

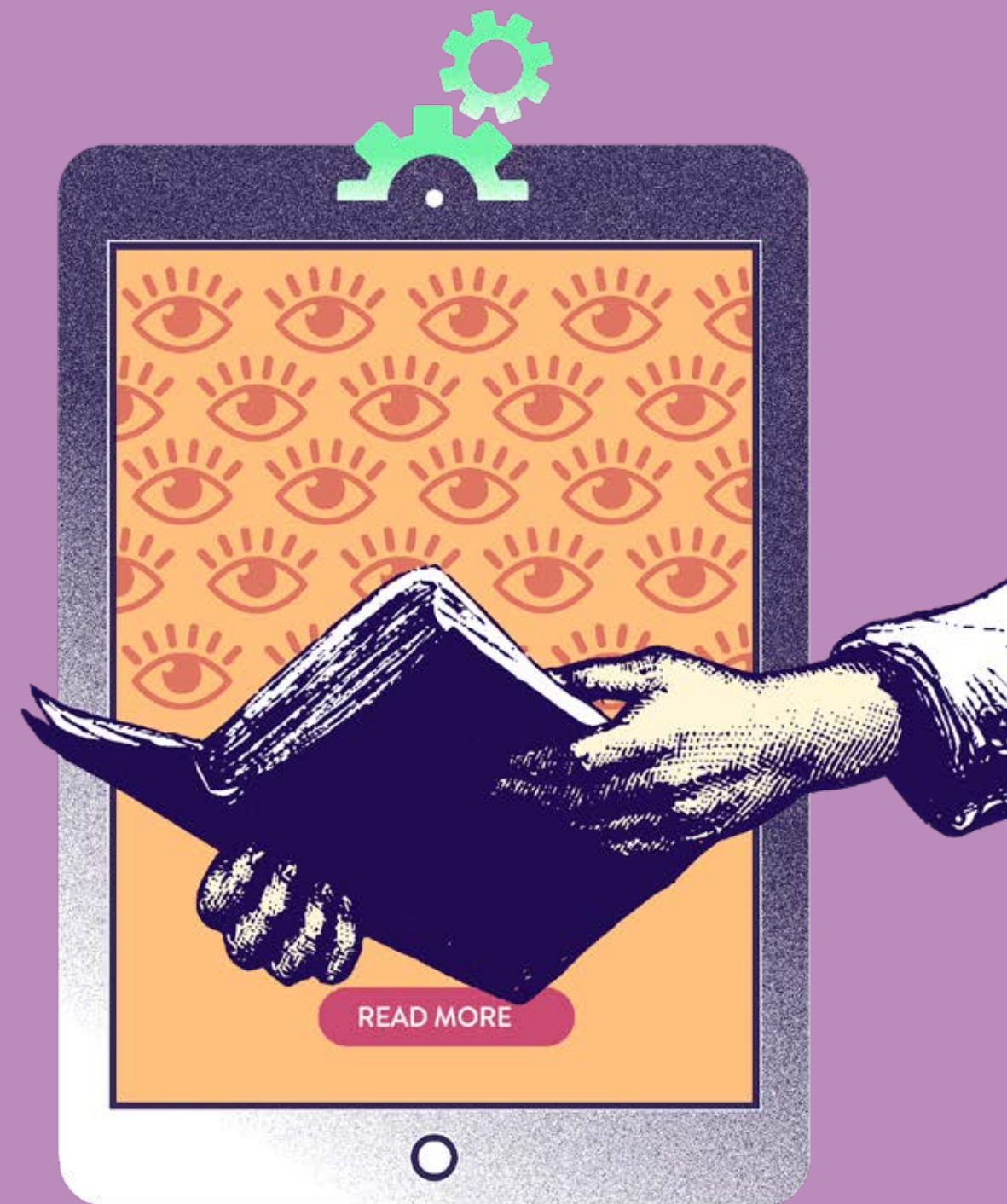
DIGITAL CULTURE

# Visual literacy

## UNIT\_10

*“Learning to see and create visual images must also be recognised as essential to the learning process”.*

Bette Fetter  
(Author and education expert)



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**1 AIMS**

- > To understand the benefits of visual literacy
- > To reflect on the importance of pictures and visual thinking nowadays
- > To create media compositions or productions which convey visual meaning

**2 CONTENTS**

- > Concept of visual literacy
- > Explaining pictures with and without words
- > Resources and formats: infographics, picture messages, visual narratives, word clouds
- > Learning with illustrations



3 CLIL CONTENTS



CONTENTS / COGNITION / COMMUNICATION / CULTURE

- > Learning about the concept of visual literacy
- > Vocabulary connected on visual reading
- > Creating visual narratives in different formats: posters, infographics, word clouds, etc





### 3 CLIL CONTENTS



#### COGNITION / COMMUNICATION / CULTURE / CONTENTS

- > Analysing visual resources
- > Relating images with narratives
- > Discussing the evolution of visual story telling
- > Comparing, with a critical eye, digital an traditional illustrations and images



## 3 CLIL CONTENTS



## COMMUNICATION / CULTURE / CONTENTS / COGNITION

- > Using images as a source of learning
- > Developing comprehension skills through images
- > Creative writing: using words to create pictures
- > Key vocabulary: illustrator, infographic, narrative, word cloud



3 CLIL CONTENTS



CULTURE / CONTENTS / COGNITION / COMMUNICATION

- > Identifying museums as a source of learning and enjoyment
- > Picture storybooks as a means of learning at all ages
- > Different approaches to developing visual literacy







## 4 ASSESSMENT



### ASSESSMENT CRITERIA / ASSESSMENT TOOLS

**Teachers will assess the students' ability to:**

- > Appreciate the value of art as a source of learning
- > Develop adequate vocabulary on the topic
- > Analyse different methods and techniques to represent visual stories
- > Reflect on their own visual literacy

**4 ASSESSMENT****ASSESSMENT TOOLS / ASSESSMENT CRITERIA**

- > Teacher's rubrics
- > Rubrics and scoresheets from online learning resources
- > Peer assessment and co-assessment
- > Teacher in-class observation





## 5 GRADED RESOURCES



## 5.1. ACTIVITIES FOR 1st and 2nd ESO

## LESSON 1

**TATE MUSEUM**

**1st ESO** With your teacher, watch the video [Meet an Illustrator](#). Then explore the rest of the Tate Kids website with your teacher. Finally, make a collage or illustration using some of the ideas from the interview with the illustrator.

**2nd ESO** Watch the video Museum tour with a children book author.  
Then, following the ideas in the video, and with the help of your teacher, explore the paintings  
and tell their stories (use your teacher's screen or your devices in small groups).



## 5 GRADED RESOURCES



### 5.1. ACTIVITIES FOR 1st and 2nd ESO

#### LESSON 2

**1st ESO** Writing on pictures. Using **Pic-lit** (or with printed copies prepared beforehand), add key words to the pictures. Then, exchange or share your pictures and try to read and explain your classmates' work.

**2nd ESO** Using **Pic-lit** (or with printed copies prepared beforehand), make short sentences to add to the pictures. Then go into small groups and make a story with your pictures and sentences. Try to agree on what changes you have to make to your sentences to adapt them to the story.



[PIC·LITS]



WORDS  
MATTER  
MORE THAN EVER







## 5 GRADED RESOURCES



### 5.1. ACTIVITIES FOR 1st and 2nd ESO

#### LESSON 5

**1st ESO** Who does the drawings in picture books or children's stories? Which ones do you know of or remember from when you were little? Discover illustrators ([link 1](#) and [link 2](#)) in your own language and make a short presentation to the class explaining which ones you like or dislike and why.

**2nd ESO** Visit the websites to learn about [digital](#) or traditional [illustrations](#). Then, in groups, create lists or posters with pros and cons of digital vs traditional images. Compare your lists among groups in order to add or modify items before presenting.



**TOP 10**  
VALENCIA

**api>**





## 5 GRADED RESOURCES



## 5.1. ACTIVITIES FOR 1st and 2nd ESO

## LESSON 6

**1st ESO** Make a word cloud with the shape of something that represents you or the things you like. It could be the first letter in your name, the shape of a football, a book, etc. When you finish explain your word clouds and the chosen words to your classmates. Discover more [creative word art ideas](#) online.

**2nd ESO** Individually or in groups. Create a word cloud or word shape [online](#) on the topic of illustrators and picture books. Present the finished projects to the class and vote for the most creative, the best edited and the most informative word cloud.

## KID Activities

## WORDART



5

GRADED RESOURCES

▼

5.2. ACTIVITIES FOR 3rd and 4th ESO

LESSON 1

LUCAS MUSEUM OF NARRATIVE ART

**3rd ESO** Read about **Comic Art** and explore the gallery with your teacher (use your teacher’s screen or your devices in small groups). Read about **current comic character trends** before having a go at designing or describing your own comic character.

**4th ESO** With your teacher, read about **Narrative Art**. Then, in pairs, choose a painting or picture from one of the galleries in the museum and tell the story behind it. Have a look at the **tips on describing art work** to help you with your descriptions.





## 5 GRADED RESOURCES



### 5.2. ACTIVITIES FOR 3rd and 4th ESO

#### LESSON 2

**3rd ESO** Visit the [Piclit](#) website and, individually, use questions on pictures to stimulate visual reading. Visit this [webpage](#) to review how to make questions in English. Share your pictures with your classmates and have a go at answering their questions with another picture.

**4th ESO** On [Piclit](#), choose one of the advanced freestyle examples and have a go at writing a Haiku, a poem or using quotes on pictures to tell a story. Visit [WikiHow](#) to learn about Haikus and how to write them. Share your art work and discuss it with your classmates.

[PIC·LITS]

**wikiHow**  
to do anything



## 5 GRADED RESOURCES



### 5.2. ACTIVITIES FOR 3rd and 4th ESO

#### LESSON 3 and 4

**3rd ESO** Create an interactive infographic with online tools on a topic linked to visual learning. Try [Genially](#), check out some [tips and advice on interactive images](#). You can have a look at some examples online to [inspire your work](#). Share your interactive infographics with your classmates and explore the work of other students. Vote for the most original, the most creative, the funniest and the most informative presentations.

**4th ESO** After reading the information in [Beyond Infographics](#). In small groups discuss the pros and cons of the alternatives and explain which one you are going to use for your work. Then create a presentation for the class linked with visual learning. Finally present your project and explain how it goes beyond the traditional infographics concept.



## 5 GRADED RESOURCES



### 5.2. ACTIVITIES FOR 3rd and 4th ESO

#### LESSON 5

**3rd ESO** What do you know about storybooks? Follow the [lesson plan](#) to discover and understand the importance of illustrations in storybooks. Find relevant examples of illustrations in storybooks [here](#) and [here](#).

**4th ESO** What is in an [illustration](#)?

Discuss examples of [illustrations and reading](#).

Choose a topic of interest and design an illustration with a message. Share your creations with the rest of the class and think of different uses and contexts for the illustrations. Are they only used in storybooks or picture books?



## 5 GRADED RESOURCES



### 5.2. ACTIVITIES FOR 3rd and 4th ESO

#### LESSON 6

**3rd ESO** Explore [ImageChef](#) to find out different ways of expressing messages with pictures and words. Create a picture with flowers, add text to an image or write a visual poem. There are many possibilities to explore. Share your work with your classmates explaining your choice of format.

**4th ESO** Beyond word clouds. Using [wordart](#) make a summary of the key words in one of the following articles: you may choose from [Visual Story Telling](#) or [Children's Picture Books](#) and the Art of Storytelling.

Present to the class and explain the reasoning behind your creation.





## 6 INCLUSION



### RESOURCES FOR SPECIAL NEEDS STUDENTS



Websites

[Art & Quizzes and Games from TATE Kids](#)

[Free samples of digital illustrations](#)

[Lectura d'imatges en educació primària](#)

[Creative Word art ideas for kids](#)

[Easy Story Maker](#)

[Comic strips and stories](#)

TATE KIDS



gen  
cat

KIDActivities

BRITISH  
COUNCIL



**7 OTHER LEARNING RESOURCES****Videos**

**Alfabetización visual y el uso de imágenes**

**Tutorial de Piktochart**

**Como hacer una imagen interactiva en Genially**

**Websites**

**Examples of alternatives to infographics**

**Free Vector drawing online**

**Free samples of digital illustrations**

**Picture Storybooks Go Digital**

**Infographics Assessment Rubric**

**Lectura d'imatges**

**La imatge i el recurs visual**

DIGITAL CULTURE

# Visual literacy

UNIT\_10



GENERALITAT  
VALENCIANA

Conselleria d'Educació,  
Cultura i Esport

TOTS  
A UNA  
*veu*