

Literacy Project

"Literacy is best understood as a myriad of (communication) **forms** and cultural **competencies** that construct and make available the various relations and experiences that exist between learners and the world." ⁽¹⁾

Form: We have been practicing **visual literacy**, particularly in relationship to important news (Afghanistan, genetic engineering). Visual literacy has been defined as "The ability to decipher, interpret, and express ideas using images, graphics, icons, charts, graphs and video." ⁽²⁾

Competency: With our Megaboy (6th grade) and factoids (7th grade) assignments we are looking at the reporter's role in evaluating facts and providing accurate information. Through this you are learning **information literacy** defined as "The competence to find, evaluate, and make use of information appropriately." In particular we have looked at important national or international news, and genetic engineering.

Literacy gives us power *to be able*:

- To name or identify things and ideas;
- To communicate effectively using the code and the symbols;
- To understand the effect that literacy has on others or us.

Design a visual project **about the news or about some aspect of Literacies** (not advertising) that **conveys an idea**, communicates it **through visual codes and symbols**, directed to a **particular audience**.

Aim to let the visual elements carry the communication.

Your visual project should be **in digital form or scanned** and accompanied by a **typed and edited unified, coherent paragraph** ⁽³⁾ that explains your idea, your code and symbols, the audience and the effect that this visual project will have on them.

(1) Freire, Paulo and Donaldo P. Macedo, *Literacy: Reading the Word and the World* (South Hadley, MA: Bergin and Garvey, 1998), p. 10.

(2) 21st Century Skills <http://www.ncrel.org/engage/skills/indepth.htm>

(3) Basic Language Literacy <http://nuevaschool.org/~debbie/library/cur/literacies/calligraphy.html>

PURPOSE: USE A VISUAL TO EDUCATE Brainstorming Sheet		
IDEA	MEDIUM (digital image, graphic, icon, chart, graph or video)	AUDIENCE
The news is using advertising techniques.	Create a visual display that deconstructs one newspaper story to show selling images, loaded words and examples of the 4 biases.	To educate Alison's students about reading the newspaper.
The word "Enron" is being used as a symbol to attack economic policies.	Create a graphic image using quotes, identifying the bias of the speakers and showing who is being attacked: "I don't want to Enron the people of the United States." (Daschle) "an Enron energy plan" (Borosage)	To educate voters in November 2002
Pink sends certain messages in our society.	List in a spreadsheet as many pink items as I can find and list the meanings I think are associated with each one. Analyze the data in a labeled chart or graph.	To educate Web designers
War news is heavily managed by the military.	Record and analyze a TV news show. Show prepackaged news, press pools being escorted by the military to selected locations, quotes from unnamed military sources or examples of censorship.	To educate TV news watchers
Punctuation, such as a comma, can clarify or distort the basic meaning of a language.	Create sentence strips of Graham Greene's deathbed statement with and without the comma, showing how the meaning changes.	To educate students about using commas in their writing.

<http://www.noodletools.com/debbie/projects/visual/LitProject.pdf>

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