

## Visual Communication: Do You See What I See?

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This Delaware **Teacher** Institute unit was created as a result of participation in a seminar called **The** Art and Design of Information. It begins with an introduction to the field and vocabulary of semiotics and elements of art and design. Written for fifth grade Advanced Academics students in a large suburban school in Newark, Delaware, it was created to make students aware of the components of visual images and the way that illustrations and signs can impact their lives as readers and in contemporary culture. It draws attention to the way that the media uses symbols, art and design to influence our consumer choices and opinions. Students will answer the questions: How can visual images communicate a message or theme? Why do people respond differently to the same visual image? and How do advertisers use images to urge us to buy their products or services? Student activities include the integration of technology for sharing analysis and viewpoints, Socratic Seminars and the creation of interactive notebooks for meaningful and personalized working portfolios.