



LEARNING ACTIVITY #1  
LESSON 7 VISUAL INFORMATION AND MEDIA

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

GRADE LEVEL & SECTION: \_\_\_\_\_

1. **Visual media and information** – materials, programs, applications and the like that teachers and students use to formulate new information to aid learning through the use, analysis, evaluation and production of visual images.
2. **Types of visual media** – photography, video, screenshots, infographics, data visualization (charts and graphs), comic strips/cartoons, memes, visual note-taking, etc.
3. **Formally and informally produced visual media** – visual media produced by formal organizations such as schools, government, and established media/publishing outfits are considered formally produced. Other visual media are considered informally produced.
4. **Purpose of visual information** – the primary purpose of visual information is to gain attention, create meaning, and facilitate retention.
5. **Visual design elements** - the building blocks or basic units in the construction of a visual image

**VISUAL DESIGN ELEMENTS**

**Direction:** Identify the visual design elements being described for each statement. Choose your answer inside the box.

COLOR	FORM	LINE	SHAPE	TEXTURE	VALUE
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\_\_\_\_\_ 1. It describes a shape or outline. It can create texture and can be thick or thin. It may be actual, implied, vertical, horizontal, diagonal, or contour lines.

\_\_\_\_\_ 2. It is usually a geometric area that stands out from the space next to or around it, or because of differences in value, color, or texture. It may also be organic.

\_\_\_\_\_ 3. The degree of light and dark in a design. It is the contrast between black and white and all the tones in between. It can be used with color as well as black and white.

\_\_\_\_\_ 4. The way a surface feels or is perceived to feel. It can be added to attract or repel interest to a visual element. It is the illusion of the surfaces peaks and valleys, resulting in a feeling of smoothness or roughness in objects.

\_\_\_\_\_ 5. It is determined by its hue (name of color), intensity (purity of the hue), and value (lightness or darkness of hue). It can play a large role in the design. It may be used for emphasis or may elicit emotions from viewers. Besides, it maybe warm, cool, or neutral. It plays a major role in our visual perception, as it influences our reactions about the world around us.

\_\_\_\_\_ 6. A figure having volume and thickness. An illusion of a 3-dimensional object can be implied with the use of light and shading. It can be viewed from many angles.

## LEARNING ACTIVITY #2

### VISUAL DESIGN PRINCIPLES

**Direction:** Identify the visual design principles being described for each statement. Choose your answer inside the box.

<b>BALANCE</b>	<b>CENTER OF INTEREST</b>	<b>CONTRAST</b>	<b>DIRECTIONAL MOVEMENT</b>
	<b>HARMONY</b>	<b>PERSPECTIVE</b>	<b>RHYTHM</b>

\_\_\_\_\_ 1. An area that first attracts attention in a composition. This area is more important when compared to the other objects or elements in a composition. This can be by contrast of values, more colors, and placement in the format.

\_\_\_\_\_ 2. A feeling of visual equality in shape, form, value, color, etc. It can be symmetrical and evenly balanced, or asymmetrical and un-evenly balanced. Objects, values, colors, textures, shapes, forms, etc. can be used in creating this in a composition.

\_\_\_\_\_ 3. Brings together a composition with similar units. Like for example your composition was using wavy lines and organic shapes, you would stay with those types of lines and not put in just one geometric shape.

\_\_\_\_\_ 4. It offers some change in value creating a visual discord in a composition. It shows the difference between shapes and can be used as a background to bring objects out and forward in a design. It can also be used to create an area of emphasis.

\_\_\_\_\_ 5. A visual flow through the composition. It can be the suggestion of motion in a design as you move from object to object by way of placement and position. It can be created with a value pattern. It is with the placement of dark and light areas that you can move your attention through the format.

\_\_\_\_\_ 6. A movement in which some elements recur regularly. Like a dance, it will have a flow of objects that will seem to be like the beat of music.

\_\_\_\_\_ 7. Created through the arrangement of objects in two-dimensional space to look like they appear in real life. It is a learned meaning of the relationship between different objects seen in space.