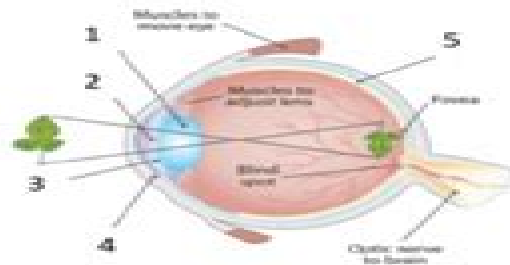


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Module 1

1. Label the diagram



2. Name some key features of light
3. What are the 02 kinds of photoreceptor cells? How are they different in terms of number, position, function, and sensitivity?
4. What is color-blindness? Explain it based on what you know about how we see colors
5. What is visual accommodation?
6. Explain common Gestalt principles and give examples: proximity, similarity, figure-ground, continuity, closure
7. Give examples to distinguish 3 types of signs
8. Explain how the following mental functions affect seeing: memory, projection, expectation, selectivity, habituation
9. In the video "Why danger symbols can't last forever", participants in the experiment had to rate the signs according to 02 criteria. What are they? Why are these 02 criteria important?
10. Explain the following concepts
 - Copyright
 - Public domain
 - Fair use
 - Creative Commons
 - Hue – saturation – value
 - Color harmony
 - Line – shape – form – texture
 - Rule of third
 - Serif – san serif – display font
 - Leading – tracking – kerning

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Jin-Ying Zhang



Visual Communication Study Guide:

The Essential Guide to Visual Communication Ryan McGeough, 2019-02-06 The Essential Guide to Visual Communication is a concise introduction to the evolution theory and principles of visual communication in contemporary society This guide helps students develop the skills they need to become critical consumers of visual media by examining images through the lens of visual rhetoric Students see how images influence and persuade audiences and how iconic images can be repurposed to communicate particular messages Images selected and discussed throughout the text highlight examples of visual communication from earlier generations and the current digital environment that students encounter in their everyday lives

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Table of Contents Visual Communication Study Guide

1. Understanding the eBook Visual Communication Study Guide
 - The Rise of Digital Reading Visual Communication Study Guide
 - Advantages of eBooks Over Traditional Books
2. Identifying Visual Communication Study Guide
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Visual Communication Study Guide
 - User-Friendly Interface
4. Exploring eBook Recommendations from Visual Communication Study Guide
 - Personalized Recommendations

- Visual Communication Study Guide User Reviews and Ratings
- Visual Communication Study Guide and Bestseller Lists
- 5. Accessing Visual Communication Study Guide Free and Paid eBooks
 - Visual Communication Study Guide Public Domain eBooks
 - Visual Communication Study Guide eBook Subscription Services
 - Visual Communication Study Guide Budget-Friendly Options
- 6. Navigating Visual Communication Study Guide eBook Formats
 - ePub, PDF, MOBI, and More
 - Visual Communication Study Guide Compatibility with Devices
 - Visual Communication Study Guide Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Visual Communication Study Guide
 - Highlighting and Note-Taking Visual Communication Study Guide
 - Interactive Elements Visual Communication Study Guide
- 8. Staying Engaged with Visual Communication Study Guide
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Visual Communication Study Guide
- 9. Balancing eBooks and Physical Books Visual Communication Study Guide
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Visual Communication Study Guide
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Visual Communication Study Guide
 - Setting Reading Goals Visual Communication Study Guide
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Visual Communication Study Guide
 - Fact-Checking eBook Content of Visual Communication Study Guide

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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