



What You Get Is What You See (WYGIWYS™)

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Our Visual World *Visual Literacy* (Chapter 1)

- Burmark, Lynell, *Visual Literacy: Learn to See, See to Learn*, Association for Supervision and Curriculum Development (ASCD), 2002.
- Reading and writing *images* predates reading and writing *words*. (Palatki Indian ruins)
- Freedom in Iraq; September 11
- The average youth spends _____ hours watching television by age 18 versus _____ hours in school.
- The average vocabulary of a 14 year old: _____ words in 1950; _____ in 1999.

Brain Bandwidth *Visual Literacy* (Chapter 2)

- Each eye has _____ fibers to the brain; each ear has _____.
- We process images _____ times faster than text. (3M corporation research)
- Paivio, Allan, *Mental Representations: A Dual Coding Approach*, Oxford University Press, 1986. – sequential vs. simultaneous.

Dual Coding	
Left Brain	Right Brain
linguistic	visual
cognitive	perceptual
details	big picture
linear	non-linear

- Where does the eye go?
- In pharmaceutical advertisements, the benefits (photo) or the side effects (fine print)?
- In Adobe ad, to the data or the pictures? To the black and white or the color?

From Words to Images

- Dogs, trees; a woman seated....
- Eugene's sunset: "I didn't think until I saw..."
- A rose is a rose.... from the abstract to the concrete
- First the crayons, then the poem; *Cyranno de Bergerac*, the cartoon version.

Resources (for images)

- Children's drawings
- Internet – sites for images
- Digital cameras, media release forms

Why Bother?

- Long-term memory – www.AGOCC.ac.uk/reports/graphics/capture2/sect1.htm
- "High-stimulation, multi-sensory approach leads to greater focus, accelerated learning, and increased retention." – Lee Pulos, Ph.D., www.stconcepts.com
- From boredom to engagement; breaking down the classroom walls
- Countering the 12,000 murders witnessed on network TV by age 14 by expanding students' data banks of images, creating shared experiences and hooks for hanging meaningful learning, choosing images purposefully, positively.
- Articles on the importance of visuals in teaching and learning – www.schoolvideos.com
 - "Why Visual Literacy?" (September 2003)
 - "The Digital Playground" (June 2003)
 - "Interview with Dr. Lynell Burmark" (April 2003)
- DVD "Effective Teaching with Classroom Videos," produced by: 100% Educational Videos • **FREE** from www.schoolvideos.com, Product#: **EVU01**

Color Power *Visual Literacy* (Chapter 4)

- *Color Matters* – J.L. Morton
- Xerox ad – Recall is ___% greater
- Highlighting: locate target word _____% faster! (Loyola University study)
- Depression symptoms: from blue to green, from "existing" to "back to me"
Once-daily, Venlafaxine HCl, Effexor®XR extended release capsules
- Autumn foliage, sepia wedding.
- Black and white – Mathew Brady's Civil War photos; Monet's poppies
- Hot pink to salivate; red for attention, passion, danger
- Which color attracts the eye more than red?
- Background vs. foreground colors: yellow on blue, yellow on green
- De-stress with blues and greens [cover of *Enlighten Up!* (ASCD 2003)]
- *Notes Alive! Dr. Seuss' My Many Colored Days*, featuring the Minnesota Orchestra
– www.schoolvideos.com

Text, the Great Persuader *Visual Literacy* (Chapter 3)

- Words are images too!
- Continuum between type and image (Entertainment channel)
- Effective use of typefaces
 - Business cards from Kinko's
 - FedEx logo (the subliminal arrow)
- The Eye Chart
- Rules for Text
 - 6 x 6
 - sans serifs for ALL CAPS text
 - lower case easier to read with visual clues from ascenders and descenders
 - check spelling!

Charts & Graphs

- Kinko's "Dear John" graph; "Who's to Blame?" pie chart
- New Year's resolutions (animated bar graphs vs. photographs)

Drawing on Experience

- Draw a cat....

- Draw a civet cat....

- Children's drawings – what's important, proportionately
- Anaïs Nin: "We don't see things as they are; we see them as we are."
- Texas Computer Education Association (TCEA) 2004 Convention & Expo
- What You Get Is What You See (WYGIWYS™)

Evolution of Media

- From *Leave It to Beaver* to *The West Wing*
- Why multimedia? Hint: It's how they learn!
- Educational Service Center (ESC) Region VI, Huntsville, Texas (Media room that divides into 6 training rooms, with 6 projectors)
- Multiple input streams – three screens – www.stconcepts.com
 - www.superteaching.org/resource/quantumlearn.pdf
 - www.superteaching.org/Dohrmann.htm
- 30 seconds from Trivandrum – photos by Rashmi Sinha, Ph.D. sinhar@nih.gov
- Projectors – bigger, brighter image for large group/whole-class teaching & learning

Images

- From thumbnails to a story (*See to Learn* CD)
- "Perspectives" (Eliott Frank, aged 10 years) created in response to the events of 9/11.
www.eliottfrank.com/photo.htm
- Pics4Learning.com
- "A Mars Panorama from the Spirit Rover" Credit: Mars Exploration Rover Mission, JPL, NASA – <http://antwrp.gsfc.nasa.gov/apod/ap040114.html>
- "Paris: A Rainy Day" (Gustave Caillebotte, Web Museum)
- National Oceanic & Atmospheric Administration – coastlines, sunsets. (Class starters!)

Searching

- www.google.com
- www.groxis.com (Grokker)

Resources, Prizes & Drawings

- From Lynell Burmark (lynellb@aol.com)
Snapshots! Insights from the Thornburg Center
Visual Literacy book and complementary CD, *See to Learn*
- From 100% Educational Videos (www.schoolvideos.com)
Notes Alive! My Many Colored Days video
Effective Teaching with Classroom Videos – DVDs, VHS
Response Card – enter to win \$2000 classroom videos collection
- From PowrMarketing (www.powrmarketing.com)
PowrPointer™



For presentations, articles & books by Dr. Burmark,
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