

Essential Question Connection

BA.COM.EQ.06


Communication
Methods

How do social culture and
communication practices impact
one another?

Visual communication both creates and reflects culture. Effective visual communications need to reflect the values, beliefs, and interests of their target audience, but in doing so, these messages often start to influence both the target audience and other unintended audiences. This is why it is very important for communicators to not only know their audience, but to also be mindful and ethical when choosing the visual images and messages they share. More and more companies are choosing not to modify images of models in their advertisements in order to help promote healthy, realistic body images, and many are encouraging other brands to do the same.




Required Resources

Reading: *Graphic Design: Learn It, Do It*  (<http://ezproxy.snhu.edu/login?url=https://ebookcentral.proquest.com/lib/snhu-ebooks/detail.action?docID=5785742>), Chapter 6


In this chapter of the textbook, provided by the Shapiro Library, you will learn when, why, and how to use Photoshop for visual designs and explore the workspace. It is recommended that you open Photoshop and use it as you read the chapter so that you can follow the tutorial. As you read, consider the following questions:

- What are the key functions of Photoshop, and how would you use them in a graphic design project?
- What are some of the new Photoshop-focused terms you learned in this chapter, and what do they describe?
- When would you use Photoshop for a project?

Reading: Altered Images  (<https://www.bronxdoc.org/exhibits/altered-images-150-years-of-posed-and-manipulated-documentary-photography/detail>).

Read this article to learn how alterations to photographs can change people's interpretation of the events being documented. As you read, consider the following questions:

- In what ways can photographs be altered to change their meaning?
- How can alterations to an image impact the way the image is interpreted?
- What are the ethical considerations in photo editing?

Reading: Code of Ethics  (<https://nppa.org/code-ethics>).


Read this text to learn about the National Press Photographers Association's (NPPA's) code of ethics for visual journalists. This document outlines the ethical behaviors, choices, and responsibilities of visual journalists as they report visually on significant events and varied viewpoints. As you read, consider the following questions:

- What is the role of the visual journalist?
- What is a visual journalist ethically accountable for?
- Why are these ethical standards important? How do they affect you as a consumer of visual journalists' work?

Shapiro Library Website: Shapiro Library Copyright Guide  (<http://libguides.snhu.edu/c.php?g=92258&p=596184>).

Rely on this Shapiro Library resource for information about how to comply with copyright law. Copyright law regulates whether and how you can copy, distribute, or adapt someone else's work. Use the navigation bar on the left-hand side of the page to review the Copyright Law, Fair Use and Permission, Creative Commons, Attributions, and Public Domain sections of the site. As you read, consider the following questions:

- What is the purpose of copyright law?
- What is an original work?
- What kinds of content can you use without attributing credit to another author?

Video: Beginning Graphic Design: Images  (<https://www.youtube.com/watch?v=MELKuexR3sQ>) (5:46)

Watch this video to learn the basics of how to use images in graphic design, including how to find good-quality stock images. The video also explores image adjustments, such as whether and how to crop, resize, or filter an image for use in your design. As you watch, consider the following questions:

- What should you consider when selecting a good-quality image for use in a design?
- What tools can you use to adjust an image?
- When would it be necessary to use these tools to adjust an image?


Reading: Frequently Asked Questions About Copyright  (<https://www.copyright.gov/help/faq/>)

This is the U.S. government's resource on copyright law. Rely on this website to answer your questions about how to comply with copyright law and how to know which works require attribution. You will also learn how copyright law can protect you. As you read, consider the following questions:

- What is and is not protected by copyright law?
- Is copyright protection international?
- How are your own works protected from illegal reproduction?




Additional Support (Optional)

Resource: Infobase: Photoshop CC 2018 Basics  ([/d2l/common/dialogs/quickLink/quickLink.d2l?ou=1273452&type=lti&rcode=snhu-2428334&srcou=980568](https://d2l/common/dialogs/quickLink/quickLink.d2l?ou=1273452&type=lti&rcode=snhu-2428334&srcou=980568))

Watch this series of short video clips to review the basics of the Photoshop workspace and its main tools. The tutorials cover both textbook and other topics, so you can view the videos selectively to either enhance what you have learned or expand on your understanding of the tools. Feel free to skip around to get exactly what you need. As you watch, consider the following questions:

- What are the basic elements of the Photoshop workspace?
- What are some of the functions of each tool introduced in these videos?

- How would you use these tools in a graphic design project?

Reading: Visual Designs Media Guide PDF  (course_documents/COM%20229%20Visual%20Designs%20Media%20Guide.pdf?_d2ISessionVal=dz9Hy9ERZE8RV1fCAfwrQHF4N&ou=1273452).

This guide provides basic information and useful tutorials on the different types of tools you can use to create different types of visual communications. You do not need to review every resource provided in this guide, but it is suggested you explore a few—especially resources that can potentially help you with your project. As you read this guide, consider the following questions:

- What are some of the basic types of visual communications you could create, and what would be the best tool for each?
- Which tools would be most useful for creating communication pieces for your personal, professional, and educational life?

Reading: Boost Your Visual Marketing Results: 15 Trusted Tips to Choose Images That Sell (<https://www.canva.com/learn/images-that-sell/>).

Read this article for excellent tips on what to look for when selecting compelling, high-quality images that convey your message to the intended target audience. As you read, consider the following questions:

- What are the parameters of good resolution in an image, and why is that important?
- What does it mean when an image “visualizes a message”?
- What are the elements of an image that cause a specific target audience to relate?
- What properties should images for social media possess?

Reading: Flickr: Creative Commons  (<https://www.flickr.com/creativecommons/>).

This resource from Flickr, a platform used to share high-quality photographs, provides a visual overview of Creative Commons license types that are frequently used on their platform. As you read, consider the following questions:

- How might Creative Commons licenses impact your selection and use of images for visual messages?
- Which license type is the most flexible for someone looking to use an existing image? Which is the least flexible?