

Visual Literacy Worksheet

Name:

Topic:

In column #1 write down adjectives (descriptive words/phrases) that comes to mind when you think of your topics and the feelings/ideas that you would like your audience to take away from interacting with your project. Then write down images and colors in columns 2 & 3 that support those ideas.

1. Descriptive Words

2. Imagery

3. Color

Notes:

Keep this worksheet and refer back to it while you are working on your project. As you make decisions about the design make sure those choices are reflecting the ideas above and effectively communicating those ideas to the audience.