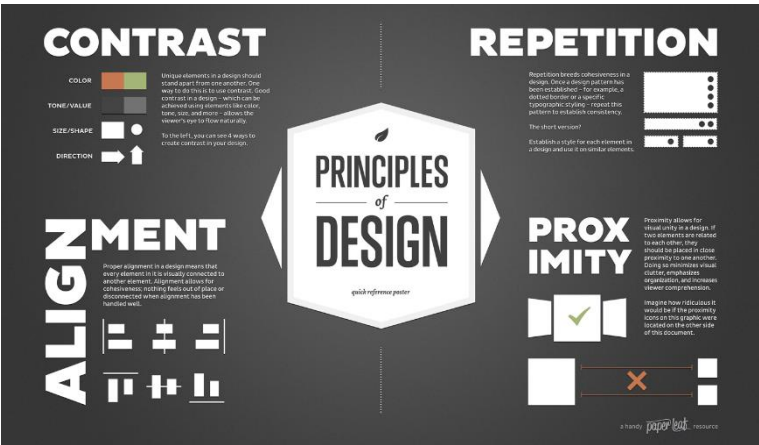
Examples: Chiller, Jokerman, Curlz MT

Design Principles and Elements

Here are some guiding principles in designing text elements:

1. **Emphasis** - refers to the importance or value given to a part of the text-based content. When trying to make a point or highlighting a message, you can make the text bold, italicized, have a heavier weight, darkened, or lightened (depending on your background color) or enlarged.
2. **Appropriateness** - refers to how fitting or suitable the text is used for a specific audience, purpose, or event. In the creation of text-based content, make sure that the selection criteria (tone, style, purpose, clarity) is followed. As for the choice of typefaces to be used, refer to the discussion of the characteristics of the fonts. When it comes to large body text, the font should be clear enough to read.
3. **Proximity** - refers to how near or how far are the text elements from each other. When two things are closely related, we bring them close together. Otherwise, we put text elements far from each other. For example, the main title and subtitle are usually placed close to each other.
4. **Alignment** - refers to how the text is positioned in the page. This can be left, right, center or justified.
5. **Organization** - refers to a conscious effort to organize the different text elements in a page. Organization ensures that while some text elements are separated from each other (based on the principle of proximity), they are still somehow connected with the rest of the elements in the page. When there are many elements needed to fit in a page, start by creating a framework or a compartment for the elements. Divide the space by creating lines across the page, making it look like a cabinet with various space sizes. Once you are done compartmentalizing, you can place the different text elements on the boxes.
6. **Repetition**- concerns consistency of elements and the unity of the entire design. Repetition encourages the use of repeating some typefaces within the page. When several typefaces are used on a page, it might distract the audience and fail to communicate what you want them to get from the content. To strike a balance, do not also use just a single typeface for a visual design product.
7. **Contrast**- creates visual interest to text elements. Contrast is achieved when two elements are different from each other. When you place a white text on a very light-yellow background, contrast is not achieved and the text will be difficult to read, but when you put a white text on a dark brown background, contrast is created. Contrast can be achieved in various ways, by joining the following

elements: large font with a small font, serif and sans serif, thin elements with thin elements, cool color and warm color.

<p style="text-align: center;">EMPHASIS</p>  <p style="text-align: center;">Source: https://twitter.com/philredcross/status/706041623839244288</p> <p>Important words are highlighted to give emphasis on the message of the infographic</p>	<p style="text-align: center;">APPROPRIATENESS</p>  <p style="text-align: center;">Source: http://bonfx.com/bad-typography/</p> <p>It is inappropriate for a signage in a dental clinic because it denotes a horror type of text.</p>
<p style="text-align: center;">Proximity</p>  <p style="text-align: center;">Figure 1 presents a scattered information</p> <p style="text-align: center;">Figure 2 Presents important information that are near in proximity</p>	<p style="text-align: center;">REPETITION</p>  <p style="text-align: center;"> https://www.freepik.com/free-vector/text-repetition-instagram-posts-concept_6501921.htm The word GLOOMY is repeated several times </p>
<p style="text-align: center;">ALIGNMENT, CONTRAST, ORGANIZATION</p>  <p style="text-align: center;">Source https://www.flottmanco.com/4-basic-design-principles-every-business-owner-should-know/</p> <p>ALIGNMENT – the word CONTRAST, ALIGNMENT, REPETITION and PROXIMITY are aligned to each other</p> <p>CONTRAST –background has a dark color and the text has a lighter color</p>	

ORGANIZATION – content of the infographic has a good layout wherein main topics are emphasized for the reader to easily grasp the idea.
--

Visual Media

Visual media and information materials, programs, applications and like the teachers and students use to formulate new information to aid learning through the use, analysis, evaluation and production of visual images.

Types of Visual Media

Photography, video, screenshots, infographics, data visualization (charts and graphs), comic strips/cartoons, memes, visual notetaking, etc (Give examples of each type and highlight special characteristics of a given type and its application).

JPEG (also known as JPG), file types ending in .jpg

JPEG stands for Joint Photographic Experts Group, which created this standard for this type of image formatting. JPEG files are images that have been compressed to store a lot of information in a small-size file. Most digital cameras store photos in JPEG format, because then you can take more photos on one camera card than you can with other formats.

TIFF (also known as TIF), file types ending in .tif

TIFF stands for Tagged Image File Format. TIFF images create very large file sizes. TIFF images are uncompressed and thus contain a lot of detailed image data (which is why the files are so big) TIFFs are also extremely flexible in terms of color (they can be grayscale, or CMYK for print, or RGB for web) and content (layers, image tags).

GIF, file types ending in .gif

GIF stands for Graphic Interchange Format. This format compresses images but, as different from JPEG, the compression is lossless (no detail is lost in the compression, but the file cannot be made as small as a JPEG). GIFs also have an extremely limited color range suitable for the web but not for printing. This format is never used for photography, because of the limited number of colors. GIFs can also be used for animations.

PNG, file types ending in .png

PNG stands for Portable Network Graphics. It was created as an open format to replace GIF, because the patent for GIF was owned by one company and nobody else wanted to pay licensing fees. It also allows for a full range of color and better compression. It is used almost exclusively for web images, never for print images. For photographs, PNG is not as good as JPEG, because it creates a larger file. But for images with some text, or line art, it is better, because the images look less "bitmappy."

BMP.

Short for "Bitmap." It can be pronounced as "bump," "B-M-P," or simply a "bitmap image." The BMP format is a commonly used raster graphic format for saving image files. It was introduced on the Windows platform but is now recognized by many programs on both Macs and PCs.

Purpose of visual information

The primary purpose of visual information is to gain attention, create meaning, and facilitate retention.

Design Principles and Elements

The elements and principles of design are the building blocks used to create a work of art. The elements of design can be thought of as the things that make up a painting, drawing, design etc. Good or bad - all paintings will contain most of if not all, the seven elements of design. The Principles of design can be thought of as what we do to the elements of design. How we apply the Principles of design determines how successful we are in creating a work of art.

Visual Design Elements

- a. **Line** - describes a shape or outline. It can create texture and can be thick or thin. Lines may be actual, implied, vertical, horizontal, diagonal, or contour lines.
- b. **Shape** - usually a geometric area that stands out from the space next to or around it, or because of differences in value, color, or texture. Shape may also be organic.
- c. **Value** - the degree of light and dark in a design. It is the contrast between black and white and all the tones in between. Value can be used with color as well as black and white. Contrast is the extreme changes between values.
- d. **Texture** - the way a surface feels or is perceived to feel. Texture can be added to attract or repel interest to a visual element. Visual texture is the illusion of the surfaces peaks and valleys, resulting in a feeling of smoothness or roughness in objects.
- e. **Color** - determined by its hue (name of color), intensity (purity of the hue), and value (lightness or darkness of hue). Color and color combination can play a large role in the design. Color may be used for emphasis or may elicit emotions from viewers. Color maybe warm, cool, or neutral. It plays a major role in our visual perception, as it influences our reactions about the world around us. It is therefore important to create color palettes that evoke the appropriate audience reactions.
- f. **Form** - a figure having volume and thickness. An illusion of a 3-dimensional object can be implied with the use of light and shading. Form can be viewed from many angles


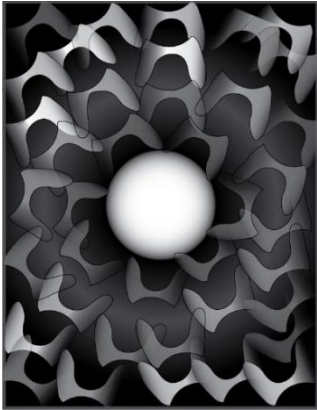


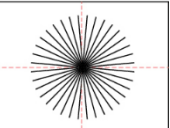
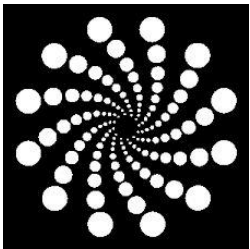
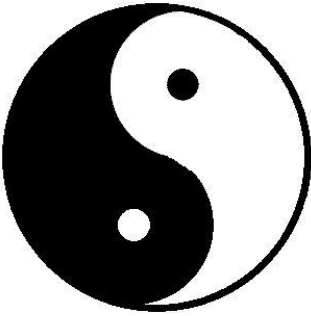
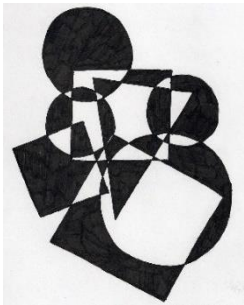



Visual Design Principles


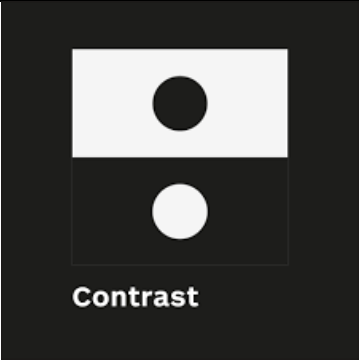
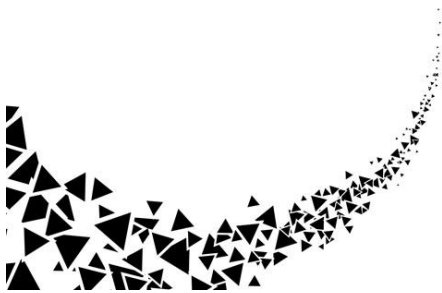
Below are the guiding principles in visual designs:

1. **Consistency** of margins, typeface, typestyle, and colors is necessary, especially in slide presentations or documents that are more than one page.
2. **Center of interest** an area that first attracts attention in a composition. This area is more important when compared to the other objects or elements in a composition. This can be by contrast of values, more colors, and placement in the format.
3. **Balance** a feeling of visual equality in shape, form, value, color, etc. Balance can be symmetrical and evenly balanced, or asymmetrical and unevenly balanced. Objects, values, colors, textures, shapes, forms, etc. can be used in creating balance in a composition.
4. **Harmony** brings together a composition with similar units. If for example your composition was using wavy lines and organic shapes, you would stay with those types of lines and not put in just one geometric shape.
5. **Contrast** offers some change in value creating a visual discord in a composition. Contrast shows the difference between shapes and can be used

as a background to bring objects out and forward in a design. It can also be used to create an area of emphasis.

6. **Directional Movement** a visual flow through the composition. It can be the suggestion of motion in a design as you move from object to object by way of placement and position. Directional movement can be created with a value pattern. It is with the placement of dark and light areas that you can move your attention through the format.
7. **Rhythm** a movement in which some elements recur regularly. Like a dance, it will have a flow of objects that will seem to be like the beat of music.
8. **Perspective** created through the arrangement of objects in two-dimensional space to look like they appear in real life. Perspective is a learned meaning of the relationship between different objects seen in space.

<p style="text-align: center;">CONSISTENCY</p>  <p>Source: https://gofishdigital.com/guide-design-consistency/</p>	<p style="text-align: center;">CENTER OF INTEREST</p>  <p>http://www.mlhsartgallery.org/2014DesignSurvey/Trevor/Center%20of%20Interest%20Design.html</p>
<p style="text-align: center;">Balance</p> <div style="display: flex; justify-content: space-around;">    </div> <p style="text-align: center;"> <small>SYMMETRICAL BALANCE ASYMMETRICAL BALANCE RADIAL BALANCE</small> </p> <p>Source: http://operationwritehome.org/all-things-being-equal-balance-in-design/</p>	<p style="text-align: center;">RADIAL BALANCE</p>  <p>https://www.pinterest.ph/pin/466192998908762189/</p>
<p style="text-align: center;">SYMMETRICAL BALANCE</p>  <p>https://www.pinterest.ph/pin/172333123220590193/</p>	<p style="text-align: center;">ASSYMETRICAL BALANCE</p>  <p>https://www.deviantart.com/motek93/art/Asymmetrical-Balance-147467102</p>
<p style="text-align: center;">EMPHASIS</p> <div style="display: flex; justify-content: space-around;">    </div>	<p style="text-align: center;">HARMONY</p>

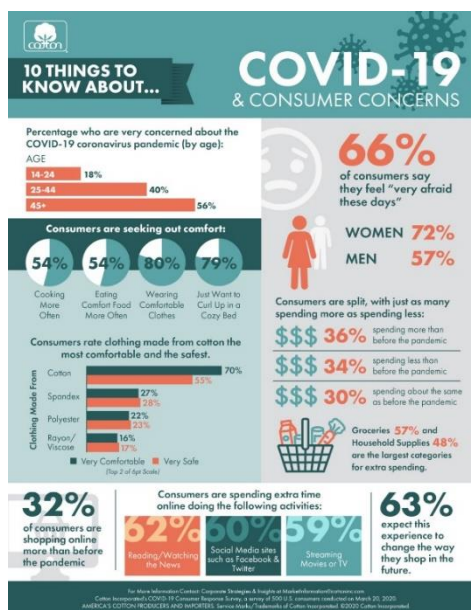
	 <p>Source: https://oss.adm.ntu.edu.sg/wheng004/tag/design/</p>
 <p>Source: shillingtoneducation.com</p>	<p>Directional Movement</p>  <p>Source: https://oss.adm.ntu.edu.sg/wheng004/tag/design/</p>



What's More

Activity 3. IDENTIFY THE INFOGRAPHIC

Direction: Below is an example of visual- based presentation (Infographics). Identify at least 5 design elements and 5 design principle being used. Write your answer in a piece of paper.



VISUAL DESIGN ELEMENT	VISUAL DESIGN PRINCIPLE
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Source: <https://lifestylemonitor.cottoninc.com/10-facts-about-covid-19-consumer-concerns/>



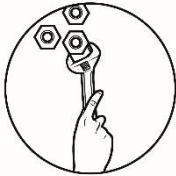
What I Have Learned

Activity 4. Wrap Up!

Using your own words, write the meaning of the following;

1. Text Information

2. Visual Media



What I Can Do

ACTIVITY 5. STILL LIFE PHOTOGRAPHY

DIRECTION: Produce a still life photography using your personal things (watch, phone, notebook, books, etc.) applying at least 3 of the discussed visual design principles. In two – three sentences, make an explanation regarding the visual design principle that is being presented in the photograph. Insert the pictures in a long bondpaper.

COMPONENT	1- MEETS CRITERIA	2 – MEETS MOST CRITERIA	3 – MEETS LITTLE OR NO CRITERIA
VISUAL DESIGN PRINCIPLE	12 – 15 points Photographs demonstrated a strong understanding in the visual design principle. Student selected dynamic angles with consideration to their subject	8-11 points Photographs demonstrated adequate understanding of the visual design principle. Some attempts were made to try different angles of their subject but did not fully accomplish the task.	4- 7 points Photographs demonstrated little or no understanding of the visual design principle. Photos look like snapshots with little consideration to angle or subjects
IMAGE QUALITY	8 - 10 points Image quality of the photograph is accomplished	5 - 7 points Image quality of the photograph is limited	2 - 4 points Image quality of the photograph is poor
CONTENT	8- 10 points Explanation is very well presented by the student.	5 - 7 points Some part of the explanation did not give the correct description of the photo.	2 - 4 points Explanation is poorly stated by the student.



Assessment

DIRECTION: Read each question carefully and select the best answer by writing the letter of your choice in the answer sheet.

- ____ 1. Created through the arrangement of objects in two-Dimensional space to look like they appear in real life.
- A. Perspective
B. Rhythm
C. Balance
D. Harmony
- ____ 2. It brings together a composition with similar units
- A. Perspective
B. Rhythm
C. Balance
D. Harmony
- ____ 3. It offers some change in value creating a visual discord in a composition.
- A. Perspective
B. Rhythm
C. Contrast
D. Harmony
- ____ 4. It is an area that first attracts attention in a composition
- A. Perspective
B. Center of Interest
C. Contrast
D. Harmony
- ____ 5. The degree of light and dark in a design.
- A. Value
B. Shape
C. Texture
D. Color
- ____ 6. It creates visual interest to text elements
- A. Contrast
B. Repetition
C. Alignment
D. Organization
- ____ 7. A simple and flexible format of presenting information or conveying ideas whether hand written, printed or displayed on screen.
- A. Format
B. Text
C. Decorative
D. Script
- ____ 8. This font is usually used in wedding invitation cards or other formal events.
- A. Format
B. Serif
C. Decorative
D. Script
- ____ 9. This refers to how the text is positioned in the page. This can be left, right, center or justified.
- A. Contrast
B. Repetition
C. Alignment
D. Script
- ____ 10. This concerns consistency of elements and the unity of the entire design.
- A. Organization
B. Repetition
C. Contrast
D. Alignment



Additional Activities

Activity 6. See the Billboard

Source : <https://www.rappler.com/nation/national-youth-commission-public-service-announcement-billboard-cov>



NYC chair draws flak for ‘public service announcement’ billboard

SEP 2, 2020 6:26 PM PHT

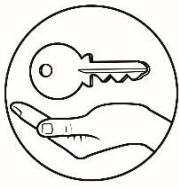
By: ALOIS ISINIK

National Youth Commission (NYC) chairperson Ryan Enriquez was blasted online for a “public service announcement” billboard on the pandemic that carried his massive photo.

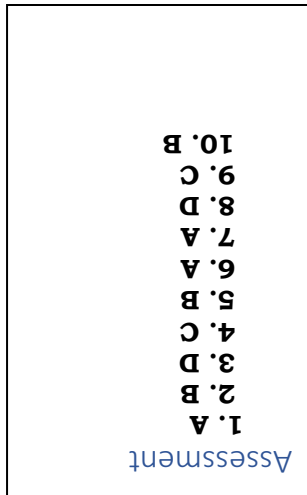
Direction: Read the news segment and answer the guide questions below. Write your answers in a piece of paper.

Guide Questions:

1. What creative techniques were used to attract the attention of the reader?
2. How might different people understand this message differently ?
3. What values, lifestyles and points of view are represented in, or omitted from, this message?
4. Why is this message being sent?



Answer Key



ASSIGNMENT

Direction: Answer the question provided. Write your answer in a separate sheet of paper.

- What are the elements of sound design? Explain each element

Supplemental References

Principles of Design

<https://www.slideshare.net/shaktinanda/principles-of-design-56175885>

<https://www.msbabkiesclass.com/principles-of-design1.html>

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Takiang, C. B. (2020). MIL Quarter 4 – Module 5: Dimensions and Resources of Media and Information. Cagayan de Oro, Misamis Oriental, Philippines.

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