

## Visual Literacy Lessons Unit 2



### Head Health:

The purpose of this series of tasks is for students to identify and describe components of an image and link this with the activity of bike riding and the charity work of Tour de Cure.

### Learning Tasks

#### 1. Helmets

Students work in small groups and locate images that promote the use or sale of bike helmets. Each group selects their 3 top images to discuss as a group and then selects one image to present to the class. Each group identifies and discusses how the image promotes safety and makes people want to wear a helmet.

#### 2. Uniforms up close

Students work in pairs to find images of sporting uniforms in close up view to show the detail of the fabric or the design. Have students find older and more recent versions of different uniforms. Make a display of the printed images and possibly set up a 'Which sport is this?' guessing game.

#### 3. Freezing movement

Students work in pairs to photograph people playing sport. This may require multiple sessions as students check their work and techniques for capturing action. The students may have a class discussion after the first photo shoot to identify more effective techniques of capturing images. Students select their best images for a sport photo display. Discuss how to successfully capture movement in a photo.

#### 4. Sponsors

Students analyse the logos in this image. Identify which logos are in the more obvious positions. Groups of students discuss the symmetry and colouring of the uniform design and how the logos co-ordinate with the uniform design. In pairs, students design their own sport uniform.

### Teaching notes

#### Using images to sell

Images are used to sell products and messages. They may show the features of the product or cause the viewer to aspire to have and use the product. Experts, such as sporting champions, are also powerful images for selling products or messages.

#### Technology

Images of sporting uniforms tell us that the people belong to a team and are designed to assist or protect. Advances in technology mean that uniforms have changed over the decades to improve performance.

#### Shutter speed

Some digital cameras have a set shutter speed while others are able to be changed faster or more slowly. In sports photography, the faster the shutter speed, the sharper the focus and movement is 'frozen'. A slower shutter speed will not capture movement so sharply and may be blurred. Some photographers deliberately slow the shutter speed to create effects and to keep the feeling of movement in the image.

#### Logos

Brands have a logo which is an identifiable symbol that is compact so that it can be placed where it can be seen. Sporting gear and uniforms are now covered with logos of the main sponsors and other partners. Placing images in highly visible places in a repetitive fashion allows for greater recall.

### Follow up action:

As a result of what they have learned about keeping our heads safe and healthy, students find out about the work of Professor Charlie Teo at Royal Prince Alfred Hospital in Sydney (RPAH) and the Cure for Life project. Information can be found on the website for Tour de Cure (Where will the money go?) and Cure for Life. Consider if this is a project that is relevant for your class or school to support.