DepED
DEPARTMENT OF EDUCATION

TECHNICAL VOCATIONAL LIVELIHOOD

12

QUARTER 2

MEDIA AND INFORMATION LITERACY

DIVISION OF PASIG CITY
SANGGUNIANG NG PASIG CITY, METRO MANILA

Media and Information Literacy – Grade 12
Quarter 2 – Module 12: Visual Information and Media (Part 2)
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Media and Information Literacy

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MODULE 12

Visual Information and Media (Part 2)

Introductory Message

For the Facilitator:

Welcome to the <u>Media and Information Literacy – Grade 12 Self-Learning Module</u> on <u>Visual Information and Media (Part 2)</u>.

This Self-Learning Module was collaboratively designed, developed and reviewed by educators from the Schools Division Office of Pasig City headed by its Officer-in-Charge Schools Division Superintendent, Ma. Evalou Concepcion A. Agustin, in partnership with the City Government of Pasig through its mayor, Honorable Victor Ma. Regis N. Sotto. The writers utilized the standards set by the K to 12 Curriculum using the Most Essential Learning Competencies (MELC) in developing this instructional resource.

This learning material hopes to engage the learners in guided and independent learning activities at their own pace and time. Further, this also aims to help learners acquire the needed 21st century skills especially the 5 Cs, namely: Communication, Collaboration, Creativity, Critical Thinking, and Character while taking into consideration their needs and circumstances.

In addition to the material in the main text, you will also see this box in the body of the module:

Notes to the Teacher
This contains helpful tips or strategies that will help you in guiding the learners.

As a facilitator you are expected to orient the learners on how to use this module. You also need to keep track of the learners' progress while allowing them to manage their own learning. Moreover, you are expected to encourage and assist the learners as they do the tasks included in the module.

For the Learner:

Welcome to the Media and Information Literacy Self-Learning Module on Visual Information and Media (Part 2).

This module was designed to provide you with fun and meaningful opportunities for guided and independent learning at your own pace and time. You will be enabled to process the contents of the learning material while being an active learner.

This module has the following parts and corresponding icons:

Expectations - This points to the set of knowledge and skills that you will learn after completing the module.

Pretest - This measures your prior knowledge about the lesson at hand.

Recap - This part of the module provides a review of concepts and skills that you already know about a previous lesson.

Lesson - This section discusses the topic in the module.

Activities - This is a set of activities that you need to perform.

Wrap-Up - This section summarizes the concepts and application of the lesson.

Valuing - This part integrates a desirable moral value in the lesson.

Posttest - This measures how much you have learned from the entire module.

EXPECTATIONS

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

A. comprehend how visual information and media is/are formally and informally produced, organized, and disseminated;
B. produce visual information and media with responsibility and sensitivity;
C. analyze the design principles and elements used in a visual-based presentation (infographic).

PRETEST

Directions: Fill in the blank. Complete the statements. Choose your answers in the box below. (5 items)

◘ information	◘ effectively	◘ slower
◘ power	◘ words	◘ faster

The expression "A picture is worth a thousand _____" means a picture will convey an idea _____ and more _____ than the text so don't abuse the _____ of visual media in spreading and disseminating _____.
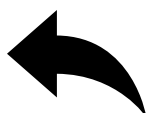
RECAP

Visual media and information – resources, software and the like that teachers and students use to develop new information to facilitate learning through the use, analysis, assessment, and creation of visual contents.

Types of visual media – photography, infographics, video, data visualization (charts and graphs), comic strips, cartoons, memes, etc.

Visual design elements – line, shape, value, texture, color, and form.

LESSON

Formally and Informally Produced Visual Media

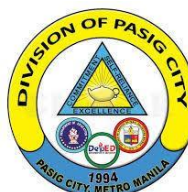Visual media created by formal organizations including colleges, government, and existing media / publishing firms are considered to be formally created. Other visual media are regarded as being generated informally.

Visual Message Design

Refers to design principles and elements in the production of visual media and information that take into consideration the visual perception of the audience in regards with their prior knowledge, culture, etc. A picture indeed speaks a thousand words, that's how powerful the visual information is.

Selection Criteria

Refers to the set of standards for the analysis, design, development, implementation and evaluation of media and information for effective and efficient integration to the learning process. Pettersson (2016) enumerated functional design principles: *1) Defining the problem, 2) Providing structure, 3) Providing clarity, 4) Providing simplicity, 5) Providing emphasis, and 6) Providing unity.*

Analysis in Visual Information and Media

It involves keen observation that leads to deeper understanding and art appreciation.

You may consider these questions in analysing visual information and media:

What is the purpose?
What is the message?
Is it informational?
Does it contain only essential information?
Who is the target audience?
How did it influence the target audience?
What are the contents?
What design elements are present?
What design principles are present?
What media or form?
How it was distributed or presented?
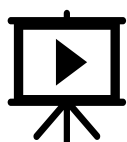
▶ ACTIVITIES

ACTIVITY 1 - PICTURE ANALYSIS

Direction: Answer the following questions by looking at the sample infographic below. Write your answer in the space provided.

Source: http://www.ndrrmc.gov.ph

Component	Guide Questions	Answers
Target Audience	Who are the possible readers of this infographic?	
Sender/Author	Who is the author of this infographic?	
Key content	What is the tone of the text in the infographic? What are the sample phrases or taglines that you will use to relate the information? What are the facts/figures that you will include in the infographic?	
Purpose	What is the intention of the infographic?	
Form / Style	What are the font types, colors and shapes that you will use in the infographic? What are the words or phrases that you need to emphasize in the infographic? How will you organize your text and visual elements?	
Medium / Format	Is this the best platform to use? Why?	

MEDIA AND INFORMATION DESIGN FRAMEWORK

Activity 2 - Infographics

Direction: Create an infographic that shows the proper way of taking care of your health in this time of pandemic. Share your infographic with your teacher and classmates. Be guided by the rubric given below.

Infographics Sample Rubric

Rubric adapted from Teacher Planet via http://teacherplanet.com

Criteria	5	4	3	2	1
Content	Content is accurate and all required information is presented in a logical order.	Content is accurate but some required information is missing and/or not presented in a logical order, but is still generally easy to follow.	Content is accurate but some required information is missing and/or not presented in a logical order, making it difficult to follow.	Content is questionable. Information is not presented in a logical order, making it difficult to follow.	Content is inaccurate. Information is not presented in a logical order, making it difficult to follow.
Presentation of Information	Presentation flows well and logically. Presentation reflects extensive use of tools in a creative way. Each member's information is represented and identified with their name.	Presentation flows well. Tools are used correctly. Each member's information is represented and identified with their name. Overall presentation is interesting.	Presentation flows well. Some tools are used to show acceptable understanding. Each member's information is represented and identified with their name.	Presentation is unorganized. Tools are not used in a relevant manner. Lacking some of the members' information/ and or information is not identified	Presentation has no flow. Insufficient information and lacking some of the member's information.
Use of Visual Design Elements (point, line, shape, value, texture, and color)	Use of visual design elements are appropriate. Layout is pleasing to the eye.	Visual design elements are appropriate. Layout is cluttered.	Most visual design elements are appropriate	Visual design elements are inappropriate or layout is messy.	No visual design elements used.
Use of Visual Design Principles (consistency of margins; typeface; typestyle; and colors; balance, perspective, harmony, unity, movement, and variety)	Use of visual design principles are used appropriately.	A visual design principle is violated.	Two visual design principles are violated.	Many visual design principles were used inappropriately.	No effort was made to employ correct visual design principles.
Mechanics	No spelling errors. No grammar errors. Text is in authors' own words.	Few spelling errors. Few grammar errors. Text is in authors' own words.	Some spelling errors. Some grammar errors. Text is in authors' own words.	Some spelling errors. Some grammar errors. Most of text is in authors' own words.	Many spelling and or grammar errors. Text is copied.

WRAP-UP

Directions: To assess yourself about the things that you have learned from the lesson, create an editorial cartoon about producing visual information and media. Draw inside the box below. Put a brief explanation on your output after, use the space provided.

The News

Sample text   LONDON, FRIDAY, MARCH 7, 2015   Sample text. Sample text

Sample text   Business · Finance · Lifestyle · Travel · Sport · Weather   Sample text

Source: https://www.freepik.com/free-vector/newspaper-template

Brief explanation:

_____
_____
_____
_____
_____

◈ VALUING

The expression "A picture is worth a thousand words" means a picture will convey an idea faster and more effectively than the text so do not abuse the power of visual media in spreading and disseminating information. Therefore, you should be responsible and sensitive content producer. Do you agree with the statement "Design cannot rescue content?" Explain your answer on the space provided.

_____
_____
_____
_____
_____
_____
_____

POST TEST

Directions: Fill in the blank. Complete the statements. Choose your answers in the box below. (5 items)

◘ formally	◘ gain attention	◘ not appreciate art
◘ create meaning	◘ informally	◘ facilitate retention

Visual media created by formal organizations including colleges, government, and existing media / publishing firms are considered to be _____ created. Other visual media are regarded as being generated _____. The primary purpose of visual information is to _____, _____, and _____.
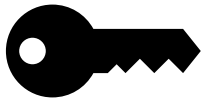
KEY TO CORRECTION

PRE TEST	POST TEST
1.words	1. formally
2. – 3. Faster/effectively	2. informally
4. power	3. – 5. gain attention/ create meaning/ facilitate retention
5. information	

Reference

"Visual Information and Media".MIL TG by CHED.Any). Retrieved 2020,July 1, from Web site: https://www.scribd.com/document/364190257/MIL-TG