

**No More Eye Candy!
Inspiring Visual Imagination,
Assessing Visual Creativity**



Debbie Abilock
Co-Founder
NoodleTools, Inc.

Kristin Fontichiaro
Clinical Assistant Professor
University of Michigan
School of Information



Download slides:
[http://
bit.ly/fontblog](http://bit.ly/fontblog)

Other info: [http://www.
noodletools.com/
debbie/literacies/](http://www.noodletools.com/debbie/literacies/)

**The AHA
Challenge**

The EyeCandyShop Thinkers



From left to right:
Kristin Fontichiaro,
Debbie Abilock,
Tasha Bergson-Michelson

Introductions: All of Us

On top half:

- Your name, school, district
- Why did you take this workshop?

On bottom half:

- What do you do with visual literacy?
- Describe your visual imagination...
- Turn it over --- write your name and e-mail

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See the story at http://www.nytimes.com/2014/03/28/world/americas/discoveries-challenge-beliefs-on-humans-arrival-in-the-americas.html?_r=0

Image of Lascaux cave paintings
removed due to copyright

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Aboriginal rock art removed

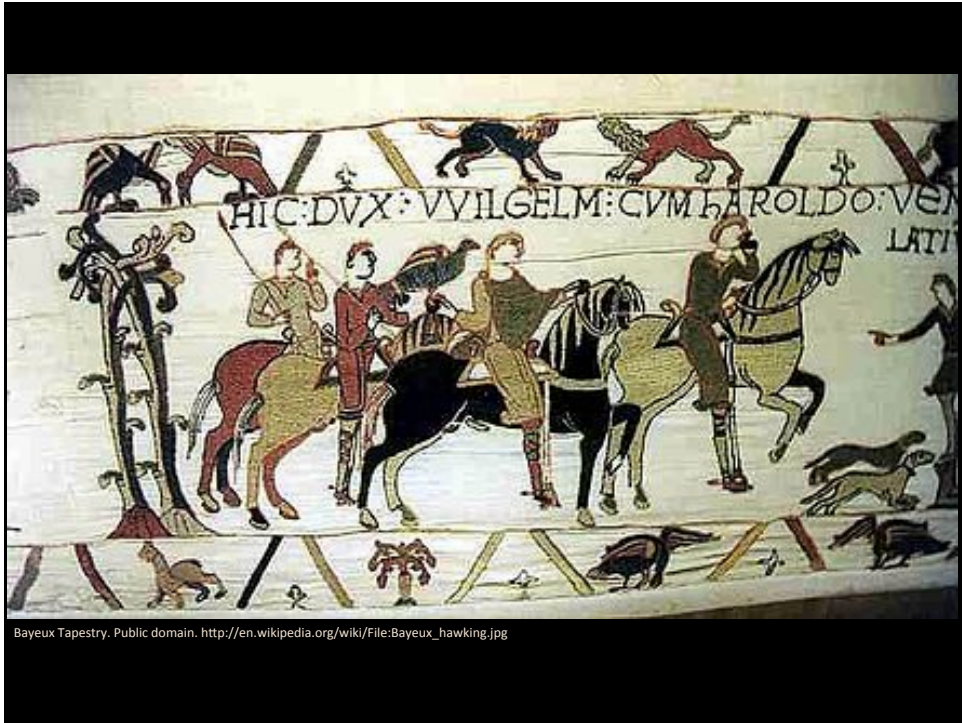
Find the original here:
[https://www.google.com/
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projectId=art-project](https://www.google.com/culturalinstitute/asset-viewer/ships-and-kangaroo-on-crocodile/_gHwijPP4BO2xw?projectId=art-project)



<http://www.metmuseum.org/Collections/search-the-collections/548578>



"Detail of Trajan's Column," by Scalo, Zacharias on Flickr. CC-BY-NC-SA 2.0
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Beautiful Science: Picturing Data, Inspiring Insight

British Museum Exhibit 2/20-5/26/2014

“Modern scientists, although liberated from painstaking drafting and shading, can gain from thinking hard about their audience, and about precisely what and how they want to communicate. A graph in a research paper today could be at the British Library in years hence, forming part of what Kieniewicz calls scientists’ ‘visual legacy’...

“Science, the exhibit reminds us, is all about beautiful ideas. **The trick is finding the aesthetic that maintains both meaning and elegance”** (Cressey 305).

Cressey, Daniel. "Infographics: Truth Is Beauty." *Nature* 507 (2014): 304-05. *Nature*. Web. 30 Mar. 2014. <<http://www.nature.com/nature/journal/v507/n7492/full/507304a.html>>.

Getty Museum “Overdrive” Exhibit

Networks and Settlements

Phil Ethington,
with Adrian Amler and Samuel Krueger

Running time, 3:50

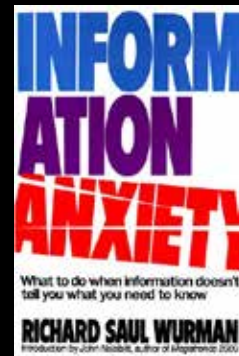
<https://www.youtube.com/watch?v=W1ky-WQvD88>

So ... what *is* an infographic?



Ways to organize information

- Geographical
- A → Z
- Chronological
- Concept
- Scale, Outline
- Location
- Alphabet
- Time
- Category
- Hierarchy



Organizing Information: Wurman's LATCH

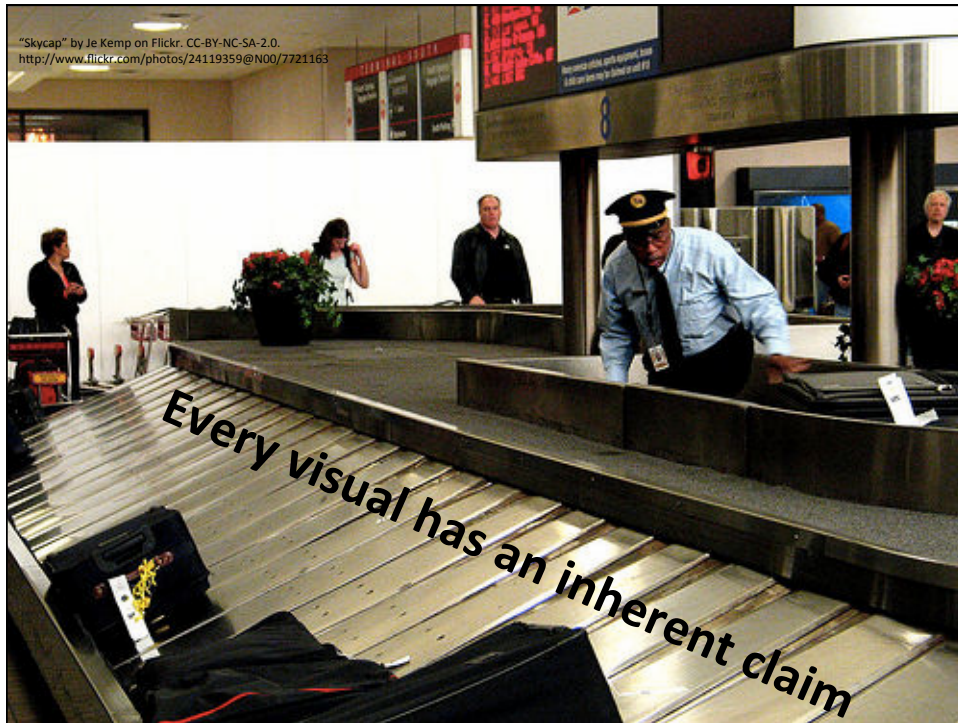
<https://www.youtube.com/watch?v=Tgi1JQGHENI>

**Let's push against
this example.**

Copyrighted image
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**[http://visual.ly/
what-infographic-2](http://visual.ly/what-infographic-2)**

**Group said: editing – selecting
– telling a story – making a
point – connections between
pieces of info – consideration
of audience – goal/objective
of presenting the data**



What is an argument? (CER+A)

- Claim / thesis
- Backed up with evidence
- Reason why the evidence supports the claim
- Alternatives to consider (rebuttal)

Uhh...strong and weak evidence...?

- Experimental research
- Informal research
- Authorities
- Statistics
- Textual
- Photos
- Other....

Persuasion vs. Argument

Persuasion

- Rests on the credibility, character, or authority of the writer
- May appeal to the audience's self-interest and sense of identity
- Includes emotional appeal

Argument

- Rests on perceived merit and logic of the claims and proofs
- Requires evidence
- May include personal experience as evidence

Let's put our thinking to work ...



Cities around the country have considered legislation on soft drinks. Your town is now considering creating a law limiting soft drink portions as well. Using your favorite resources for material, create a rough draft of a visually-impactful argument for a specific audience of your choice in your town.

- You have until _____
- Use the paper, pens, pencils on your table
- Remember, this is just a draft

- “Don’t let bureaucrats tell you what beverage size to buy.” - NYC Beverage Choice.com
- NYC proposal was to ban soft drinks in containers over 16 oz.
- Human stomach holds about 1 quart
- Diabetes.org: diet soft drinks are OK but have no nutritional value
- Nanny state definition from Free Online Dictionary: “a government that makes decisions for people that they might otherwise make for themselves, especially those relating to private and personal behaviour.”
- State of New Hampshire: One can of soda (12 oz) = 11 teaspoons of sugar
- State of NH: Nutritionists suggest that Americans get only 10% of their calories from sugar
- State of NH: 1 12oz soda = 162 calories = 35 minutes of brisk walking
- “Those who can give up essential liberty to obtain a little temporary safety deserve neither liberty nor safety.” Franklin
- “Eat to live and not live to eat.” Franklin
- CNN March 2014: World Health Organization encourages people to consume less than 5% of their total daily calories from sugars
- Per CNN March 2014: For an adult with average BMI, 5% would be about 25 grams of sugar (6 teaspoons)
- Dec. of Independence: “We hold these truths to be self-evident, that all men are created equal, that they are endowed by their reator with certain unalienable Rights, that among these are Life, Liberty and the Pursuit of Happiness.”
- USDA in CNN March 2014: “Our sweet tooth increased 39% between 1950 and 2000.” Today’s Average American now consumes about 3 lbs of sugar/week.
- “Give me liberty or give me death.” Patrick Henry
- “Be temperate in wine, in eating, girls, and cloth, or the Gout will seize you and plague you both.” Franklin



Gallery Walk

© Debbie Abilock

Large Group Chat

- How did you decide what image, content and data to use?
- What did you notice about selecting?
- Problems encountered...
- Questions that arise...

"Pears" by Turinboy on Flickr. CC-BY-2.0.
<https://www.flickr.com/photos/18922948@N08/2889602485>

What criteria would you use to assess the work we just did?

An Artist Statement

Can Convey

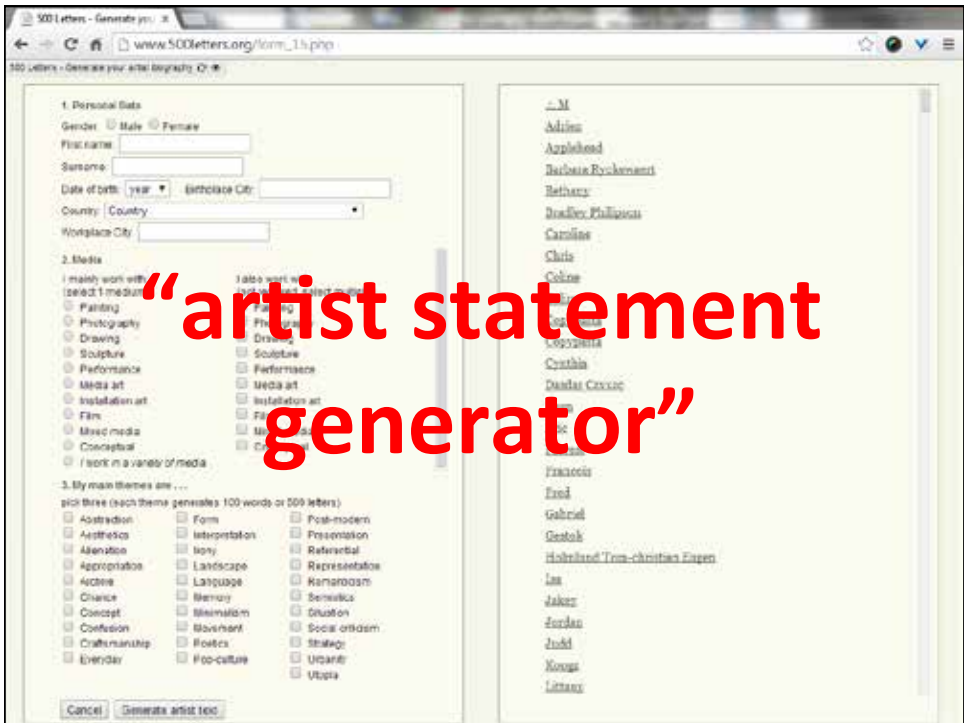
- Purpose/intent
- Process (if succinct)
- Inspirations
- Unpack your thinking about the product you made

Should Not

- Compare your work to others
- Brag about your work's awesomeness
- Use fancy, jargony, confusing, or other language that a layman would not understand

Great resource for your teaching:
<http://www.artbusiness.com/artstate.html>

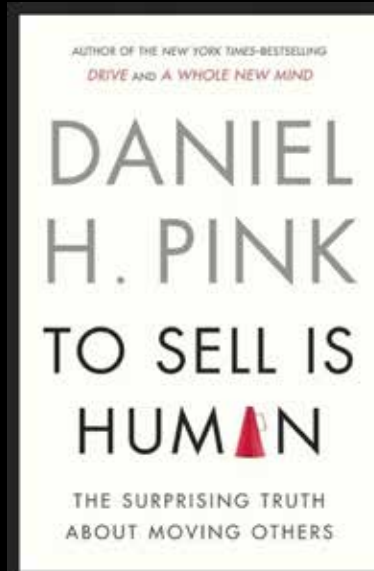
What can we assess via artist statements?



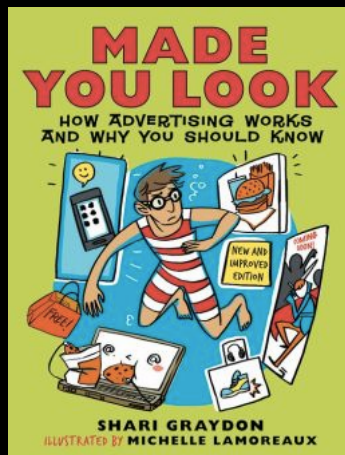
“Like it or not, we’re all in sales.”

Visual literacy education should not begin with reading [advertising] messages. We need children to understand that they (we) are exploited workers in the living room factory, employed by the media and paid by content. Our “job” is to consume advertising. - Sut Jhally

Jhally, Sut. "The Factory in the Living Room: How Television Exploits Its Audience." Distinguished Faculty Lecture, Dept. of Communication, U of Mass., Amherst. 8 Mar. 2007. *Sut Jhally*. Web. 25 Dec. 2010. <http://www.umass.edu/communication/multimedia/jhally_dfl.shtml>.



A quick aside ...

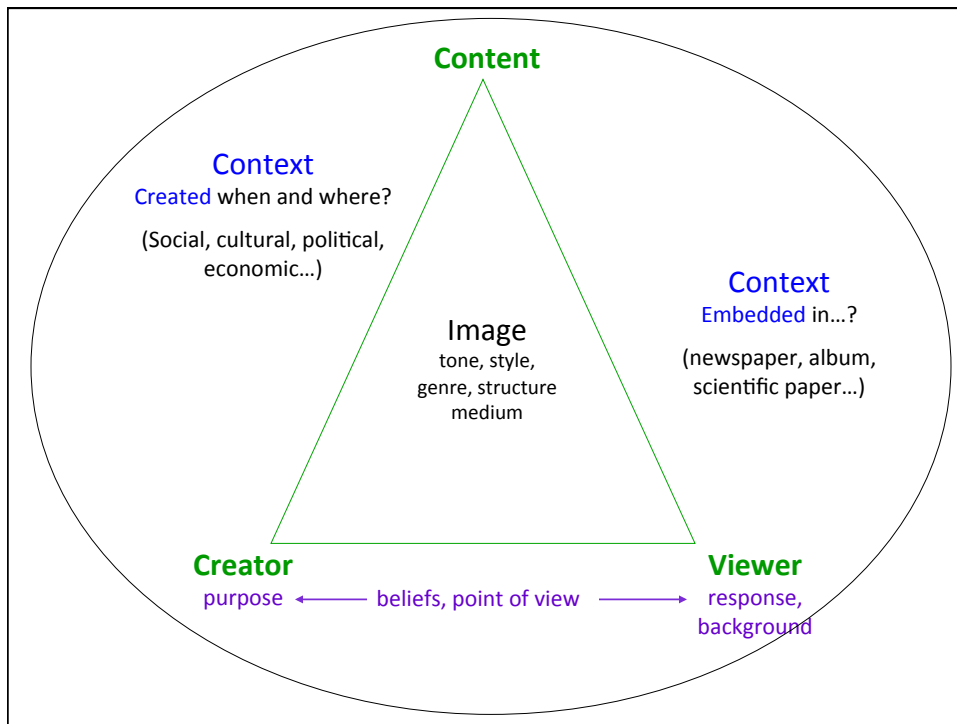


Some other work to explore later

- <http://visual.ly/evolution-camera>
- <http://visual.ly/21-ways-say-hello>
- http://www.easel.ly/create/?id=https://s3.amazonaws.com/easel.ly/all_themes/vhemes/meals/&key=pub
- <http://langwitches.org/blog/2013/12/14/critical-thinking-via-infographics/> Scroll down to the one comparing populations

What can go wrong...?

- Kinds of errors students make
 - Lack of knowledge → collages
 - Flaws in reasoning or weak evidence → poorly reasoned arguments
- Kinds of errors teachers make
 - Misconceptions about genre → collages
 - Poor estimate of time needed → weak arguments



Let's think a little more about planning for the classroom

1. What do we want students to know and be able to do?
2. What learning activities will help them learn these things?
3. How will we know we've been successful?

Think – Pair – Share

What do we analyze when we evaluate visual literacy with our students?

"Whistler's Mommy-Blogger by Mike Licht on Flickr. CC-BY-2.0.
<https://www.flickr.com/photos/notionscapital/3961139526/>

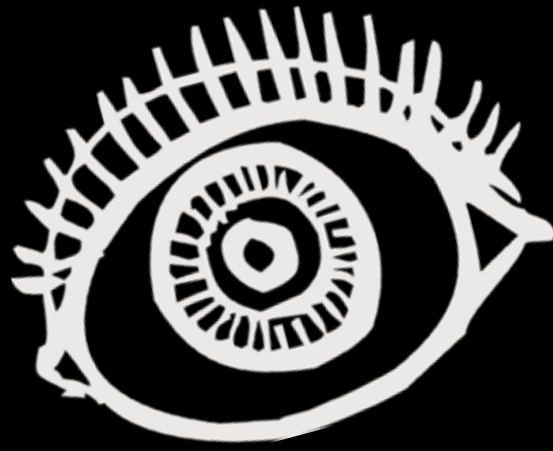


Sample Rubric

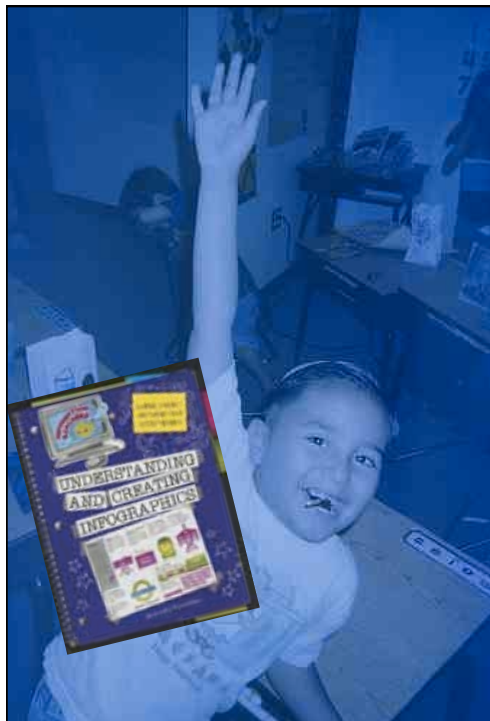
<http://bit.ly/EyeCandyTX>

RUBRIC: UNDER CONSTRUCTION

What is the visual argument?	Exceeds expectations	Meets expectations	Does not yet meet expectations	Insufficient
Audience	Effectively engages the intended audience	Demonstrates awareness of the intended audience	Does not demonstrate an intended audience	Intended audience is unclear, and student's argument is not clear



Find, evaluate, use



**Final Thoughts,
AHAs, and
Questions**

Kristin

font@umich.edu

@activelearning

Debbie

debbie@noodletools.com

@noodletools