

QUEST:

- describes the different dimensions of visual information and media; MIL11/12VIM- IVc-7;
- comprehends how visual information and media is/are formally and informally produced, organized, and disseminated; MIL11/12VIM-IVc-8;
- evaluates the reliability and validity of visual information and media its/ their sources using selection criteria; MIL11/12VIM-IV c-9

Mission1: Multiple Choice

Select and encircle the best answer for each question.

1. It is an art, application and practice of creating durable images by recording light, either electronically by means of an image sensor, or chemically by means of a light-sensitive material such as photographic film. What do you call it?
a. visual media b. visual information c. photography
2. It can be used in any subject matter especially presenting texts through visuals.
a. video b. visual media c. visual information
3. Wherever Maria goes she documents her travels through video recording and photography. What does the scenario exemplify?
a. visual media b. visual media and information c. visual information
4. What is the purpose of visual information?
a. to gain attention, create meaning, and facilitate retention
b. to attracts the audience of what they see
c. to create and share visual content
5. What does GIF stand for?
a. Graphic Interchange Format
b. Graphic Information Format
c. Graphic International Format

EQUIP:

What is a **Visual Information**?

use of one or more of the various **visual** media with or without sound. Generally, **visual information** includes still photography, motion picture photography, video or audio recording, graphic arts, **visual** aids, models, display, **visual** presentation services, and the support processes.

What is a **Visual Media**?

can be used in any subject matter especially presenting texts through visuals such as data presented through graphs, tables and Illustrations like pie chart and project these through power point presentations.

Examples of Visual Media

- **Photography**- is the art, application and practice of creating durable images by recording light, either electronically by means of an image sensor, or chemically by means of a light-sensitive material such as photographic film.
- **Video**- Is an electronic medium for the recording, copying, playback, broadcasting, and display of moving visual media
- **Screenshots**- also known as screen capture, or screen grab, is a digital image that shows the contents of a computer display.
- **Infographics**- (a clipped compound of "information" and "graphics") are graphic visual representations of information, data, or knowledge intended to present information quickly and clearly.
- **Data visualization (charts and graphs)**- is the graphic representation of data. It involves producing images that communicate relationships among the represented data to viewers of the images.
- **Comic Strips/Cartoons**- is a sequence of drawings, often cartoon, arranged in interrelated panels to display brief humor or form a narrative, often serialized, with text in balloons and captions.
- **Memes**- is an idea, behavior, or style that becomes a **fad** and spreads by means of imitation from person to person within a culture and often carries symbolic meaning representing a particular phenomenon or theme.
- **Visual Note** –taking -is a process of representing ideas non- linguistically (that’s a fancy of way saying,” drawing pictures”).

VISUAL MEDIA AND INFORMATION

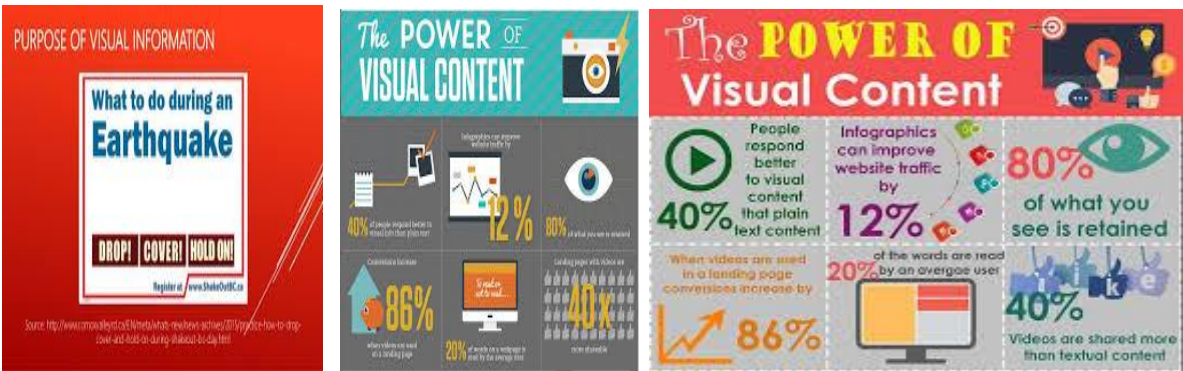
It refers materials, programs, applications and the like that teachers and students use to formulate new information to aid learning through the use of analysis, evaluation and production of visual images.

Characteristics

- Have new more textures adventures
- New kind of ways to present the world
- To expand ideas between the media, the audiences, and the community
- To have more concept in doing or using technology and media
- To develop more organizations

Purpose of Visual Information

- The primary purpose of visual information is to gain attention, create meaning, and facilitate retention.





Visual Media File Formats

1. JPEG

- Web Graphics
- Probably the most web – friendly image format there is JPEG. It 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.
- Created by joint Photographic Experts Group.

2. GIF (Graphic Interchange Format)

- Web Graphics, Animation and Clip Art
- It is a computer file that is used on the Internet for sending images, especially moving images.
- Developed by Steve Wilhite (1987)
- GIF is the worst choice of web graphics, although file size is way small and they load way fast it is easy to apply animation effects and clip art.

3. TIFF (Tagged Image File Format)

- Print graphics
- It is the best and only choice for professionals when images are intended for print. Its ability to score such high pixel intensity makes it the only choice for designers, photographers and publishers. Add its ability to read CMYK and Ycbcr color

4. PNG- (Portable Network Graphics)

- Web Graphics, Logos and Line Art
- It is an extensible file format for the lossless, portable, well-compressed storage of raster images.
- It is the most widely used lossless image compression format on the internet.
- are great for web graphics and transparencies.

5. BMP (Bitmap Image File)

- Print Graphics
- Also known as bitmap image file or device independent bitmap(DIB) file format or simply a bitmap.
- It is raster graphics image file format used to store bitmap digital images, independently of the display device (such as a graphics adapter), especially on Microsoft Windows and OS/2 operating systems.

Types of Visual Media

1. **Print Media**-distributions of news in newspapers, magazines, journals, and etc.
2. Newspaper Record- gathering of information in one company and this can be distributed in public if they authorized the correct information's and it was detailed.
3. **Broadcast Media**- this is the easiest way to transmit the information worldwide because we are now in the new technology like computers, and televisions.

4. **Television News**- newscast every detailed gathered information's and report the current news we encounter every day.
5. **Radio News**- broadcasting the news, events and typically in the studio.
6. **Internet**- globally networking to access different social media, to get more information's news, and easily connected.

SOURCES

- May be hosted on the Internet, print publications, displayed through broadcast media, or otherwise disseminated.
- They are generally available or at least citable as stable and traceable future references.

Mission 2: Enumeration

List down the advantages and disadvantages in visual information media.

Advantages in Visual Information Media	Disadvantages in Visual Information Media
Example: Effectiveness	Example: Public of presentation

ADVANTAGES

1. **Effectiveness** – person who is illiterate cannot be communicated using written media. But graphs, figures, pictures or chart can be used to communicate with such person.
2. **Importance**-to make analytical and technical subjects more clear to the audience, visual communication is second to none.
Example: An analysis of price of a product and respective demand can be explained in terms of graphs and charts.
3. **Less Time**- higher officials or executives have less time to go through details. They can be more familiar if they are communicated in terms of visual communication.
4. **Prompt Decision**- To make decision quickly, top management relies on various tables, graphs, charts, figure and maps. So, timely decision is possible if visual communication is there.
5. **Complementary**- in many situation, visual communication is used as a complimentary tool to written communication.

Example: analytical report, technical report, technical report or feasibility report are the best example using written communication both.

Actually, visual matters or subjects make a permanent effect in the mind of an audience.

Therefore, visual communication is widely used for its added advantages.

DISADVANTAGES

1. Problem of Presentation

- All topics or subject matters cannot be presented through visual communication.
- Plan, policy, systems, rules, order and recommended of an organization cannot be displayed through such communication.

2. Brevity

- A complete and detail information cannot have displayed through such communication. Therefore, the whole concept or idea may not be under stable if visual communication is used extensively.

3. Need to Efficiency

- Drawing, graphs, charts or symbols may not convey any message to general people in certain situation. Special knowledge and efficiency are required to deal with visual communication.

4. More Cost Involvement

- To use graphs, pictures, charts, drawing, cartoons and sketch are not cheap. All these require various tools and techniques which are costly.

5. Wrong Decision

- Sometimes information displayed in terms of graphs, charts or table may be in wrong order.
- Decision taken based on such information may lead to ineffective output or fruitless result.

Limitations or Disadvantages of visual communication do not hamper the use and application of visual communication if the usage of visual communication if the usage of visual communication is done thoughtfully and therefore it is used by side by side with other communication.

Design Principle and Elements of Visual Information ad Media

- Visual design elements and principles describe fundamental ideas about the practice of good visual design.
- The best designers sometimes disregard the principles of design when they do so, however, there is usually some compensating merit attained t the cost of the violation. Unless you are certain of doing as well, it is best to abide by the principles.
- Design elements are the basic units of any visual design which form its structure and convey visual messages.

Visual Message Design of Visual Information and Media

The collision of the message is not only written but it also designs the message on it. Design can be borrowed to anyone because they can get more ideas on how they will perform their task or job. This can help to analyze different verbal. There are three specific to design a message.

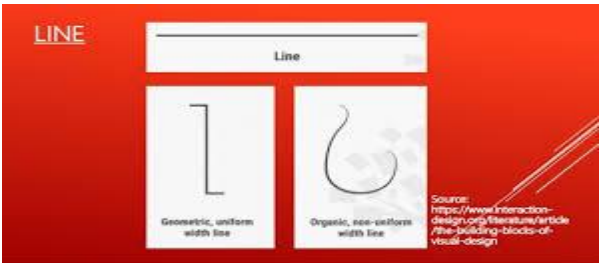
Selection Criteria

Six kinds to identify criteria:

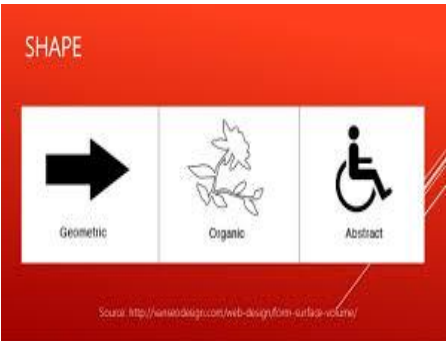
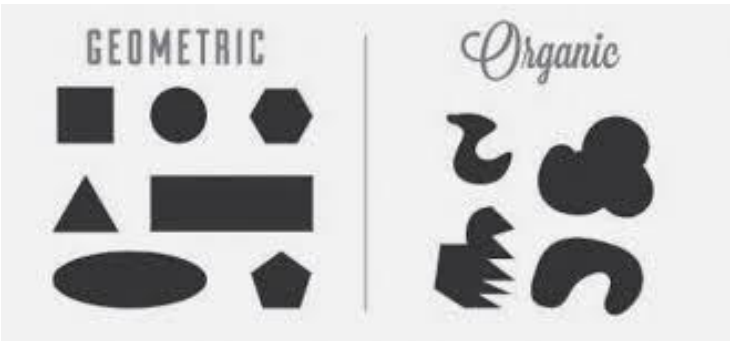
- Motivation
- Resources
- Vision
- Task Factors
- Learn
- Economics

Elements of Visual Design

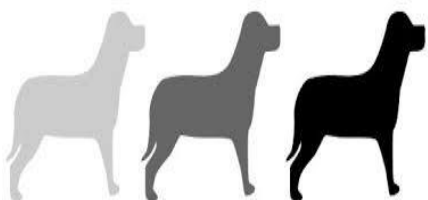
- **Line**- describes a shape or outline
 - create texture and can be thick or thin
 - may be actual, implied, vertical, horizontal, diagonal or contour lines.



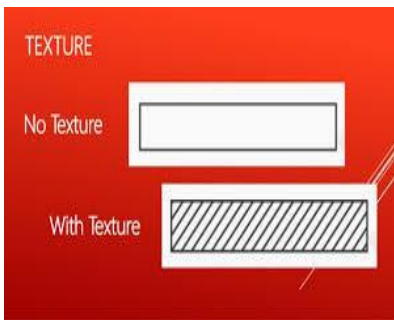
- **Shape**- a geometric or organic area that stands out from the space next to or around it, or because of differences in value, color or texture.



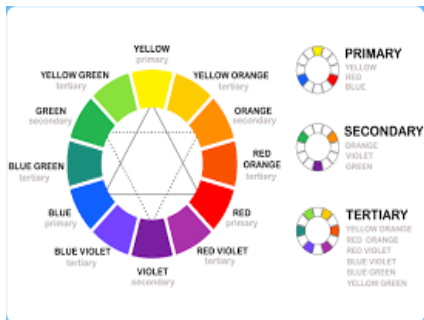
- **Value**- the degree of light and dark in a design. It is the contrast between black and white and all the tones in between. Value can be used with color as well as black and white.



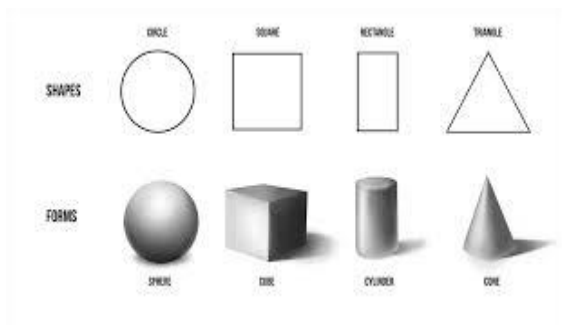
- **Textures**- meaning the way a surface feels or is perceived to feel.
 - to attract the people and have meaningful meaning. It is also an illusion of the surface peaks and valley resulting in a feeling of smoothness or roughness in objects.



- Color-** determined by its hue (name of color), intensity (purity of the hue), and value (lightness or darkness of hue)
 - used for emphasis, or may elicit emotions from viewers.



- Form-** a figure having volume and thickness
 - an illusion of a 3 dimensional object can be implied with the use of light and shading
 - can be viewed from many angles.



Mission 3. Question and Answer

Form a team of five people, and designate a leader and a secretary. The game consists of three stages. The easy round comes first, followed by the average round and the difficult round. There will be questions and pictures in the game. You must respond to it verbally in order to move on to the next level if your response is correct, if not someone in your group will answer the same question.



Answer the following questions:

EASY ROUND

- 1. What are the dominant design element and principle evidently implemented in the text information?
- 2. Is the design element and principle effective in evidently conveying the message?

AVERAGE ROUND

- 3. What are the other design elements and principles implemented in the text information?
- 4. Are these design elements and principles implemented helped support the dominant element and principle in conveying the message?

DIFFICULT ROUND

- 5. Give reasons for its effectively supporting or not effectively supporting of the dominant element and principle in conveying the message?

STACK:

Directions: Create a campaign ad or campaign poster to combat digital divide addiction and bullying through Canva. The design includes the principle and elements of visual information ad media.

CAMPAIGN AD RUBRIC

CRITERIA	10	9-8	7-6	5-4	3-1
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 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.	Presentation flows well. Tools are used correctly. Over all presentation is interesting.	Presentation flows well. Some tools are used to show acceptance understanding	Presentation is unorganized . Tools are not used in a relevant manner.	Presentation has no flow
CREATIVITY	The students show excellent creativity and techniques applied in making the campaign ad is very appropriate	The students show a very good creativity and applied some techniques in making the campaign ad.	The students show average creativity and techniques applied in making the campaign ad is appropriate .	The students show elemental creativity and techniques applied in making the campaign ad is less appropriate.	The students show insufficient creativity and techniques applied in making the campaign ad is appropriate.
VOICE QUALITY and TEXT QUALITY	The voice is very clear and audible. No spelling errors. No grammar errors.	The voice is clear and audible. Few spelling errors. Few grammar errors.	The voice is somehow unclear. Some error in spelling and grammar	The voice is unclear. Some spells errors. Some grammar errors.	No voice to hear. Many spelling and/or grammar errors.
TIME	The campaign ad Is exactly 2-3 minutes or shorter.	The campaign ad is 3-3:30 minutes.	The campaign ad is 3:30-4:00minutes .	The campaign ad is 4:00-5:00 minutes.	The campaign add is more than 5 minutes.

Source: PEAC: Teaching the Essential Topics of Media and Information Literacy p.103

RUBRIC SCORE AND THE EQUIVALENT GRADE

10 : 50 points
9-8 : 48 points
7-6: 45 points
5-4: 40 points
3-1: 38 points

References:

- Media and Information Literacy Curriculum Guide by DepEd □ Media and Information Literacy Teaching Guide by CHED □ Media and Information Literacy by Boots C. Liquigan, Diwa Learning Systems Inc. TIFF(Tagged Image File Format)
- REFERENCES The Building Blocks of Visual Design by TEO SIANG □ <https://www.interaction-design.org/literature/article/the-building-blocks-of-visual-design> Digital Image File Types Explained <http://users.wfu.edu/matthews/misc/graphics/formats/formats.html> Know Your Image Format <https://makeawebsitehub.com/image-formats-mega-cheat-sheets>
- <https://www.slideshare.net/arnielpling/media-and-information-literacy-mil-visual-information-and-media-part-1>
- [VISUAL MEDIA AND INFORMATION | mil-eportfolio \(wixsite.com\)](#)

Name: _____

Quarter: 2

Grade and Section: _____

Week No: 15

Subject: Media and Information Literacy

Assessment: Please detach this page and submit to the class adviser.

Directions: Rearrange the jumbled letters on each item and Identify the definition of each words in the box.

- A. It is the contrast between black and white and all the tones in between.

B. (a clipped compound of "information" and "graphics") are graphic visual representations of information, data, or knowledge intended to present information quickly and clearly.

C. A geometric or organic area that stands out from the space next to or around it, or because of differences in value, color or texture.

D. It can be used in any subject matter especially presenting texts through visuals such as data presented through graphs, tables and Illustrations like pie chart and project these through power presentations.

E. It includes still photography, motion picture photography, video or audio recording, graphic arts, **visual** aids, models, display, **visual** presentation services, and the support processes.

F. It is raster graphics image file format used to store bitmap digital images , independently of the display device (such as a graphics adapter), especially on Microsoft Windows and OS/2 operating systems.

J. It refers materials, programs, applications and the like that teachers and students use to formulate new information to aid learning through the use of analysis, evaluation and production of visual images.

K. It is the art, application and practice of creating durable images by recording light, either electronically by means of an image sensor, or chemically by means of a light-sensitive material such as photographic film.

L. It is s an electronic medium for the recording, copying, playback, broadcasting, and display of moving visual media.

M. It is a computer file that is used on the Internet for sending images, especially moving images.

N. Also known as screen capture, or screen grab, is a digital image that shows the contents of a computer display.

1. ediam alvisu-

2.tionforinma ualsiv-

3.Mapbit elfi gamie-

4.luvae-

5.-foinphicsgra-

6.stooshneercs-

7.phygraotohp-

8.oediv-

9.dna noitamrofin-

10. cihparg terinngecha tamrof-