Checklist for Creating Influential Visual Images

Creating influential visual images requires careful attention to the key elements of memorable ideas. Use this checklist to help think through the visual image that you are required to create on the topic that we are studying in class.

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Question to Consider	**Your Response**
Describe your intended audience for this visual. Who is likely to see the work that you create? What are they likely to know already about the topic that we are studying? What experiences will they have already had with the topic we are studying? How are they likely to feel about the topic that we are studying?	
How do you want your audience to feel about the topic we are studying? What do you want them to know or do after they finish seeing your visual?	
What information can you share about the topic we are studying that is likely to be the most convincing to your audience? What information is likely to be the most surprising? Are there any bits of evidence that you think your audience will find convincing AND surprising?	
If you had to summarize your own feelings about the topic we are studying in one sentence or less, what would your summary look like? What would you say to people first when trying to convince them to care about the topic we are studying? Can you craft this one sentence summary into a memorable catchphrase?	
Have you visited a Creative Commons warehouse (listed at the bottom of this checklist) and selected several potential images to use in your visual? Have you copied and pasted the source for your image into a Works Cited page?	
Which image carries the strongest emotions? How does the image make you feel? Have you checked with several of your peers to see if the image makes them feel the same way? Are the emotions shared in your image the emotions that you are trying to share about the topic that we are studying?	

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What senses—touch, taste, sight, sound, smell—are conveyed the best in your image? How are those senses communicated? Will viewers be able to feel what the characters in the picture are feeling? Why?	
Have you chosen an image that will carry some familiarity for your viewers? What about the circumstances portrayed will they be able to relate to? Is there something about the characters that will seem familiar? The setting? The situation? Why is this image a good choice for your audience?	
Where are you going to place the text in your visual? Do you have enough room for all of your text to appear and to be seen easily from a distance? Are you planning on using colors and/or text sizes to draw attention to individual words or ideas? Which ones? Have you selected a font style that won't be distracting?	

Warehouses for Creative Commons Images
Photographers who share their work in following image warehouses allow others to make use of their content in digital projects as long as links back to the original photo are included somewhere in the final copies created.

Name of Warehouse	Description
Wikimedia http://commons.wikimedia.org	The chances are that most of your teachers have grumbled about Wikipedia once or twice, haven't they? "It's unreliable!" they cry. "You can't trust the content that you find there." And while some of those arguments may be true, Wikipedia users are some of the most open content creators in the world. Wikimedia connects to a collection of images and videos posted in Wikipedia that are often copyright free—or are free for use in most situations with nothing more than a citation of the original source.
Morguefile http://www.morguefile.com	Like Wikimedia, Morguefile is designed as a warehouse of images that are copyright free and available to any user for any project with little restriction. The photographers who share their images in Morguefile are working to create a set of reference images on common topics for the world to use. They take great satisfaction in lowering the barrier to incorporating high quality photography into school-related projects and often only request an image citation or an email request for a picture to be used.
Flickr Creative Commons http://www.flickr.com/creativecommons/	Flickr is another one of those websites that many teachers and parents grumble about. Chances are that it may even be blocked on your school's computers! And while students should never explore Flickr without a parent or teacher's permission, they can also find an absolutely INCREDIBLE collection of images that photographers have made available to others. Images found in Flickr's Creative Commons gallery can literally be used for almost any project that is related to education with nothing more than a credit to the original photographer.