Instagram Analysis
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https://bit.ly/2Chq6I0

Today's Lesson

1 Visual terms

2 Analyzing visuals for credibility

3 Sharing analysis

4 What did you learn?
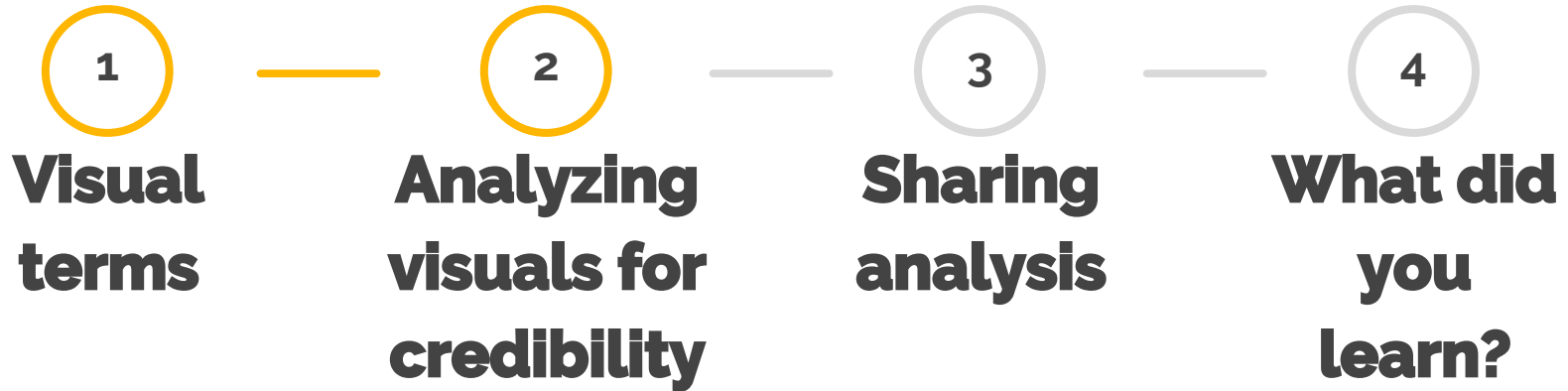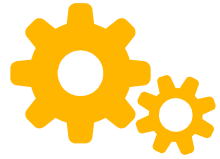
Find the slides here: https://bit.ly/2Chq6I0

Have a paper and pen/pencil handy

Visual terms

https://bit.ly/2Chq6I0

Color

Different hues and shades

What's the primary color scheme here?

https://bit.ly/2Chq6I0

TRASH UNUSED BAIT.

MINNOWS & WORMS
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www.CleanDrainDry.org

Contrast

Using different visual elements (light/dark, big/small, etc.)

How does this image use contrast?

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Visual Hierarchy

Important visual elements are big and/or at the top.

Less important elements are smaller and/or further down the screen.

What visual elements are most important here? Least important?

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Alignment

How visual elements line up with one another

(Imagine that the page is a grid.)

Which parts of the grid contain the most visual elements?

Negative Space

The "neutral" area of the page/screen without any visual elements

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Lower Grand River Organization of Watersheds (LGROW)

Analyzing Instagram posts
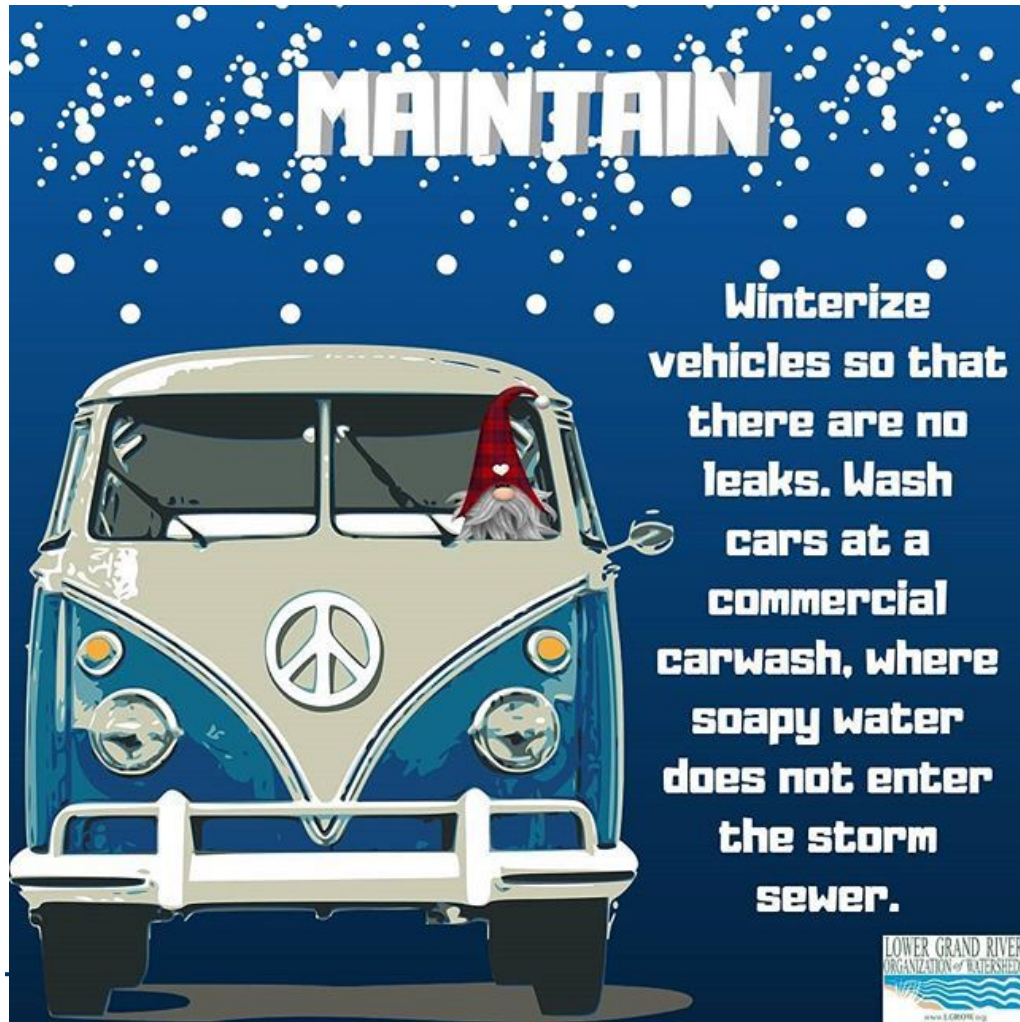
Analyzing Instagram 👍

- In groups of 3, you'll analyze & present an Instagram image.
- Navigate to your group's slide. Together, write the following:
- How does your image use
  - Color?
  - Contrast?
  - Visual hierarchy?
  - Alignment?
  - Negative space?
- What action does your image want you to take?
- How well do the visual elements match the action that the image wants you to take?
- What would you change to make your image more persuasive?

Group 1

- ○ Color
- ○ Contrast
- ○ Visual hierarchy
- ○ Alignment
- ○ Negative space
- ○ What action should viewers take?
- ○ Do visuals match the action?
- ○ What might you change?

MAINTAIN

Winterize vehicles so that there are no leaks. Wash cars at a commercial carwash, where soapy water does not enter the storm sewer.

LOWER GRAND RIVER ORGANIZATION OF WATERSHEDS

Group 2

- Color
- Contrast
- Visual hierarchy
- Alignment
- Negative space
- What action should viewers take?
- Do visuals match the action?
- What might you change?

Group 3

- Color
- Contrast
- Visual hierarchy
- Alignment
- Negative space
- What action should viewers take?
- Do visuals match the action?
- What might you change?

Group 4

- ○ Color
- ○ Contrast
- ○ Visual hierarchy
- ○ Alignment
- ○ Negative space
- ○ What action should viewers take?
- ○ Do visuals match the action?
- ○ What might you change?

Think at the Sink!

septicsmart

www.epa.gov/septic

What goes down your drain has a big impact on your septic system. Avoid harsh chemicals and use cleaners/ detergents in moderation. Learn more at www.epa.gov/septic.

EPA
United States
Environmental Protection
Agency

Group 5

- ○ Color
- ○ Contrast
- ○ Visual hierarchy
- ○ Alignment
- ○ Negative space
- ○ What action should viewers take?
- ○ Do visuals match the action?
- ○ What might you change?

Group 6

- Color
- Contrast
- Visual hierarchy
- Alignment
- Negative space
- What action should viewers take?
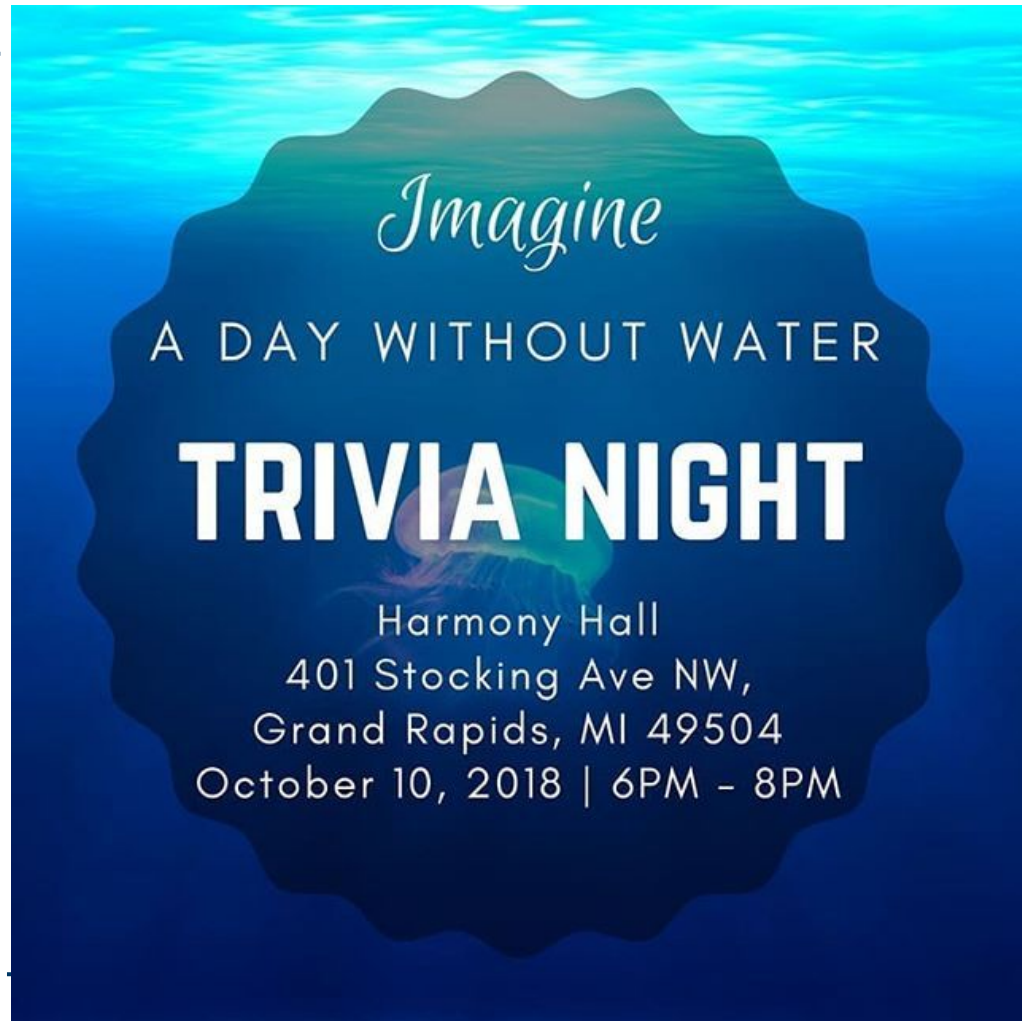- Do visuals match the action?
- What might you change?

Next Steps

- Go to https://www.lgrow.org/
- Based on their website, what impression do you have of their organization?
- Scroll to the bottom of the page and find the Instagram feed. What design elements do you find noteworthy?
- Read your group's image caption. How does that change your perception of the image?

What did you learn today?

1. What was the most important thing that you learned today?
2. How you do think you'll apply what you learned to future work, either in class or out of class?
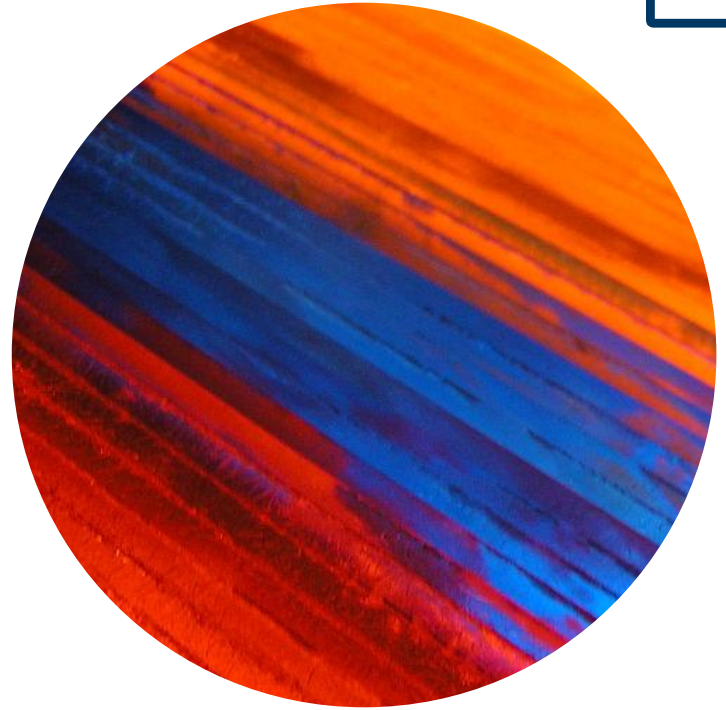
Thanks!

Any questions?

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Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Photographs by Unsplash