

Curriculum Unit Title

Visual Communication: Do You See What I See?

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KEY LEARNING, ENDURING UNDERSTANDING, ETC.

Students will understand that there are *basic elements of art and design* and *although they may be good readers of text, critical reading of images can provide a great deal more information that can increase comprehension*. They will understand that *authors and artists often convey messages and themes that are not easily interpreted and that careful analysis of the partnered images can reveal clues for interpretation*. Finally, students will understand that *signs are not just pictures, but include gestures, facial expressions, slogans, photography, graffiti, etc., and that signs (which more or less have a specific meaning) are different from codes (which can be changeable and culturally specific)*.

ESSENTIAL QUESTION(S) for the UNIT

“How can visual images communicate a message or theme?”

Why do people respond differently to the same visual image?

How do advertisers use images to send a message and urge consumers to buy their products or services?”

CONCEPT A

CONCEPT B

CONCEPT C

Visual images are not just pictures

Readers of print and visual images may read the stimulus differently

Advertisers use visual imagery to convey messages

ESSENTIAL QUESTIONS A

ESSENTIAL QUESTIONS B

ESSENTIAL QUESTIONS C

“How can visual images communicate a message or theme?”

Why do people respond differently to the same visual image?

How do advertisers use images to urge us to buy their products or services?”

VOCABULARY A

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Semiotics, sign, icon, index, metaphor, metonymy, symbol, sender, receiver, synecdoche, foreground, **background**

Perception, prior experiences, media, symbol, sender, signifier, signified

Economics, advertising, media, intention, message, representation, subjective, objective, subconscious, past, present, future, branding, **logo**

ADDITIONAL INFORMATION/MATERIAL/TEXT/FILM/RESOURCES

Bang, Molly. *Picture this: how pictures work*. Chronicle Books, 2016.

Berger, Arthur Asa. *Making sense of media: key texts in media and cultural studies*. Oxford: Blackwell, 2008.

Berger, Arthur Asa. *Seeing is believing: an introduction to visual communication*. New York: McGraw-Hill Education, 2012.

Hall, Sean. *This Means This, This Means That Second Edition*. Laurence King, 2012.