VISUAL TECHNOLOGY PRODUCTION
(MPT1483)

INTRODUCTION TO VISUAL TECHNOLOGY

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DEFINITION

- What is Static Visual Technology???
- Does it cover images, pictures, photography, graphics, and diagrams?
- Visual – images, pictures, photography, graphics, drawing, diagrams, buttons, icons, background etc.

IMPORTANCE

- People usually respond to the visual very quickly and then turn away – so what to do?

- Designer must learn to control the viewers' attention.

- Recommendation – Simplify.

- Design is not about knowing what to put in, but deciding what to take out.

IMPORTANCE

- Visuals can attract learners' attention in learning.
- A picture (visual) is worth a thousand words.
- Therefore – be careful in designing visuals.
- Tips??
  – What are you trying to communicate to viewers?
  – Who is your audience?
  – What are the desired results?

ITS IMPLICATION IN T&L

- Kindergarten or primary school: How students learn about letters or new things?

- Students will be introduced to an image or an object before letter.

- Then, combination between image and letter to produce more understanding about what they are learning.

ITS IMPLICATION IN T&L

- Effective way to deliver information

- Fastest way to deliver information.

- Focus more on information – info in the form of visual will be mapped into our memory faster than info in the form of text.

- Retention of information in a memory – Dual coding theory.

APPLICATIONS IN T&L

- Example – diagram, poster, CD-ROM based T&L materials, webpage, figures, support the textbased info and notes in books.

Thank You !

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