



Open up Your Eyes - Open up Your Brain - Insights Into Visual Literacy, Infographics and Facts Visualisation

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When people communicate about literacy they are commonly referring to text not images. Being 'literate' implies becoming well-read. As well as in formal schooling, it can be straightforward to measure literacy while using the classic yardsticks of type, construction and textual comprehension.

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Literacy normally refers to the published phrase, nevertheless it is really in shots that we think, act and don't forget. From cave paintings towards the 'head-up' displays in a very fighter plane, the capability for imagery or symbols to impart information is far far more powerful than that on the prepared term. It can be what we call 'visual literacy'.

Visible Literacy may be the ability to interpret and sound right of everything you see, so studying from it.

Professor Edward Tufte describes how working with visual symbols is often a better approach to converse since it "gives the viewer the greatest variety of thoughts in the shortest time using the minimum ink within the smallest space."

This visual communication of information can be a crucial element in enhancing awareness, notion and comprehension. The so-called technological revolution owes just as much to a re-think of how facts is communicated as to the intelligent gizmos that provide it. Right up until Apple broke the mould in 1984, information processing was the domain of IBM programmers in air-tight sterile rooms. The introduction of non-public computing, a 'language' of icons and visual shorthand and a new intuitive strategy for doing the job intended that, for that first time, a computer may very well be as useful to an artist like a scientist.

Infographics: enhancing facts interaction in bite-sized chunks.

The current craze amongst designers and entrepreneurs of making ' Infographics ' is solely no more than an exposition of data visualisation. Its success is right down to how during which the information is visualised, is laid out hierarchically as well as the resonance of your picked graphics on the target market. Such visualisations help save hugely on words; they compress knowledge into bite-sized chunks. But most of all, they are able to existing the knowledge using visual memory-hooks, metaphors and interactivity, all of that are proven to raise recall and comprehension and deepen understanding.

The ever present PowerPoint continues to be a very helpful presentation software, but very often the presenter takes advantage of it inside a visually illiterate method, filling each and every slide with paragraphs of copy and lists of bullet details. Significantly far better to present

that very same data using photographs, visible metaphors, film and audio clips and animation. Visual literacy entails visible imagining and smart 'mind-mapping' strategies to existing data within the most memorable way. A very good illustration on the use of a visual metaphor might be the roots and branches of a tree as an example principles of production line doing the job and interdependency.