



# Recognize Evidence in Videos & Visuals

## Broaden the definition of text.

Read content from various mediums and formats.



### PHOTOGRAPH:

- Presents one person's perspective.
- Excludes or frames out details intentionally.
- May include digital editing that alters the message.



### MEME:

- Pairs a well-known image with a pop-culture topic.
- Presents short text overlaying the photo.
- Presents an opinion or perspective on an issue.
- Features emotionally-charged content that often elicits a humorous response.
- Requires the reader to have background knowledge on the image and/or the topic.



### COMPLEX ILLUSTRATION:

- Integrates the message of print text within the visual.
- Conveys additional information not stated in the print text.
- Utilizes complex artwork and/or layout.



### POLITICAL CARTOON:

- Presents one person's perspective on an issue.
- Requires background knowledge on the topic.
- Includes minimal, but essential text.
- Employs a range of literacy devices— humor, symbolism, hyperbole, sarcasm, irony, etc.



### INFOGRAPHIC:

- Conveys a complex message via visuals (e.g., artwork, icons, color, font, etc.).
- Organizes "facts" to show relationships.
- Labels key details on a topic/subject.
- Requires the reader to determine if the information is credible, accurate, and relevant.



### VIDEO, MOVIE, PSA, DOCUMENTARY:

- Communicates a visual and audio message simultaneously.
- Provides visual interpretations of the printed or spoken text.
- Requires the reader to "hold onto" his thinking across several minutes/hours.



## STANDARDS EXPECTATIONS

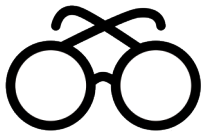
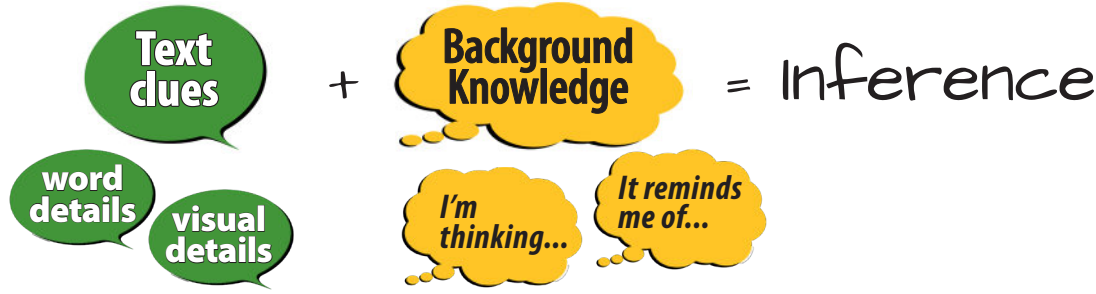
**CCSS R7**  
Integrate and evaluate content presented in diverse formats and media, including visually and quantitatively as well as in words.

- K** | ...Describe the relationship between illustrations and the text...
- 1** | Use the illustrations and details to describe...
  - 2** | Explain how specific images contribute...
  - 3** | Use information gained from illustrations...
  - 4** | Interpret information presented visually...
  - 5** | Draw on information from multiple print or digital sources...
  - 6** | Integrate info presented in different media or formats...
  - 7** | Analyzing each medium's portrayal...
  - 8** | Evaluate advantages and disadvantages of different mediums...
  - 9-12** | Analyze... Integrate... Evaluate various accounts told in different mediums...

## Overcome the various struggle points of readers.

<b>IGNORE AND SKIP.</b>	Assumes it's decoration. Expects it to be repetitious.
<b>SEE BUT DON'T READ.</b>	Expects to be entertained. Lacks vocabulary to analyze.
<b>SUMMARIZE WITHOUT SYNTHESIZING.</b>	Stops short of interpretation. Neglects integration.

Read visual texts closely.



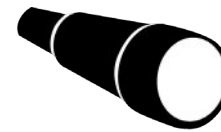
Readers **analyze** visual choices.  
*WHERE to look | WHAT to pay attention to*

- Identify the main subject or topic.
- Look at each "part" of the text.
- Look at the tiny and close-up details the author included.



Readers **interpret** visual choices.  
*WHY he did it | HOW it impacts the message*

- Interpret the author/artist's purpose or message.
- Interpret the author/artist's perspective.
- Consider the alternative choices he could have made.



Readers **synthesize**.  
*What is the COMBINED VALUE*

- Evaluate the quality of the content.
- Evaluate the effectiveness of the content.
- Evaluate the content provided versus that in other texts/sources.
- Integrate the information learned from other sources.



### SPIN-OFF SESSIONS

WRITE BEYOND THE TEXT | Session 1:  
Make an inference in 5 steps.

WRITE BEYOND THE TEXT | Session 3:  
Synthesize ideas across texts.

**SECRET SITE RESOURCES**

**PHASE 1** **Read for:**  
- Determine what the text says.  
- General Understandings  
- Summary, Central Idea, Theme  
- Key Details, Text Organization

**PHASE 2** **Zoom in and think about:**  
- Determine how the text says it.  
- Vocabulary Words  
- Genre, Text Structure, Syntax  
- Point of View, Author's Purpose, Perspective

**PHASE 3** **Zoom out and consider:**  
- Determine why.  
- Visual Features of the Text  
- Text Quality, Author Credibility

Introduce the 3 phases of close reading to students.



Collect research from images.



Add editorial cartoons to science & social studies.



Apply transformation to complex concepts.



Evaluate text features for their added value.

### Apply the close-reading framework.

Notice the relevant textual details within visuals and videos.



Readers **analyze** visual choices.  
*WHERE to look | WHAT to pay attention to*

#### SUBJECT

- PEOPLE: expression, clothing, age, posture, position
- TOPIC: object, concept, information, issue

#### ACTIVITY

- event, action, movement
- process, system, steps

#### SETTING

- background, habitat, environment, objects, props
- season, time, era, context, mood

#### TEXT

- words, size, font, icons, labels
- scrolling, overlaid, superimposed

#### AUDIO

- sounds, silence, volume, pace
- music, instruments, vocals (sung), voices (spoken)

#### ORGANIZATION

- flow of information, connection between ideas
- relationship of information, layout of information

#### DESIGN ELEMENTS

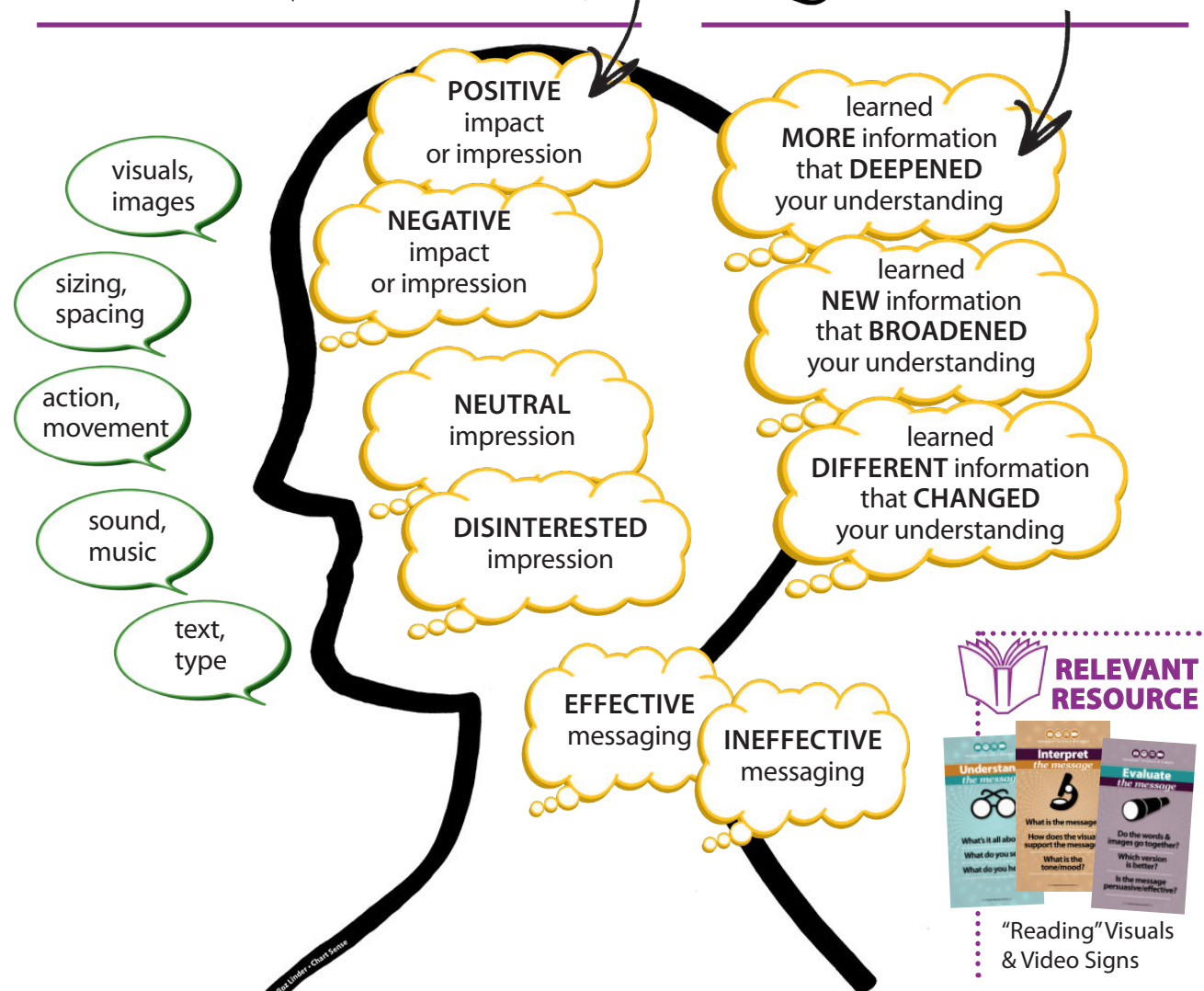
- color, font, style
- lines, shape, size, proportion



Readers **interpret** visual choices.  
*WHY he did it | HOW it impacts the message*



Readers **synthesize**.  
*What is the COMBINED VALUE*



### Take notes on videos.

Collect video observations.



Readers **analyze** visual choices.



Readers **interpret** visual choices.



Readers **synthesize** information.

#### VIDEO NOTES



What do you see?

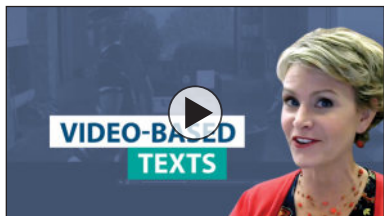


What do you hear?

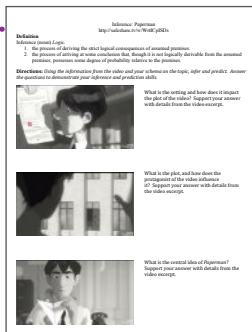
What angle does the company take to sell its products?

Identify the persuasive/influential techniques used in the commercial and evaluate their effectiveness for the intended audience.

#### SECRET SITE RESOURCES



Where can I find sources for short videos for note-taking purposes?



Utilize animated movie shorts.



Weave the *what*, *which*, & *where* into textual citations.

### Cite visual evidence in written responses.

Reference *which* text and *where* in the text the evidence was found.

#### Which text?

- Identify the title, or
- Identify the genre, or
- Identify the author, illustrator, director, source, etc.

#### Where in the text?

- Identify the time stamp, or
- Identify the physical location, or
- Identify the facet/component.



# EVIDENCE-BASED WRITING

## Recognize Evidence in Videos & Visuals



**NOW IT'S YOUR TURN**



**What do you see?**

**What do you hear?**

