

TECHNICAL VOCATIONAL LIVELIHOOD

12

QUARTER

2

MEDIA AND INFORMATION LITERACY



Media and Information Literacy – Grade 12
Quarter 2 – Module 11: Visual Information and Media (Part 1)
First Edition, 2020

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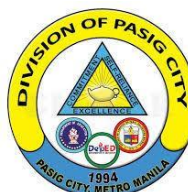
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Media and Information Literacy

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QUARTER 2

MODULE

11

Visual Information and
Media (Part 1)



Introductory Message

For the Facilitator:

Welcome to the Media and Information Literacy – Grade 12 Self-Learning Module on Visual Information and Media (Part 1).

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 1).

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, the students should be able to:

- A. identify the different types of visual content;
- B. create a visual media that integrates the design elements and principles;
- C. analyze the design principles and elements used in a visual media.



PRETEST

Direction: Identify the following statement. Encircle the letter of your choice.

1. It is the feel, appearance, thickness or stickiness of a surface.
A. texture B. value C. pattern D. harmony
2. It is the arrangement of elements to give the viewer the feeling that all parts of the piece form a coherent whole.
A. pattern B. value C. texture D. harmony
3. The darkness or lightness of a color. White added to a color makes it a tint. Black added to a color makes it a shade.
a. space b. value c. pattern d. harmony
4. A regular arrangement of alternated or repeated elements (shapes, lines, colors) or motifs.
A. value B. harmony C. pattern D. texture
5. The area around, within, or between images or parts of an image.
A. space B. pattern C. harmony D. texture



RECAP

Text is a simple, versatile format for knowledge presentation or expression of thoughts, whether they are hand-written, typed, printed or on-screen display. Text is available in different sources like published books, newspapers, blogs, text messages etc. The principles in designing text elements are Emphasis, Appropriateness, Proximity, Alignment, Organization, Repetition and Contrast.





LESSON

VISUAL MEDIA AND INFORMATION

Visual Media and Information are materials, program, applications and the like that 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 note taking, etc.

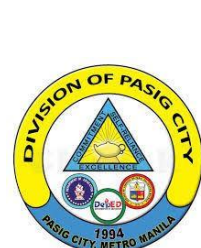
Purpose of visual Information – the primary purpose of visual information is to gain attention, create meaning and facilitate retention.

There are lot of format and types that can be considered but the following are the common:















Common Visual Media Formats

GIF	WEB GRAPHICS / ANIMATION / CLIP ART Out of the three formats (GIF, JPEG & PNG) GIF is the worst choice for web graphics, although file sizes are very small, and they load very fast. Plus, if you want to add animation effects, use GIF. Also great for clip art.
JPEG	WEB GRAPHICS Probably the most web friendly image format there is. JPEG is great for images when you need to keep the size small, such as when you need to upload it online. If you don't mind compromising the quality of the image a bit, use JPEG.
TIFF	PRINT GRAPHICS TIFF is the best and only choice for professionals when images are intended for print. Its ability to read CMYK and YcbCr color, plus its ability to store such high pixel intensity makes it the only choice for designers, photographers and publishers.
PNG	WEB GRAPHICS / LOGOS & LINE ART PNGs are great for web graphics. If you want to keep the size small, but still retain the image quality, use PNG. Also if you want to use transparencies, the PNG is the format for you.
BMP	PRINT GRAPHICS These files are large and uncompressed, but the images are rich in color, high in quality, simple and compatible in all Windows OS and programs. BMP files are also called raster or paint images.

<https://makeawebsitehub.com/image-formats-mega-cheat-sheets/>



Visual Design Principles and Elements

The Elements of Design (the tools to make art)			The Principles of Design (how to use the tools to make art)		
Line		Horizontal, vertical, diagonal Straight, curved, dotted, broken Thick, thin	Pattern		A regular arrangement of alternated or repeated elements (shapes, lines, colours) or motifs.
Shape		2D (two dimensional)/ flat Geometric (square, circle, oval, triangle) Organic (all other shapes)	Contrast		The juxtaposition of different elements of design (for example: rough and smooth textures, dark and light values) in order to highlight their differences and/or create visual interest, or a focal point.
Form		3D (three dimensional) Geometric (cube, sphere, cone) Organic (all other forms such as: people, animals, tables, chairs, etc)	Emphasis		Special attention/importance given to one part of a work of art (for example, a dark shape in a light composition). Emphasis can be achieved through placement, contrast, colour, size, repetition... Relates to focal point.
Colour		Refers to the wavelengths of light Refers to hue (name), value (lightness/darkness), intensity (saturation, or amount of pigment), and temperature (warm and cool) Relates to tint, tone and shade	Balance		A feeling of balance results when the elements of design are arranged symmetrically or asymmetrically to create the impression of equality in weight or importance.
Texture		The feel, appearance, thickness, or stickiness of a surface (for example: smooth, rough, silky, furry)	Proportion/ Scale		The relationship between objects with respect to size, number, and so on, including the relation between parts of a whole.
Space		The area around, within, or between images or parts of an image Relates to perspective Positive and negative space	Harmony		The arrangement of elements to give the viewer the feeling that all the parts of the piece form a coherent whole.
Value		The darkness or lightness of a color. White added to a color makes it a <i>tint</i> . Black added to a color makes it a <i>shade</i> .	Rhythm/ Movement		The use of recurring elements to direct the movement of the eye through the artwork. There are five kinds of rhythm: random, regular, alternating, progressive, and flowing. The way the elements are organized to lead the eye to the focal area. Movement can be directed for example, along edges and by means of shape and colour.

<https://www.tes.com/lessons/pxs3y7-Fegodlw/principles-of-design>



ACTIVITIES

ACTIVITY 1: Follow the given directions.

1. Choose and prepare a visual image about COVID-19 pandemic that integrates at least 3 design elements and 3 design principles.
2. Show the visual image to the class and identify the design elements and principles used.

ACTIVITY 2: Find one visual material at home (magazine, comics, brochures, etc.). Evaluate the visual material by filling out the media and information design framework.



Component	Guide Questions	Answers
Target Audience	Who is the intended audience?	
Sender/Author	Who is the producer?	
Purpose	What is the purpose?	
Key Content	What is the topic or message? What are the facts?	
Form / Style	How was the information presented? Did it make use of appropriate design elements and principles?	
Medium / Format	Is this the best platform to use? Why?	



WRAP-UP

Direction: Write down five advantages and disadvantages of using visual media. Use the space provided.



VALUING

“THINK BEFORE YOU POST”

In this age of social media, be kind and responsible on every post you make. Avoid producing fake news or information. Do you agree with the statement “Design cannot rescue failed content”? Explain your answer. Use the space provided below.

FEED YOUR HEAD
HOW YOUR BRAIN PROCESSES VISUALS

- 65% of people are visual learners
- 90% of the information transmitted to the brain is visual
- 50% of the brain is used in visual processing
- 70% of all sensory receptors are in the eyes

WORDS OF WISDOM
“Design cannot rescue failed content.”
Edward R. Tufte, author of *The Visual Display of Quantitative Information*

<https://www.demandgenreport.com/industry-topics/rich-media/2906-the-power-of-visual-content-infographic>





POSTTEST

Direction: Choose the appropriate answer. Encircle the letter of your choice.

1. It is a figure having volume and thickness.
A. line B. form C. value D. texture
2. It is the way a surface feels or is perceived to feel.
A. texture B. color C. shape D. value
3. It is the degree of light and dark design.
A. value B. line C. color D. form
4. It is usually a geometric area that stands out from the space next to or around it, or because of differences in value, color, or texture.
A. shape B. color C. texture D. line
5. It describes a shape or outline.
A. form B. shape C. line D. value





KEY TO CORRECTION

To check your progress, here are the answers for the following activities:

Pre-Test	1. a
	2. d
	3. b
	4. c
	5. a
Post-Test	1. b
	2. a
	3. a
	4. a
	5. c

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