



PBS TeachersSM

Focus on Visual LITERACY

PBS Teachers Staff
<www.pbs.org/teachers>

The following PBS resources enable teachers and students to explore the concept of visual literacy. They are designed to help students develop composition and communication skills and think critically and creatively in a visually saturated world.

American Masters—Through the Lens of Robert Capa

www.pbs.org/wnet/americanmasters/education/lesson27_overview.html

Resource Type: Lesson Plan

Grade Range: 9–12

In this lesson, students use guided reading techniques to learn about Capa's style and to discover the techniques that made him a great photographer. Students also learn the basics of telling compelling stories through photos. In the culminating activity, each student creates a photo essay telling a story that has personal significance.

American Photography: A Century of Images

www.pbs.org/ktca/americanphotography

Resource Types: Lesson Plan, Interactive/Online Activities

Grade Range: 9–12

The Manipulating Photographs lesson plan on this site is designed to help students understand the power of photography, appreciate the role of ethics in photojournalism, and become informed consumers of news photography. The Image Lab interactive provides opportunities to experiment with image cropping and digital manipulation to better

understand their impact. The Digital Truth and Persuasion features also provide relevant background information for students.

Art in the Twenty-first Century

www.pbs.org/art21/education/teachingmaterials/index.html

Resource Type: Lesson Plans, Educators' Guides, Slide Sets
Grade Range: 9–12

The educational resources on this site have been developed to familiarize teachers and students with the work of living artists, to provoke critical thinking and problem-solving, to present creative role models, to

bridge diverse subject areas, and to inspire new ways of teaching and learning through the study and appreciation of contemporary art. Sample lesson plans that incorporate visual literacy include:

- Mediating Media www.pbs.org/art21/education/technology/lesson2.html
- Converging Media www.pbs.org/art21/education/labor/lesson3.html
- Confronting Conflict www.pbs.org/art21/education/war/lesson3.html
- War on Film www.pbs.org/art21/education/war/lesson2.html

Arthur: Arthur's Guide to Media Literacy

<http://pbskids.org/arthur/parentsteachers/lesson/medialiteracy/index.html>

Resource Type: Teacher's Guide
Grade Range: K–2

This teacher's guide contains nine media literacy lesson plans that discuss topics such as the power that advertising has on purchasing, how a picture caption can affect the meaning of a message, how the media affects feelings toward body image and gender stereotypes, and the marketing effects of a simple logo.

Don't Buy It

<http://pbskids.org/dontbuyit>

Resource Type: Online Interactives, Teacher's Guide
Grade Range: 3–5

This Web site offers both a teacher's guide and online interactives that allow students to explore topics including food advertising tricks, cereal box designs, cover model secrets, and the format and structure of print ads.

FRONTLINE—The Merchants of Cool

www.pbs.org/wgbh/pages/frontline/teach/cool

Resource Type: Offline Activities/Projects, Online Video
Grade Range: 9–16

Through these activities, students explore, analyze, and evaluate the many aspects of media marketing targeted specifically at American teens. Activities include holding a “no logo” day at school, creating a branding campaign, and analyzing an ad or music video. The teachers guide also includes tips for teaching media literacy. Students and teachers can watch the full program online www.pbs.org/wgbh/pages/frontline/shows/cool/view.

Global Connections: The Middle East—Stereotypes: More Than Meets the Eye

www.pbs.org/wgbh/globalconnections/mideast/educators/types/lesson1.html

Resource Type: Lesson Plan
Grade Range: 9–12

In this lesson, students think critically about images and media that portray the Middle East and its inhabitants, make determinations about the impact of the images on their perceptions, and consider ways to overcome these stereotypes.

In the Mix—Self-Image: The Reality, The Fantasy

www.pbs.org/inthemix/educators/fant_real.html

Resource Type: Lesson Plan
Grade Range: 7–12

In this lesson, students explore and discuss magazine ads with images of models that send messages to teens about how they should look. They then create a timeline of changing body types, for both men and

women, and what was considered attractive during various eras.

Independent Lens: Sisters of '77—Women in the Media

www.pbs.org/independentlens/sistersof77/edu_2.html

Resource Type: Lesson Plan
Grade Range: 9–12

In this lesson, students explore how women and girls are portrayed and the degree to which females are underrepresented in the mass media. They analyze the covers of magazines that are popular with teenage girls and write paragraphs describing their reactions to the images and the misrepresentation of girls in the media. Students also learn about the 1977 National Women's Conference and the fight to pass the Equal Rights Amendment.

NewsHour Extra—Analyzing Election Cartoons

www.pbs.org/newshour/extra/teachers/lessonplans/socialstudies/Vote2004/political_cartoons.html

Resource Type: Lesson Plan
Grade Range: 9–12

In this lesson, students identify symbols and caricature in political cartoons and analyze how they portray a message, opinion or point of view. They examine how political cartoons convey information differently than editorials and interpret a variety of political cartoons. Students then create and present original political cartoons reflecting current events topics.

PBS Parents Guide to Creativity

www.pbs.org/parents/creativity/index.html

Resource Type: Online Interactives
Grade Range: PreK–2

This Web site provides young

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