Scrapbook Instructions

TC 151, Dr. Julianne Newmark

Midterm due date: Friday, March 4th
Final due date: Wednesday, May 6th

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.

1. *Ways of Seeing*: Consequences of photographing original art. Offer example and explain.

2. *Ways of Seeing*: Evolution or stasis? Representational relationships between men and women in art.

3. Gestalt principles images: Include two images that demonstrate selected (named) principles

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.

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.

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 on the site design or citation flaws 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.

You may create a "hard copy" scrapbook, in a three-ring binder or a folder with prongs (to hold hole-punched paper), or you may create an online scrapbook by designing a website of your own or by using a blog-hosting website as your scrapbook host. Whatever you choose, the scrapbook must be polished, must contain color images, and must contain type-written and 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.