

Scrapbook Instructions

TC 151, Dr. Julianne Newmark

Midterm due date: Friday, March 1st

Final due date: Thursday, May 2nd

Here is a list of the twenty entries your scrapbook must include, at minimum. You are welcome to include more items if you come across images or advertisements or other pieces of “visual communication” over the course of the term that you think resonate significantly with the class and our readings.

For this assignment, please keep analysis paragraphs that accompany each entry to approximately 250 words. Ensure that each entry includes ample and appropriate terminology. Please see further details at the end of the list of entries.

****You must include an informative two-page memorandum at the beginning of your scrapbook. The memo will be your introduction to the project. In the memo, please introduce your scrapbook, give an overview of what is included, and highlight some of the central principles of visual communication that are demonstrated in the scrapbook. Explain also what the collection of images taken as a whole reveals about visual communication, in artistic, historical, and technical contexts.****

1. *Ways of Seeing*: Consequences of photographing original art. Offer two images and explain.
2. *Ways of Seeing*: Evolution or stasis? Representational relationships between men and women in art. Two images.
3. Gestalt principles images: Include two images that demonstrate selected (named) principles. Do not just use images that come up when you type in “gestalt images” in a Google Image search.
4. An image that has shaped Western culture: (or American culture). Choose one and explain.
5. Symbolic nature of light: A static or “moving” image that uses light in a symbolic way. Explain.
6. Media representations of sight: Find an image of a visually-impaired person from a famous film or text. Analyze.
7. Visual cues: Find an image that “exploits one of the four visual cues more than the others.” Analyze.
8. Advertising of Social Causes: Analyze tactics in any advertisement for a **social issue, health crises, charitable cause**, etc. Use print ads only.
9. Stereotype persistence in the media: Find one powerful example in a business-related piece of visual media. This cannot be an advertisement for a product; it must be a piece of visual media used in a workplace setting.
10. Technical perspective: Based on your high degree of technical know-how about a certain media form, provide a visual example of a photograph, animation, graphic, or other image with “low production values.” Explain.
11. Typography: Choose a computer font that you like. With an example, explain it carefully and analyze its strengths.
12. Film titles/credits: Offer a screenshot (or more) of titles/credits from a film that you think suit the film well. Explain.

13. **Informational graphics:** Find a graphic from a newspaper, magazine, or online that you think is too complicated and obfuscates the data rather than clarifies it. Explain.
14. **Your favorite animated TV show.** Provide screenshots and explain its particular appeal to you as well as its social commentary. You must explain how the methods of design used in the animation further the social commentary in a particular scene or series of scene.
15. **Photographic portrayals of violence:** Investigate the ethical transgressions or ethical reserve that a particular photo displays.
16. **Website ethos:** Using a website that is widely accepted as credible, point to **particular design aspects** that cause it to have poor ethos.
17. **Remediation:** Choose a "new media" form of today and, with an image, reveal how it "refashion[s] older media."
18. **Color theory:** Primary colors supposedly invoke speed and urgency. Choose a fast-food logo that conforms to this idea and explain (explain all of the aspects of the logo, in addition to its color, which you will focus on in particular).
19. **Document design:** Find a government document (a PDF) online that is intended to present information to citizens but that has such poor design that the information is significantly obscured. Explain.
20. **User-centered design:** Based on your online investigations, what are major features of workplace documents that display user-centered design? Offer an example of a workplace document with strong user-centered design.
- EXTRA!! 21. The Costco Photo:** Refer again to the photo I took at Costco. Use as many skills and as much appropriate terminology as you can employ to discuss the image.



Please create an online scrapbook by designing a website of your own or by using a blog-hosting website as your scrapbook host. Your scrapbook must be polished, must contain color images, and must contain carefully proofread analyses for each entry. You must **focus on the principles of visual communication** when examining the images you choose (such as proximity, balance, color, similarity, and perspective), as well as the "six perspectives," the visual cues, and the rhetorical appeals, as appropriate.