

Visualizing Content for Lecture Capture

(Presentations that don't suck)

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PHOTOSHOP
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CREATIVE CONTENT

In this session:

- **Explore processes to exploit content using visuals**
- **Examine types & degrees of visualization**
- **Ways to conceptualize presenting data, facts, & processes**
- **Enhance the quality & impact of your visuals.**

1. Look at **degrees** of visualization you can employ.
2. Thinking like a **designer**.
3. How **visual** are your visuals?





1. Present more

2. Simplify

3. Clarify

**4. Serve as advance
organizers**

5. Visuals increase learning

**Dynamic visuals
demand attention**

42%

Visuals communicate quickly

60,000X

**Visual message can be focused
to produce the desired
learning outcome**

89%



**Types of Visuals:
Pictures, Objects, & Symbols, Oh My!**

photograph	illustration

image-related	concept-related	arbitrary

definition	noun

photograph	illustration	image-related	concept-related	arbitrary	definition	noun
					An adult male human being	MAN
					A small class of amphibians in the order of Anura (meaning "tail-less", from Greek an-, without + oura, tail).	FROG

Concrete

Abstract

**Think like a
designer**





View limitations as an editing process - creatively.

Practice restraint.



Know when to stop.





Approach with a
beginner's mind.



Check your ego at the door.

Focus on the experience.





Become a master storyteller.



**Think about communicating-
not decorating.**

Obsess about ideas-not tools.





Clarify your intention.

**Get curious about the
big and the little.**



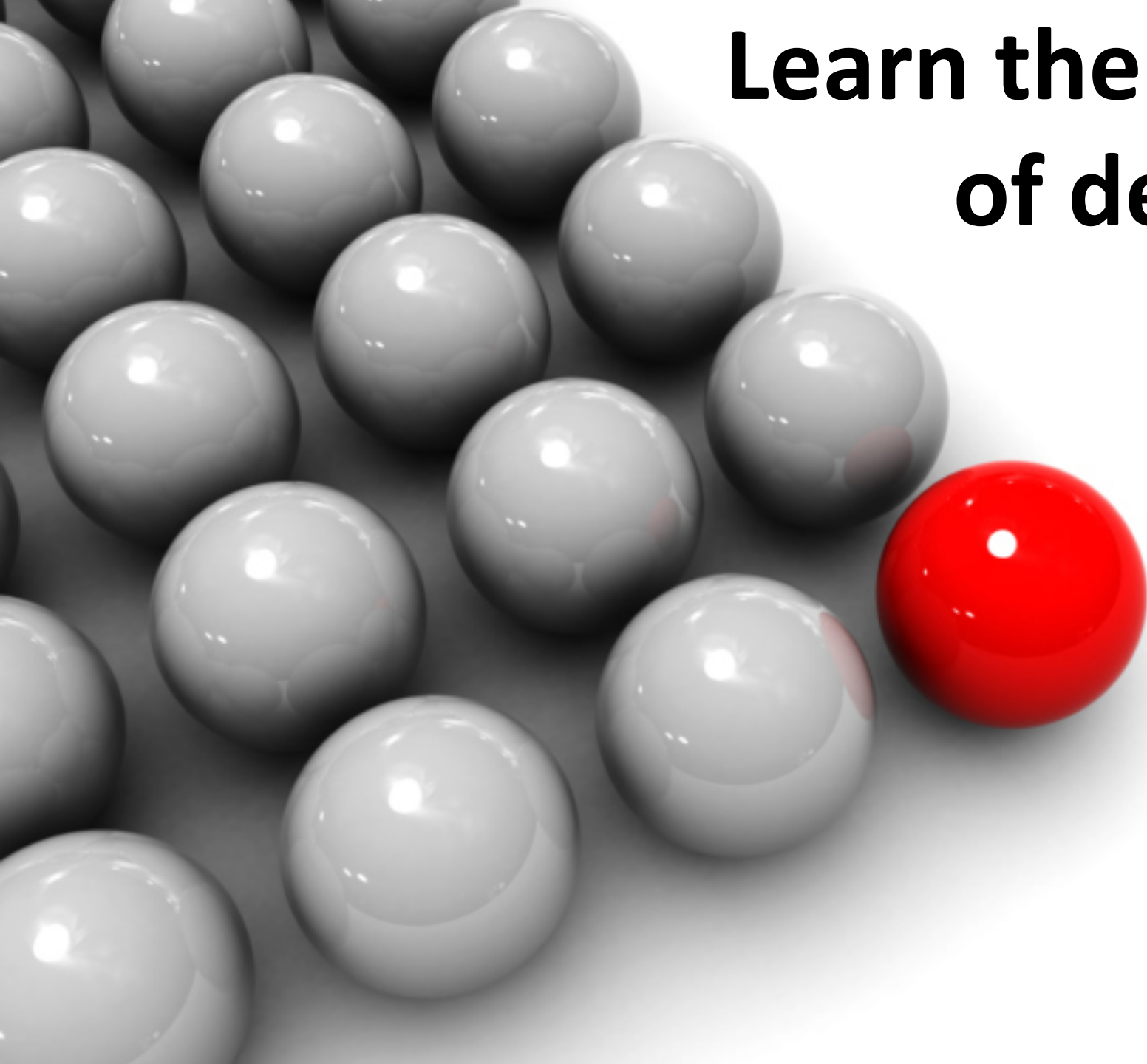


Simplify, but not simpler.

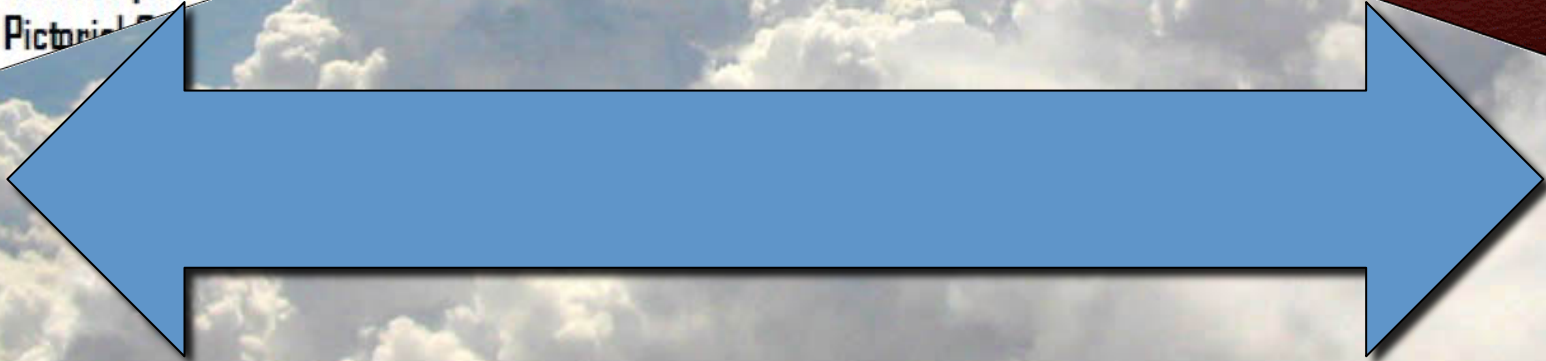
**Utilize empty space-
don't just fill it.**



**Learn the rules
of design.**



Reader Frame
Frame Emphasized Reader
Reader Visual Cues Pictorial Cues
Graphic Visual Reader Visual Cues Pictorial
Reader Frame Verbal Visual Emphasized Pictorial
Frame Emphasized Pictorial Cues Balanced
Graphic Visual Reader Frame
Visual Cues Symbolic
Balanced Frame Visual Reader
Pictorial Cues Balanced Reader Frame Verbal
Frame Cues Pure Verbal Frame Emphasized Reader
Frame Graphic Visual Reader Visual Cues
Cues Pure Verbal Frame Emphasized
Cues Emphasized Pictorial
Pictorial

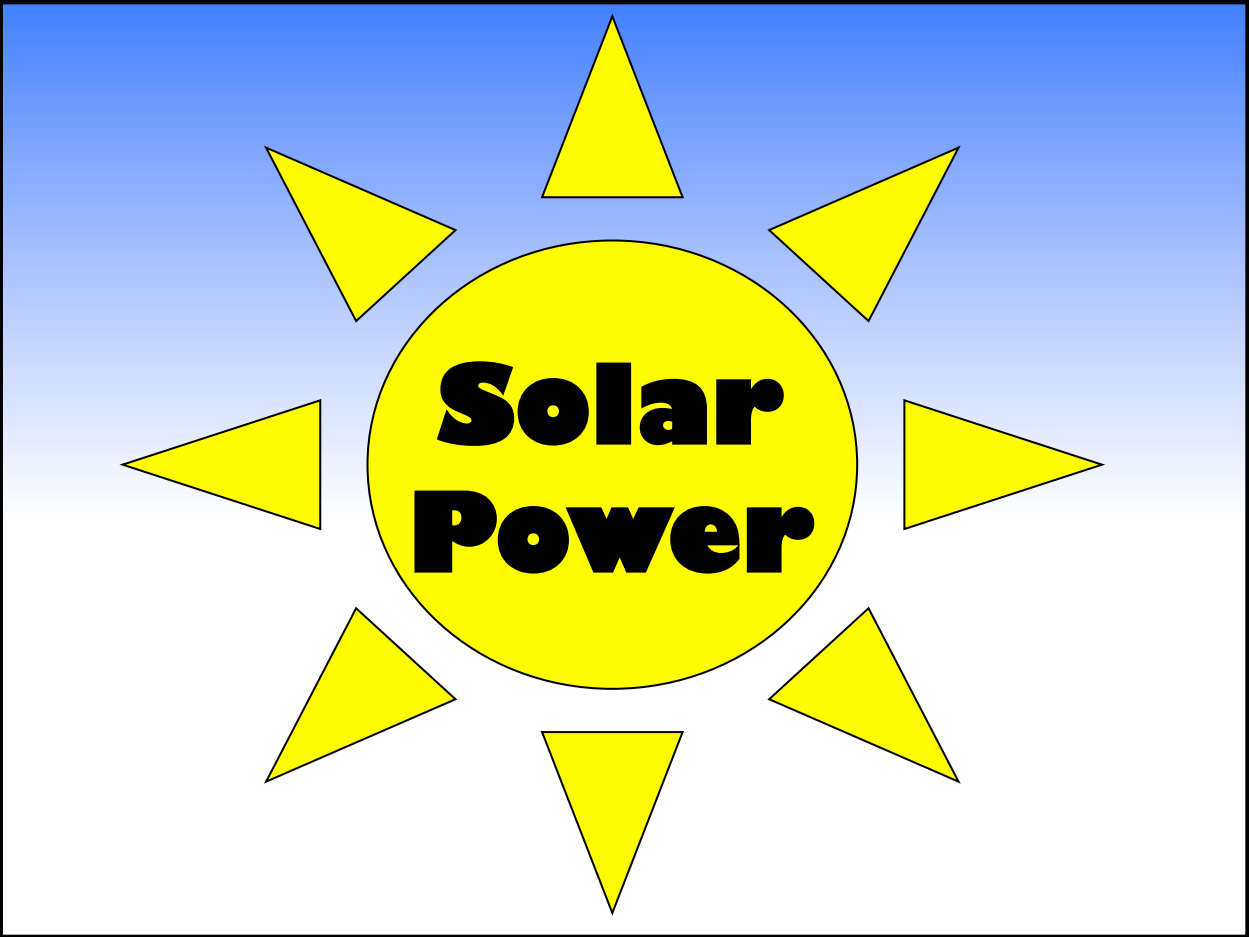


A collage of business strategy terms. The word 'Strategy' is prominently displayed in the center in a large, bold, black font. Surrounding it are various other terms in different fonts, sizes, and orientations, including 'Vision', 'Goals', 'Plan', 'Solution to a problem', 'Market', 'Targets', 'Proactivity', 'Values', 'Planning', 'Achieve a goal', 'Successful method', 'Management', 'Organizational skills', 'Inspiration', 'Analysis', 'Market', 'The', 'Subject', 'Management', 'Achieve a goal', 'Successful method', 'Management', 'Vision', 'Goals', 'Plan', 'Solution to a problem', 'Market', 'Targets', 'Proactivity', 'Values', 'Planning', 'Achieve a goal', 'Successful method', 'Management'. The background is a light, textured surface, possibly a piece of paper or a wall, with the words appearing to be layered or pasted onto it.

Google

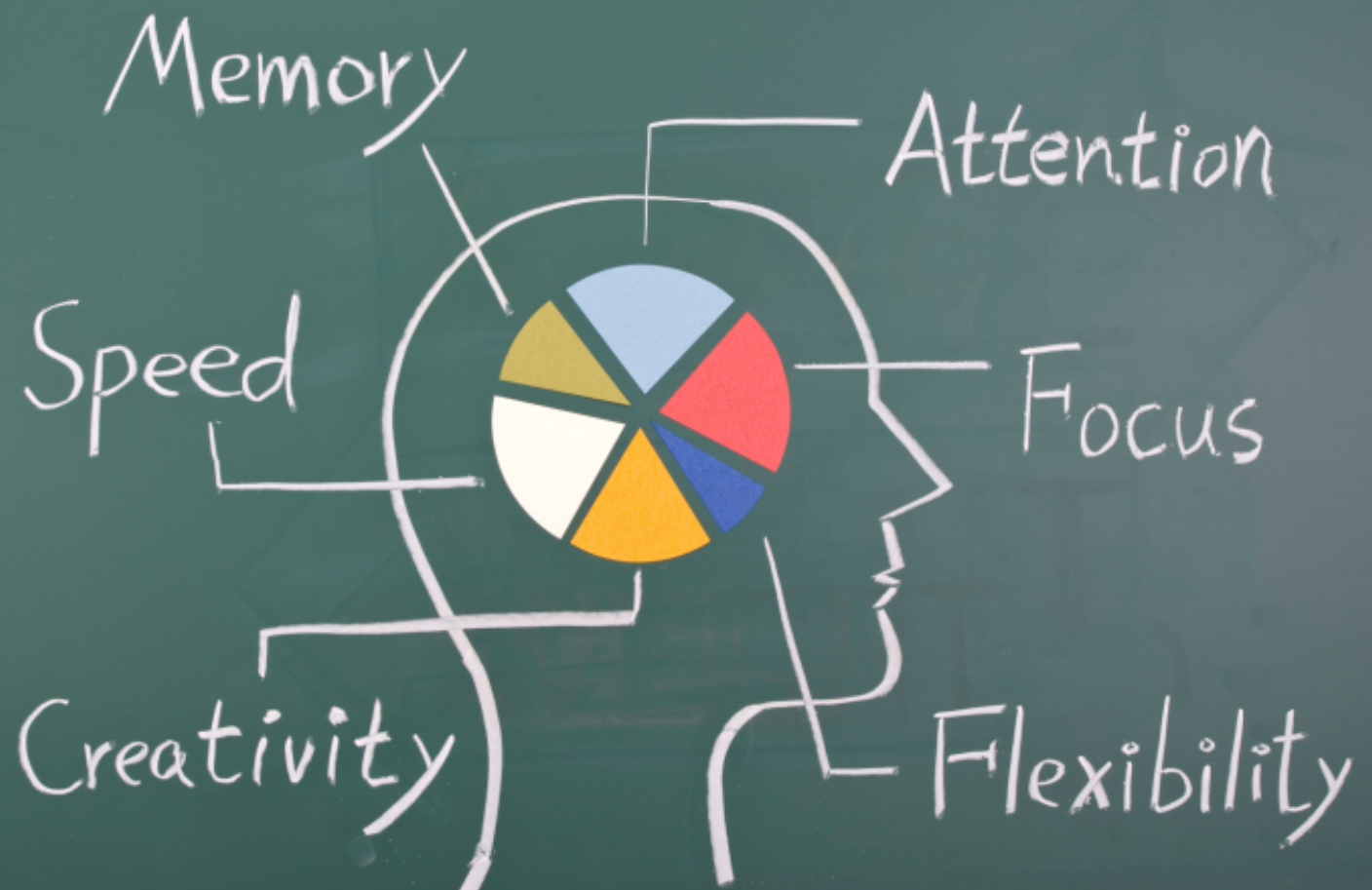
Google Search

I'm Feeling Lucky



**Solar
Power**

IV



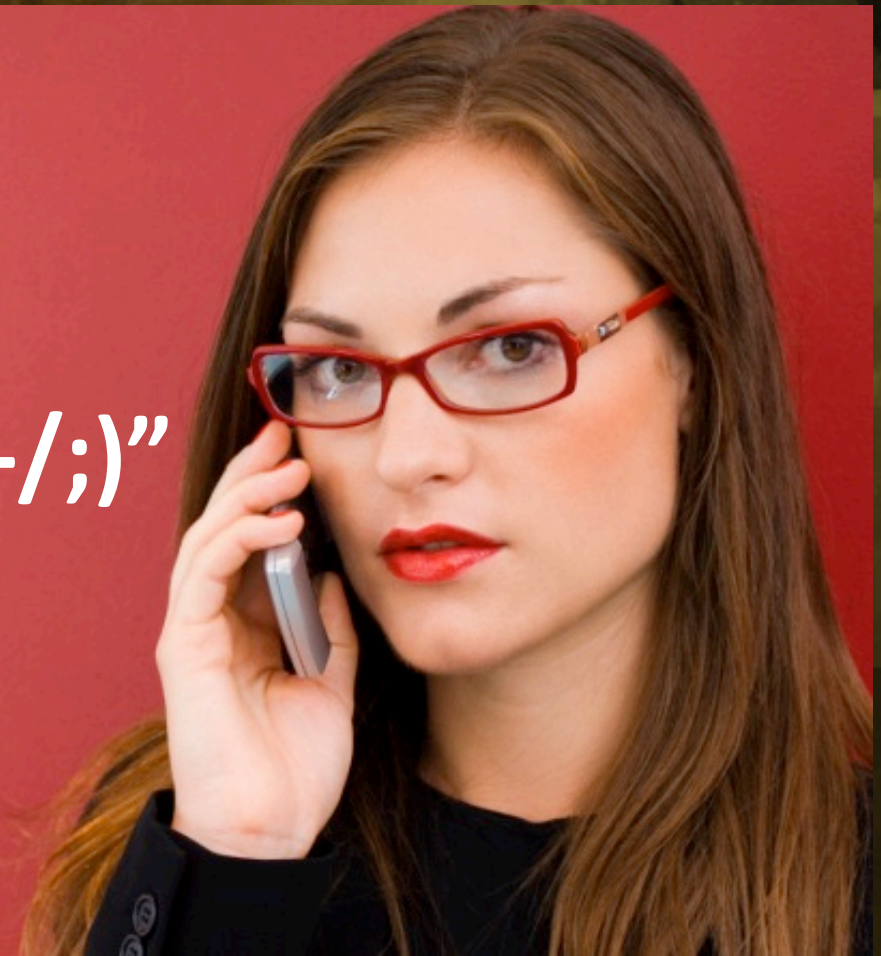


EAR

MOUTH



“#:.}*!%@-./;)”





Remember!

Most are visual learners

Every picture tells a story

Visual thinking is a skill you can develop

**All information can be presented
visually**

**You can conceptualize the visual but
not render the full image**

**PRACTICE
SAFE DESIGN...**

**USE A
CONCEPT**



Bibliography

Reynolds, Garr. *Presentation Zen Design*. Berkeley, California. 2010. New Riders Voices That Matter.

Reynolds, Garr. *Presentation Zen*. Berkeley, California. 2008. New Riders Voices That Matter.

Wileman, Ralph E. *Visual Communicating*. 1993. New Jersey. Educational Technology Publications, Inc.