

Checklist for Creating Influential Visual Images

Creating influential visual images requires careful attention to the key elements of memorable ideas. Use this checklist to help think through the visual image you are required to create on the topic we are studying in class.

Questions to Consider

1. Describe your intended audience for this visual. What are they likely to know already about the topic we are studying? How are they likely to feel about the topic?
2. How do you want your audience to feel about the topic? What do you want them to know or do after they finish seeing your visual?
3. What information can you share about the topic that is likely to be the most convincing to your audience? What information is likely to be the most surprising? Are there any bits of evidence that you think your audience will find convincing *and* surprising?
4. If you had to summarize your own feelings about the topic in one sentence or less, what would your summary look like? Can you craft this one sentence summary into a memorable catchphrase for your visual?
5. Have you visited a Creative Commons warehouse (listed at the bottom of this checklist) and selected several potential images to use in your visual? Have you copied and pasted the source for your image into a works cited page?
6. Which image carries the strongest emotions? How does the image make you feel? Have you checked with several of your peers to see if the image makes them feel the same way? Are the emotions shared in your image the emotions that you are trying to share about the topic?

7. What senses—touch, taste, sight, sound, smell—are conveyed the best in your image? How are those senses communicated? Will viewers be able to feel what the characters in the picture are feeling? Why?
8. Have you chosen an image or graphic that will carry some familiarity for your viewers? What about the circumstances portrayed will they be able to relate to?
9. Where are you going to place the text in your visual? Do you have enough room for all of your text to be seen easily from a distance? Are you planning on using colors and text sizes to draw attention to individual words or ideas? Which ones? Have you selected a font that won't be distracting?

Warehouses for Creative Commons Images

Photographers who share their work in the following image warehouses allow others to use their content in digital projects as long as they are given credit. Use these warehouses to look for content to use in your influential visual.

Wikimedia

Wikimedia (<http://commons.wikimedia.org>) connects to a collection of images and videos posted in Wikipedia that are often copyright free—or are free for use in most situations with nothing more than a citation of the original source.

morgueFile

morgueFile (www.morguefile.com) is designed as a warehouse of images that are copyright free and available to any user for any project with little restriction. The photographers who share their images in morgueFile are working to create a set of reference images on common topics for the world to use.

Flickr Creative Commons

Images found in Flickr's Creative Commons gallery (www.flickr.com/creativecommons) can be used for almost any project related to education with nothing more than a credit to the original photographer.

Foter

Housing a collection of over three hundred million images sorted into categories to make searching easier (buildings, babies, holidays, signs, sports, technology), Foter (www.foter.com) makes determining the type of license attached to each image and giving credit to the original content creator easy.