Visualizing Content for Lecture Capture
(Presentations that don’t suck)

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PHOTOSHOP
ADVISORY
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

Visuals communicate quickly

Visual message can be focused to produce the desired learning outcome
Types of Visuals: Pictures, Objects, & Symbols, Oh My!
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<th>illustration</th>
<th>image-related</th>
<th>concept-related</th>
<th>arbitrary</th>
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<td>An adult male human being</td>
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<td>A small class of amphibians in the order of Anura (meaning &quot;tail-less&quot;, from Greek an-, without + oura, tail)</td>
<td>FROG</td>
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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 not simpler.
Utilize empty space—don’t just fill it.
Learn the rules of design.
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

