THINKING ABOUT VISUALS
FINDING VISUALS
CREATING VISUAL GLOSSARIES

PURPOSE AND PRODUCTS
The purpose of this module is threefold:
1. to enhance your group’s web-searching skills;
2. to look at, analyze, and gather different visuals on the web; and, finally,
3. to generate a glossary of terms we’ll be encountering and experimenting with during this semester.

The product of this module is a document that includes your
1. answers to questions 4c, 6 and, 13 below, and
2. a mini-glossary that includes
   a. an introductory page using Wordle (http://www.wordle.net), and
   b. subordinate pages in which you define and provide examples for a minimum of five of the following terms:

- seeing
- looking
- rhetoric
- logos, pathos, ethos
- visual culture
- represent (verb)
- representation (noun)
- information architecture
- design (verb)
- design (noun)
- photographic truth
- denotative, connotative meaning
- icon
- document design
- information design
- information landscape

Note
Although many of these terms have competing and overlapping meanings, I’m looking for your well supported definitions. There are no right answers, just more or less convincing ones.

SEARCHING THE WEB
1. Head to AltaVista (www.altavista.com).

   a. In the search box, type in visual rhetoric and click on the FIND button. How many matches did you get? Link to a couple of the sites in the search results list. Do they seem to be appropriate to this class? To your search?

Hint
As you do the next three exercises, pay attention to the logos of these search engines.
b. Return to the front page of AltaVista. In the search box, type in "visual rhetoric" [with quotation marks] and click on the FIND button. How many matches did you get?

Link to a couple of the sites in the search results list. Can you estimate—by looking at the first 30 or so hits—how many are educational (.edu), organizational (.org), and/or corporate (.com)?

c. Can you explain the difference in the number of search results between search 1a and search 1b?

Can you explain the difference in the content of search results between search 1a and search 1b?

2. Experiment with another search site. Leave the browser window with AltaVista open, but open a new browser tab or window. In the new browser tab or window, head to Google [www.google.com]. First, do the same searches you did on AltaVista.

a. In the search box, type in visual rhetoric and click on the “Google Search” button. How many matches did you get?

Link to a couple of the sites in the search results list. Do they seem to be appropriate to this class? To your search?

b. Return to the front page of Google. In the search box, type in "visual rhetoric" [with quotation marks] and click on the “Google Search” button. How many matches did you get?

Link to a couple of the sites in the search results list. Can you estimate—by looking at the first 30 or so hits—how many are educational (.edu), organizational (.org), and/or corporate (.com)?

c. Can you explain the difference in the number of search results between search 2a and search 2b?

Can you explain the difference in the content of search results between search 2a and search 2b?

d. Can you explain the difference between AltaVista and Google in the number of search results between search 1b and search 2b?
Can you explain the difference between AltaVista and Google in the content of search results between search 1b and search 2b?

3. Experiment with doing smart searches. Head to Yahoo! [www.yahoo.com]. Once you connect, look for a “Help” button on the Yahoo! front page. Click on it.

a. What different types of help and/or support does Yahoo! offer users?

b. Look specifically for help searching Yahoo! What is one piece of advice Yahoo! offers to its users regarding doing searches?

4. Experiment with a social network oriented image share and search site: Flickr [www.flickr.com].

a. In the search box, type in visual rhetoric and search. How many matches did you get?

b. Explore some of the matches. What sorts of other tags are associated to the matches? Can you create any associations between or across the different tags?

c. Copy and paste and image from this search and develop a set of tags you would use to describe the image. Keep in mind that uses and contexts of tags—viewers use these tags to search for, find, and mentally categorize images.

NOTE del.icio.us has a helpful tagging overview page you might want to check out: del.icio.us/help/tags

5. Explore a visual thesaurus. Search for a word you encountered in the readings that you’re not sure about or one of the words you think you want to include in your visual glossary. Head to Visual Thesaurus [www.visualthesaurus.com].

6. Compare the logos of three search sites: AltaVista, Bing, and Yahoo.
What “work” does each logo perform? Which logo do you like the most? Why? Which do you like the least? Why?
EVALUATING WEB SITES

7. Which of the sites is the real Web site of the United States White House? How do you know?
   www.whitehouse.net
   www.whitehouse.gov
   www.whitehouse.com
   www.whitehouse.org

8. Which of the sites is a real company? How do you know?
   www.huhcorp.com
   www.despair.com

9. Which of the sites is a real report? How do you know?
   home.inreach.com/kumbach/velcro.html
   www.fas.org/irp/cia/product/bw1103.pdf

10. Which sites is a real company/corporate site? How do you know?
    www.genochoice.com
    www.identigen.com

11. Which of these is a real news story? How do you know?
    www.malepregnancy.com/
    news.bbc.co.uk/1/hi/health/1844648.stm

12. Which of these is a real video? How do you know?
    www.youtube.com/watch?v=vsqiM9AEqIU
    www.youtube.com/watch?v=A7D5QZS1Ldo

13. What are three pieces of advice you have for people conducting research on the web and trying to assess the validity and credibility of web sites in general? What are three pieces of advice you have for credibility of the visual content of web sites?
GETTING STARTED ON YOUR GLOSSARY

14. As you get started creating your glossary, you might want to take a look at some visual glossaries to get a sense of how they look, what they include, and how they are structured:

   Architectural Styles
   www.seemydesign.com/livingroom/elementsideas/archtrim/architectstyle.htm
   Orienteering Unlimited Inc. Visual Glossary
   www.orienteeringunlimited.com/visualglossary.htm
   Carex Interactive Visual Glossary
   utc.usu.edu/factsheets/CarexFSF/glossary.htm
   A Visual Glossary of Religious Symbols
   altreligion.about.com/library/glossary/blsymbols.htm
   The Web 2.0 Visual Glossary
   www.techlearning.com/story/showArticle.php?articleID=196604482
   Purple Kiwi Cookbook Glossary
   www.purplekiwicookbook.com/glossary.cfm

Your glossary should contain definitions, explanations, and examples for five of the terms listed at the start of this module. Your definitions and explanations should be well-written, descriptive, and carefully polished. Your examples should be well-integrated and illustrative of the concepts you’re explaining.

Use the multimedia search skills you refined while working on the earlier questions to find images that help articulate the terms you’ve chosen to define and also to find explanations and images to accompany your explanations.

DOWNLOADING IMAGES FROM THE WEB

When you’ve found an image you want to integrate into your glossary to help illustrate one of the terms you’re defining, you can download it by:


2. To insert an image, click on Insert, then select Picture (see Figure at right, captured from the PC version of Word).

3. In the dialog box that appears, find the image you downloaded from the web. Double-click on the name of the image.

   NOTE

You must cite the sources of all of your information—textual and visual. Be sure to include the URLs of all the web sites you gather information from in your glossary.
4. Once you have double-clicked, you should be returned to your Word document. You can now make some minor adjustments to the image in your document if you need to (e.g., put a border around it, shrink or enlarge it).

INCLUDING VISUALS IN YOUR DOCUMENT
Use Microsoft Word to prepare your mini-glossary (because it’s relatively easy to use, you can include visuals, and you can also grammar- and spell-check with it).
You can integrate visuals you have downloaded from the web into your glossary by following these steps:
   1. Launch Word.
   2. To insert an image, click on Insert, drag down to Picture, and then select From File...
   3. In the dialog box that appears, find the image you downloaded from the web. Double-click on the name of the image.
   4. Once you have double-clicked, you should be returned to your Word document. You can now make some minor adjustments to the image in your document if you need to (e.g., put a border around it, shrink or enlarge it).

TURNING IN YOUR WORK & GETTING CREDIT
Again, the product of this module is a document (or documents) that includes your
   1. answers to questions 4c, 6 and, 13, and
   2. a mini-glossary with a Wordle cover and definitions.

🌟 Note
Upload your document to our class ANGEL site, lessons>modules>dropbox 1.
Total points possible: 100.