Notes for "The Power of an Image" Stevie Kline Intermediate Unit 1

(Drawn from Lynell Burmark's book, "Visual Literacy - Learn to See, See to Learn")

http://educatebetter.org/

We must be able to interpret, understand and appreciate the meaning of visual material.

Visuals can be a universal language.

Visuals can create stickiness.

Data supports the synergy of images and words.

It is thought that this combination may elevate our thinking to its highest level.

Words to music and movement create greater retention.

Images require very low bandwidth and storage space

Are readily available

Simple to download

Can easily be incorporated into a lesson plan

Not usually perceived a threatening

Data supports their usage

What do the words tell you? What if you have no prior knowledge?

We can process visual information 60,000 faster than text

Our optic nerves each have 1,000,000 nerve fibers

Our auditory nerve a mere 30,000

Visual processing takes up 30% of our brain's cortex, 8% for touch, 3% hearing

We process a full color image (a megabyte of data) in a fraction of a second.

Color can enhance learning and improve retention up to 75%

Using an image to explain a concept can increase retention of the material up to 400%

Images have a direct route to long term memory

Each storing its own information as a coherent chunk or concept

The capacity for recognition memory for pictures is limitless

To be retained images must have meaning

Words may have no meaning, may be ambiguous

Need prior experience and knowledge

Our memory constantly is trying to make connections with prior knowledge and experience.

We need to start with the image and then move to dialogue and text.

How do we help our students see how everything is interrelated?

Digital images can be manipulated (enlarged) to show great detail not possible by any other means.