

Visibility & Communication

April 26, 2010

Creating Powerful Visual Communication

2:00 – 3:15

Enduring Understanding

Clear, concise stories and powerful images are vital to creating effective visual communication.

Big Ideas

- *Find the Big Picture and let go of the rest*
- *You can't spread the word if you don't know what the word is*
- *"Simplicity is the ultimate sophistication." – Leonardo da Vinci*
- *Show, don't tell*

Arts Coordinators will be able to:

- Understand zen aesthetics and basic design principles
- Edit ideas to create a clear and simple concept
- Create a storyboard that will effectively communicate through PowerPoint or a documentary

Access Prior Knowledge

Quick show of hands:

Who regularly uses power point for presentations?

Who regularly uses video to document and/or share arts learning?

Who knows how to use iMovie, or other video editing software?

Who has ever seen a bad/ineffective power point presentation? What made it bad?

Set brief context/need for this segment.

Need for documentation of arts education.

Need to turn documentation into a powerful story.

JZ will share AileyCamp video (7 minutes) and briefly set context.

KE lead discussion of the video

What did you feel watching this video?

Describe what you saw that elicited these feelings.

How was the AileyCamp program and its impact communicated?

What design/editing choices made the video effective and powerful?

If you don't have Rosy Rhee in your district, how can you produce/oversee production of powerful communication?

Presentation Zen – PowerPoint

Digital Arts Alliance - documentary

Getting Smarter

Understand what makes a presentation effective, using the following criteria:

1. Presentation Zen Philosophy
2. General Design Principles
3. Zen Aesthetic

4. Things to Avoid
5. How to Improve Immediately

Discuss process for creating an effective documentary or PowerPoint

1. Brainstorm
2. Organize/edit/identify core message
3. Storyboard analog
4. Storyboard digital

Becoming an Expert

Arts Coordinators will pair a clear, concise statement with a powerful image as a first step to storyboarding a powerful presentation.

Use Digital Arts Alliance tools to brainstorm, edit, organize, and find a core message.

JFK Core Message Example:

"Our mission is to become the international leader in the space industry through maximum team-centered innovation and strategically targeted aerospace initiatives."

-VS.-

"Put a man on the moon and return him safely by the end of the decade."

Task

- Create one slide/cell that would be part of a larger storyboard for a presentation
- Pick a target audience
- Write a one sentence mission/vision/slogan for your district's art ed dept.
- Select an with image that powerfully supports your core message
 - You can draw, describe, dance, or select a pre-printed image
- Creatively arrange your message/image on chart paper
 - Write neatly and big enough that the whole group can see
- Present storyboard to whole group

Criteria

- Storyboard conveys one big idea
- Storyboard has a clear and persuasive POV
- Storyboard incorporates ideas of design principles/zen aesthetic (simplicity, picture superiority, amplification, etc.)

Making Connections (3:00 – 3:15)

- In what ways can powerful visual communication help you address district-wide needs and solicit support from district stakeholders
- What are your next steps for increasing the visibility and communication of your district's arts education programs?