Creating Graphics for Learning and Performance: Lessons in Visual Literacy (2nd Edition)

By Lohr, Linda L.

Pearson, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Part 1: Foundations Chapter 1) Visual Literacy Chapter 2) Getting Started Chapter 3) Visuals and Learning Chapter 4) Process: ACE it with PAT Part 2: Principles Chapter 5) Selection Chapter 6) Organization Chapter 7) Integration Part 3: Actions and Tools Chapter 8) CARP Chapter 9) Type Chapter 10) Shape Chapter 11) Color, Depth, and Space Resources Chapter 12) Resources Part I. Foundations Chapter 1: Visual Literacy for Educators and Performance Specialists 1) Notes about the opening visual 2) Focus Questions 3) Key terms 4) Introduction a) The Need for Visual Literacy b) The Context: Education and Performance 5) EXAMPLES OF EDUCATION/PERFORMANCE NEEDS a) Three Education/Performance Stories b) What is Wrong, Design-Wise, With These Stories? c) Universal design issues 6) VISUAL LITERACY DEFINED a) What Exactly is a Visual? b) What Is Literacy? (1) Information literacy (2) Workforce literacy (3) Visual literacy c) Visual Literacy for Instruction and Performance Support (1) Antonio, the sixth grade teacher (2) Sylvia, the instruction designer/trainer (3) Zack, the computer programmer/graphic artist (4) Latisha, the community college instructor and part-time technical writing contractor 7) Some Example of Instructional/Performance Images a)...

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