

Objectives

I will:

- ▶ Discuss benefits of using visuals in English language classrooms
- ▶ Explain activities that incorporate signs and infographics

You will:

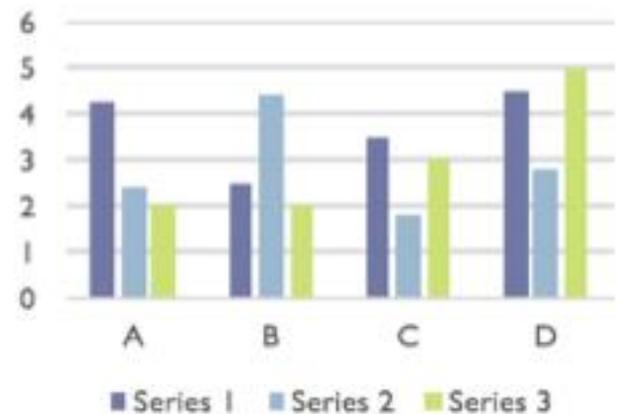
- ▶ Discover activities and resources adaptable to your classroom



What kinds of visuals do you use?

Poll examples:

- ▶ Photographs
- ▶ Art
- ▶ Signs or Advertisements
- ▶ Charts or Diagrams
- ▶ Illustrations
- ▶ Posters



What other kinds of visuals do you use?

Poll examples:

- ▶ Photographs
- ▶ Art
- ▶ Signs
- ▶ Advertisements
- ▶ Charts
- ▶ Diagrams
- ▶ Illustrations
- ▶ Posters

New ideas:

- ▶ Maps
 - ▶ Timelines
 - ▶ Graphic novels
 - ▶ Comics
 - ▶ Flags
 - ▶ Symbols
 - ▶ Posters
 - ▶ Brochures
 - ▶ Flyers
 - ▶ Film
-



What is literacy?

- ▶ Knowledge or ability that relates to a specific topic
- ▶ Literacy examples:
 - ▶ Digital
 - ▶ Cultural
 - ▶ Nutritional
 - ▶ Mathematical



What is visual literacy?

Here is how I “see” it:

- ▶ Visual literacy is the ability to read and understand a variety of visuals in a given environment.

- ▶ Example:



Simple Visual Literacy Skills



High Visual Literacy Skills



Subway by Lily Furedi – from the Smithsonian American Art Museum

The Benefits

- ▶ **Using visual literacy skills in the language classroom:**
 - ▶ Utilizes authentic and culturally relevant materials
 - ▶ Incorporates integrated skills
 - ▶ Develops content-based vocabulary
 - ▶ Motivates visual learners
 - ▶ Promotes critical thinking
 - ▶ Promotes communicative language practice
- ▶ **These can contribute to higher learner engagement!**



Visual Literacy Skills at Any Age, Any Level



Show-and-Tell Warm-up: Personal Photo

1. Student brings in a photo or an object that has special meaning
2. Student shows the item and talks about it in front of the class
3. Teacher can also prompt the audience to ask questions or ask the presenter to tell about the item by using a specific phrase or grammar feature



Difficulty level: low - medium
Skills used: all



Show-and-Tell Warm-up: Personal Photo

Katie's vacation photo of The Grand Canyon:



Teacher's prompt: Use past tense



Show-and-Tell: Artifacts



Difficulty level: medium - high
Skills used: all



Writing Assignment - "My Artifact"

- ▶ Why does this artifact represent you? _____

- ▶ Describe this artifact (color, size, shape, weight, texture). _____

- ▶ What uses could this artifact have for someone in the future? _____

- ▶ Re-write each answer in 2-3 full sentences using more detail.
- ▶ Use 3rd person (don't use *I, me, we*).



Signs and Infographics

Sample lesson: Environment

Visuals: Signs, Infographics



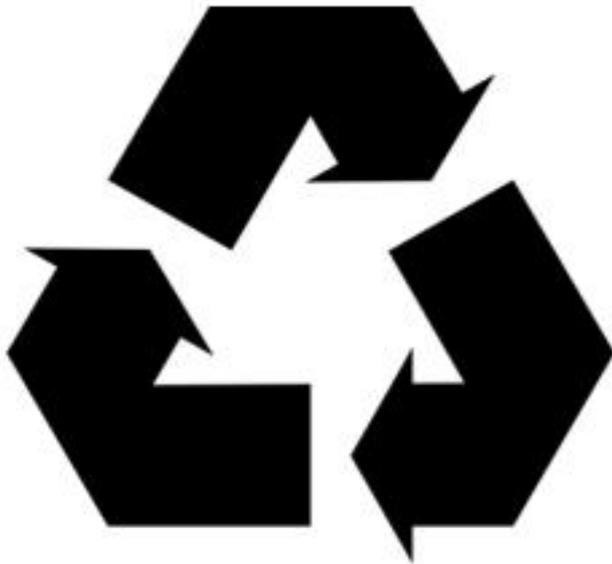
Steps:

- 1) Use visuals to introduce a new topic
- 2) Pre-teach vocabulary or brainstorm vocabulary
- 3) Ask students to find culturally relevant and authentic examples
- 4) Help students understand the topic better through data visuals or infographics (charts, diagrams, maps, tables, timelines)



Step One: Teacher Provides Visuals

Where could you find this type of sign?
Where don't you find it?



Step Two: Brainstorm Vocabulary

- ▶ Environmentally-friendly
- ▶ Ecology
- ▶ Eco-safe
- ▶ Recycling
- ▶ Composting
- ▶ All natural
- ▶ Organic
- ▶ Going green



Step Three: Students Provide Visuals to Discuss

1. **Read the sign. What does it “say”?**
2. **Where was this sign found?**
 - Use descriptive vocabulary
3. **What other locations would you expect to find it in?**
 - Make generalizations about types of settings
 - Discuss the likelihood of finding this in other buildings, communities, countries
4. **Who is the intended audience?**
 - Distinguish between who will see it vs. who should see it
 - Use critical thinking skills to provide support for your ideas
5. **Is it effective?**



Sample Label



Let's try this activity together!



Resources for Signs/Labels

Search for sources online:

- ▶ Photos in these slides were taken with my own camera or taken from Open Educational Resources online:
 - ▶ <https://pixabay.com>
 - ▶ <http://eng.letscc.net>
 - ▶ <http://www.photosforclass.com/>



Resources for Signs/Labels

- ▶ Students can take photos of or make notes about signs:
 - ▶ Public spaces
 - ▶ Retail spaces
 - ▶ Labels from household products



Remind students: Pay attention to postings that discourage photography!



Student-Created Signs



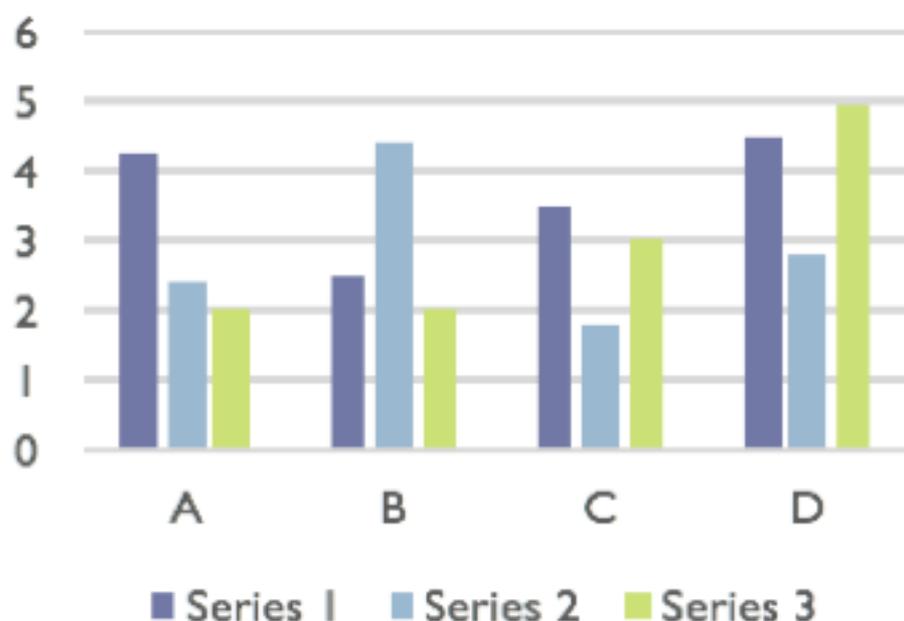
1. Students look for areas that may need better directions, information, or perhaps a warning
2. Then students can create a sign using a combination of English and visuals



Defining Infographics

- ▶ **infographic** - *n.* a visual image such as a chart or diagram used to represent information or data

Voice of America



Thoughts on Infographics

- ▶ “Our brain can digest the facts presented on an infographic three times faster than reading it in text since it’s an illustrated format.”

Bit Rebels

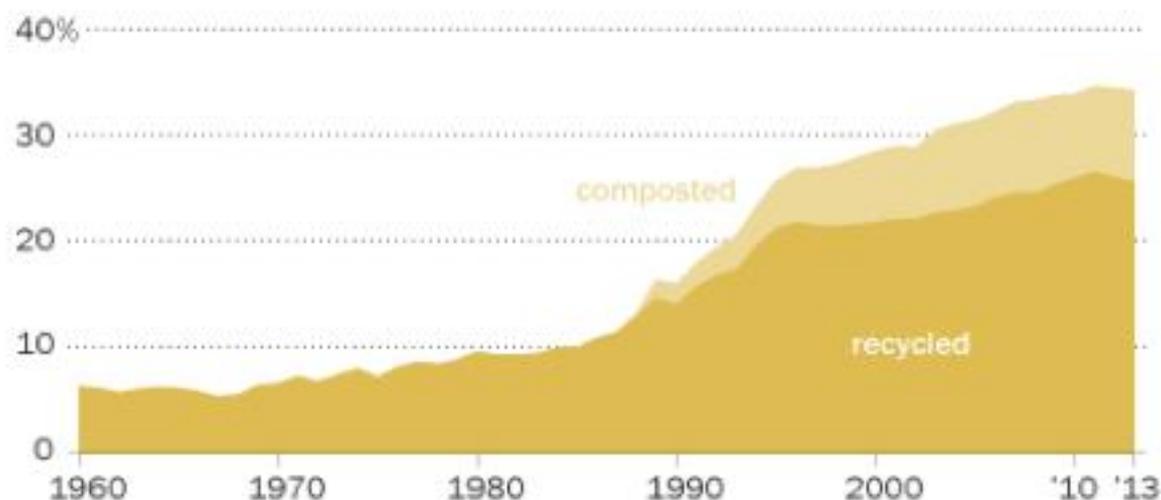
- ▶ Infographics can range from very simple charts to complex images with multiple layers of data.



Simple Infographic: Histogram

After steep rise, recycling and composting rates flatten out

% of municipal solid waste that is ...



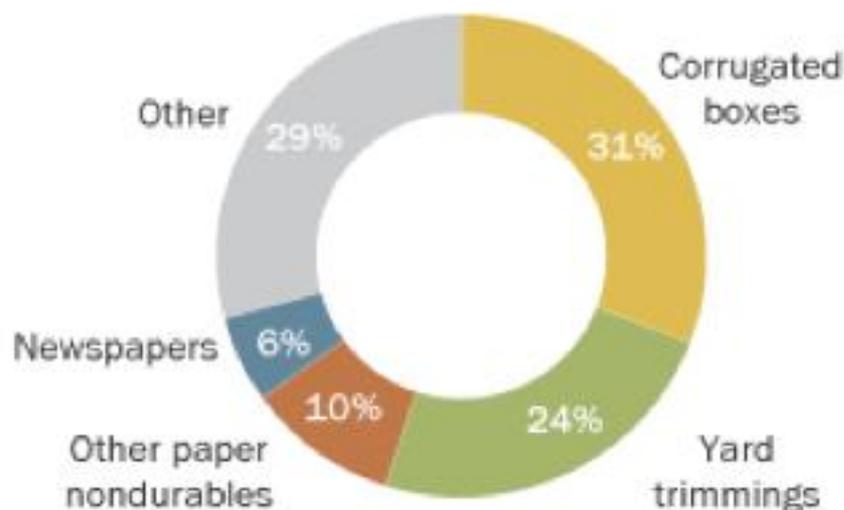
Note: "Composted" includes composting of yard trimmings, food and other municipal solid waste organic material and does not include backyard composting.
Source: Environmental Protection Agency, "Advancing Sustainable Materials Management: Facts and Figures," June 2015 (and prior reports).

PEW RESEARCH CENTER

Simple Infographic: Pie Chart

What gets recycled and composted

in 2013



Source: Environmental Protection Agency, "Advancing Sustainable Materials Management: Facts and Figures," June 2015.

PEW RESEARCH CENTER

Advanced Infographics



Plants need humans and humans need plants. Because plants breathe out oxygen and we need oxygen. We breathe out carbon dioxide and plants need carbon dioxide.



Additional **CO2** causes an astonishing plant growth.

More **CO2** causes plants to need less water to produce the same amount of growth.



www.thegardencentral.com



Plants need humans and humans need plants. Because plants breathe out oxygen and we need oxygen. We breathe out carbon dioxide and plants need carbon dioxide.



Additional **CO2** causes an astonishing plant growth.

More **CO2** causes plants to need less water to produce the same amount of growth.



Certain health-promoting substances such as **Vitamin C** and antioxidants are increased with additional airborne **CO2**.

Existing habitats and ecosystems will have higher plant and wildlife capacity.



Plants are better suited various stresses when grown in a **CO2** enriched atmosphere.

Dramatic increases in the growth of Earth's forests will help them recover from recurring natural disasters and aid a renewable resource industry.



1 Plant for every **3** people improves air quality.



There are approximately **250,000** different types of flowering plants in the world.

Roughly **25%** of all prescription medicines in the US are derived from plants.

Each person in the US generates approximately **2.7** tons of **CO2** each year. A healthy tree stores about **13** pounds of carbon annually - or **25** tons per acre each year.

One tree that shades your home in the city will also save fossil fuel, cutting **CO2** buildup as much as **15** forest trees.



Avocados have the highest calories of any fruit at **167** calories per hundred grams.



Approximately **500** million tons of carbon are stored in US urban forests with a **\$22** billion equivalent in carbon costs.



Roughly **20%** of all prescription medicines in the US are derived from plants.

The world's tallest grass, which has scimitar-like growth to heights of more than **130** feet, is bamboo.

The fastest growing plant is the giant timber bamboo from China. It can grow as much as **1.31** m (**4 ft 3 in**) in a day, reaching its adult height of up to **35.3** m (**116 ft**) in just two months.

The world's largest flower is Rafflesia arnoldii, which can attain a diameter of **150cm** and a weight of **11kg** (**25 lb**). It is commonly known as the stinking corpse lily due to its smell of rotting carcasses.



The world's biggest seed is the soccer-size nut which can weigh up to **20g** (**0.7 oz**).



According to an estimate there are about **100,000** different species of trees. **CO2** is Earth's greatest airborne fertilizer.



A single tree annually produces **260** pounds of oxygen in a year which is enough for a family of four people.

Designed by: TheGardenCentral.com

LET'S GO SHOPPING!

WHAT ARE CUSTOMER'S HABITS

■ FEMALE ■ MALE

PREFER TO SHOP IN THE:



Male
20%



Female
79%

SHOPPERS
WHO PREFER
OUR BRAND

HOW FREQUENTLY THEY GO SHOPPING



PLANT-A-TREE'S Help Plant 2 Million Trees



Here's what they do



52,000,000 MI

Reversed CO2 output
of a gas guzzler driving



520,000 LBS

of nitrogen a year



200,000,000 GAL

of water into the air

For more info, visit
www.plantatree.com

HOW TO HELP PREVENT CLIMATE CHANGE IN YOUR OWN LITTLE WAY

WWW.TWOTREEPLANTY.ORG



CONSERVE WATER

Watch your water usage by turning off faucets when not in use, taking shorter showers, and avoiding unnecessary water consumption.

REDUCE WASTE

Help reduce greenhouse emissions by practicing regular recycling, buying recycled goods, and buying less or in bulk to lessen packaging waste.



SAVE ENERGY

Use less energy by turning off appliances when not in use, switching to energy saving bulbs, and insulating in energy saving appliances/objects.

TRAVEL GREEN

1/3 of the world's gas emissions are because of vehicles, therefore ditching your car and walking or riding public transport helps lessen them.



CLEAN ENERGY

Try using renewable energy from time-to-time by installing solar panels and generating your-own energy. Use of solar-powered objects are good too.

START SMALL

The little things make a difference planting trees, and buying local produce helps lessen carbon footprints.



Using Infographics

- ▶ Think about your classroom, school, or library. Perhaps you have already seen infographics posted on the walls there.
- ▶ Think about the advertisements, articles, textbooks, and other outside visuals that you see every day.
- ▶ Where do you see infographics?



Where to Find Infographics

- ▶ **Graphs.net Infographics Album on Flickr**
<http://bit.ly/2l07hDq>
- ▶ **Pew Research Center**
<http://pewresearch.org>
- ▶ **Let's cc – Search for Infographics + Topic**
<http://eng.letscc.net>

- ▶ **Student-created infographics**



How to Create Infographics

- ▶ Combine pictures with charts created by students using paper, magazines, or markers
- ▶ Use a free online resource, such as:
 - ▶ Canva – www.canva.com
 - ▶ Piktochart – <https://piktochart.com>
 - ▶ Venngage – <https://venngage.com>
- ▶ Other resources listed in pre-reading material from Voice of America



www.canva.com

The image shows the Canva website's design dashboard. On the left is a dark sidebar with navigation options: 'Create a design' (highlighted in green), 'All your designs', 'Shared with you', 'Create a team' (with a red 'NEW' badge), 'Your brand', 'Add new folder' (with a '+02' badge), and 'Trash'. At the bottom of the sidebar are 'Upgrade', 'Learn to design', 'Get design inspiration', and the Canva logo with the tagline 'Empowering the world to design'. The main content area has a teal-to-purple gradient background and is divided into sections: 'Social Media Posts' (with sub-categories: Social Media, Presentation, Poster, Facebook Post, Blog Graphic, AI, Card), 'Documents' (with sub-categories: US Letter, Presentation (16:9), Presentation, AI, Letterhead (US), Magazine, Letterhead (A4), Certificate, Résumé), and 'Blogging & eBooks' (with sub-categories: eBook, Desktop Wallpaper, Watpad Book Cover, Kindle Cover, Blog Title, Blog Graphic, Album Cover, Infographic). A large yellow arrow points to the 'Infographic' template in the 'Blogging & eBooks' section. A red 'NEW' badge is also visible above the 'Watpad Book Cover' template.

My Example from canva.com



Updated with my text and images

Choose a layout



Planning the Content

1. Students choose a specific topic related to the theme or teacher assigns the topic
2. Students write about their role using imperative statements and “I can” statements
3. Students choose images to represent statements by taking pictures, finding open education resources, or drawing

SIX WAYS I CAN HELP THE ENVIRONMENT EVERY DAY

CONSERVE WATER
I can turn off the faucet while brushing my teeth and take faster showers

REDUCE WASTE
I can recycle whenever possible and buy products in recyclable packaging

SAVE ENERGY
I can unplug electronics and turn off lights when I don't need them

TRAVEL GREEN
I can use public transit and my own two feet to get around the city

OPEN A WINDOW
I can use natural methods to adjust the indoor temperature

GET OUTSIDE
I can spend time outdoors exploring and appreciating nature

Start Gradually

- ▶ Build a class collection of visuals related to each new theme that your class discusses
- ▶ Having too many visuals won't be a problem
- ▶ Incorporate Show-and-Tell activities with simple visuals in the beginning and complex visuals later on



Show-and-Tell



The Mississippi River seen from the shore of my home state – Minnesota



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Do What Comes Naturally

- ▶ **Variety and relevance are important**
- ▶ **Your students are already visually literate in their native language, so allow them to apply these skills in English as well**



Reflections

- ▶ **What new vocabulary will I want to teach for discussing visuals?**
- ▶ **Where can your students find visuals?**
- ▶ **Where will *you* find visuals?**
- ▶ **At what stage in a lesson should you introduce visuals?**



References and Resources

- ▶ “Funkadelic Facts about Infographics” by *BitRebels*, retrieved from www.bitrebels.com, 2011.
 - ▶ “Learning to Look” by the National Education Association, retrieved from www.nea.org, 2017.
 - ▶ “Recycling perceptions, realities vary widely in U.S.” by Drew DeSilver for www.pewresearch.org, 2016.
 - ▶ “Subway” by Lily Furedi, retrieved from www.smithsonianeducation.org, 2017.
 - ▶ “The Neglected Tools Can Work for You” by Mac M. Ramirez for *English Teaching Forum*, 2012, 50(4).
 - ▶ “Tools to Create Infographics” by Carolyn Nicander Mohr for <http://learningenglish.voanews.com/>, 2016.
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