

Visual and Video Literacy

Visual literacy is the ability to interpret, use, appreciate, and create images and video using both conventional and 21st century media in ways that advance thinking, decision-making, communication, and learning.

<http://www.ncrel.org>

COLORS

- No more than 4 colors per slide
- Light yellow on a blue background is best
- Colors can influence emotions
- Color gets attention
- Color creates a mood
- Color enhances clarity
- Color differentiates

FONTS

- Fonts can express moods and emotions
- No more than 3 fonts in no more than 4 sizes
- Serif and sans-serif fonts are used differently
- Slides: no more than 6 words across
- Slides: no more than 6 bullet points

TRANSITIONS

- Help tie a presentation together
- Make it flow smoothly between ideas
- Signal important ideas for the audience

VIDEO SHOOTS

- Consider the purpose, then design the set
- Plan the shot list
- Create a storyboard
- Shoot additional footage
- Pay attention to the rule of thirds

Web support page:
<http://kathyschrock.net/visual/>

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