

## Lesson 6. Visual Literacy and Design

Visual literacy is an important skill to bring to our reading and composing. We must be able to evaluate, analyze, and create images. To more fully understand visuals, there are several concepts worthy of consideration.

### Activity 1: Defining Design Concepts

As we review the presentation on “Visual Literacy and Document Design,” write a definition for each of the following design concepts in your own words.

Contrast	
Alignment	
Repetition	
Proximity	
Rule of Thirds	
Colors	
Perspective	
Font	

### Activity 2: Applying What You Have Learned

Using an image search, find a compelling photograph, drawing, cartoon, logo, or other visual image.

Then, use at least three of the concepts you defined above to describe how your chosen image is an example of effective design.

Please write this in paragraph format and be sure to cite the source of the original image.

Consider the image of the musician here. For this response, you might write about the way the photographer used the rule of thirds, perspective, and proximity to compose the image.



Source: ©AaronAmat, Thinkstock Photos.