

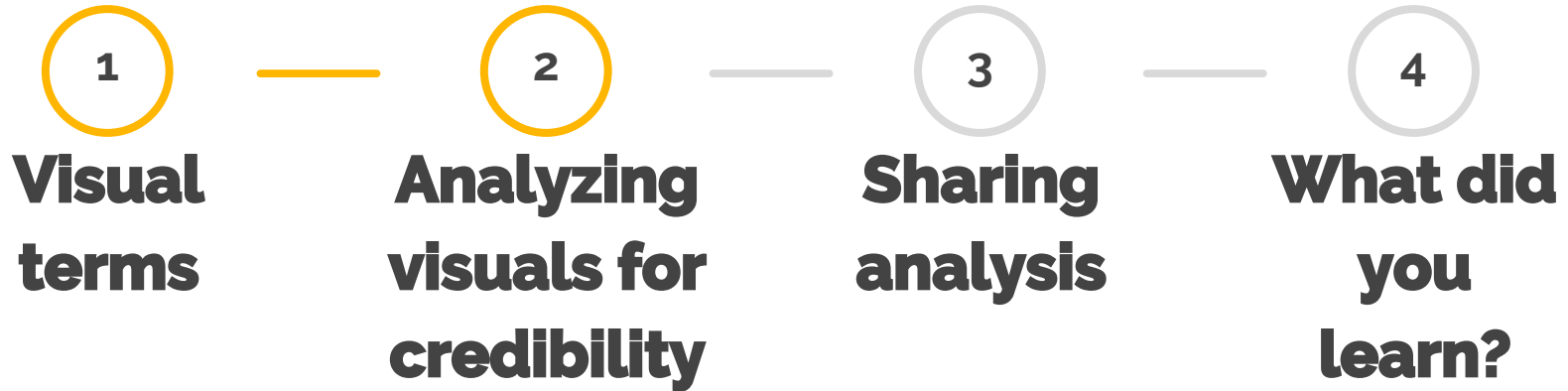
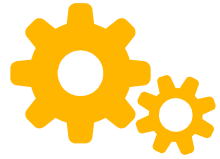


Instagram Analysis

Sara Doan | Document Design

<https://bit.ly/2Chq6I0>

Today's Lesson



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.

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www.CleanDrainDry.org

Great Lakes RESTORATION | MISSISSIPPI RIVER RESTORATION | WILDLIFE RESTORATION | CLEAN DRAIN DRY INITIATIVE | U.S. FISH AND WILDLIFE SERVICE

The advertisement features a central image of a boat on a body of water at sunset or sunrise, with silhouettes of people on board. The background is a gradient of warm colors from yellow to orange to dark brown. The text is in bold, white, sans-serif font. At the bottom, there are several logos for environmental organizations.



Contrast

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

How does this image use contrast?

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Great Lakes RESTORATION | MISSISSIPPI RIVER RESTORATION | WILDLIFE FOREVER | U.S. DEPARTMENT OF THE INTERIOR | U.S. FISH AND WILDLIFE SERVICE | CLEAN DRAIN DRY INITIATIVE | U.S. ENVIRONMENTAL PROTECTION AGENCY

The advertisement features a central image of a boat on water at sunset, with silhouettes of people on board. The text is overlaid in large, bold, white letters with a drop shadow effect. At the bottom, there is a row of logos for various environmental organizations.



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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Great Lakes RESTORATION | MICHIGAN DEPARTMENT OF NATURAL RESOURCES | WILDLIFE FOREVER | UAS | CLEAN DRAIN DRY INITIATIVE | STATE OF MICHIGAN



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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Great Lakes RESTORATION | ILLINOIS DEPARTMENT OF NATURAL RESOURCES | WILDLIFE FOREVER | CLEAN DRAIN DRY INITIATIVE | ILLINOIS WILDLIFE

The advertisement features a silhouette of a boat with people on a calm lake at sunset. The text is in large, bold, white letters with a slight drop shadow. The background is a gradient from yellow to dark brown. At the bottom, there are several logos for partner organizations.



Lower Grand River Organization of Watersheds (LGRROW)

Analyzing Instagram posts

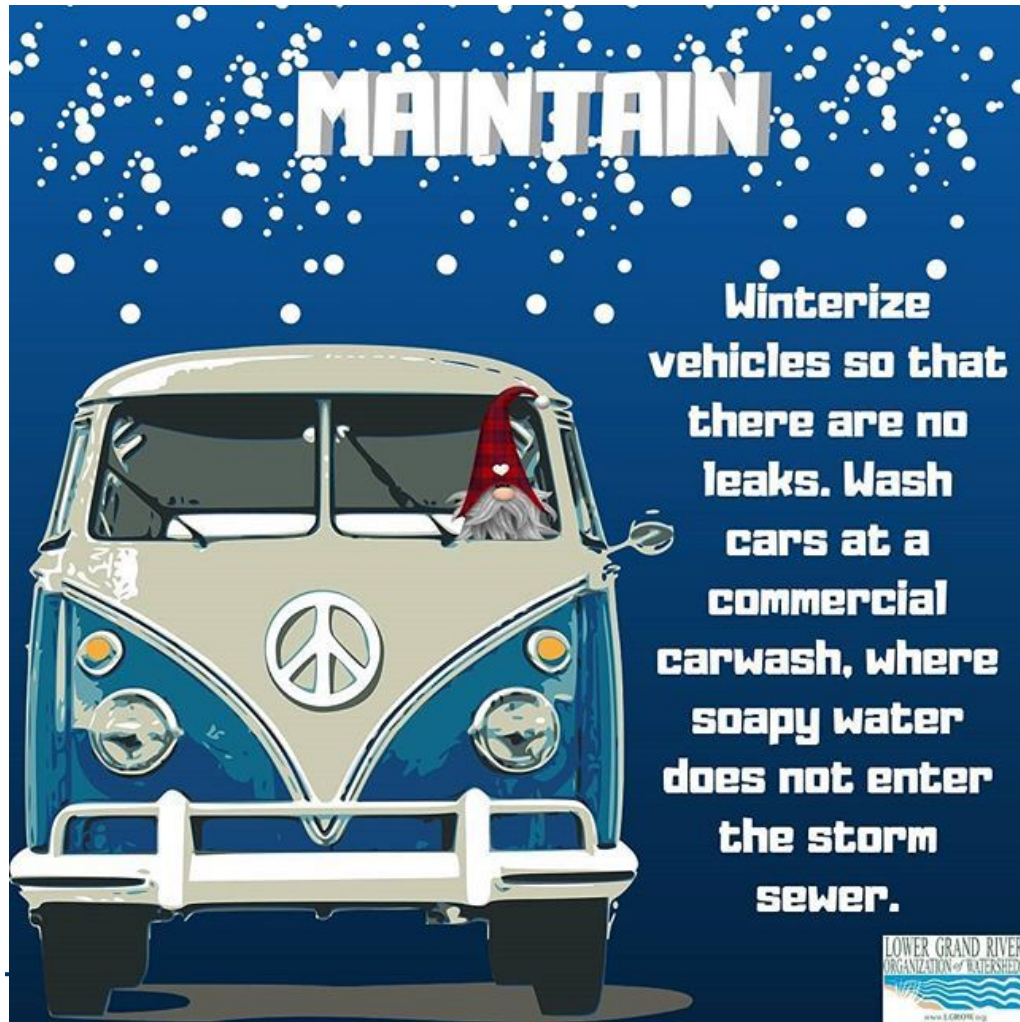
Analyzing Instagram



- 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
www.LGROW.org



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!



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.



Group 5

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

Keep it Clean!

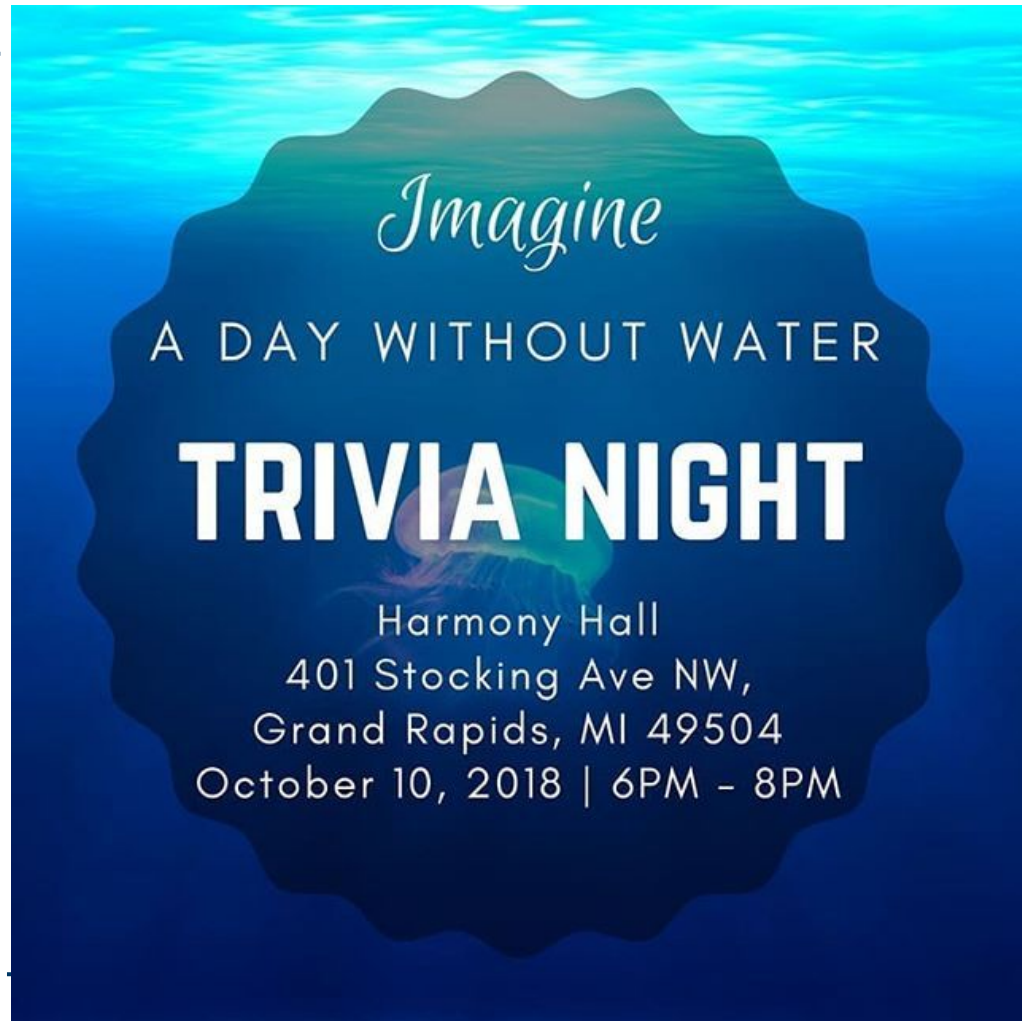


If you have a well, many things can contaminate your drinking water, such as a failing septic system. Test your well water regularly! Learn more at www.epa.gov/septic.



Group 6

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





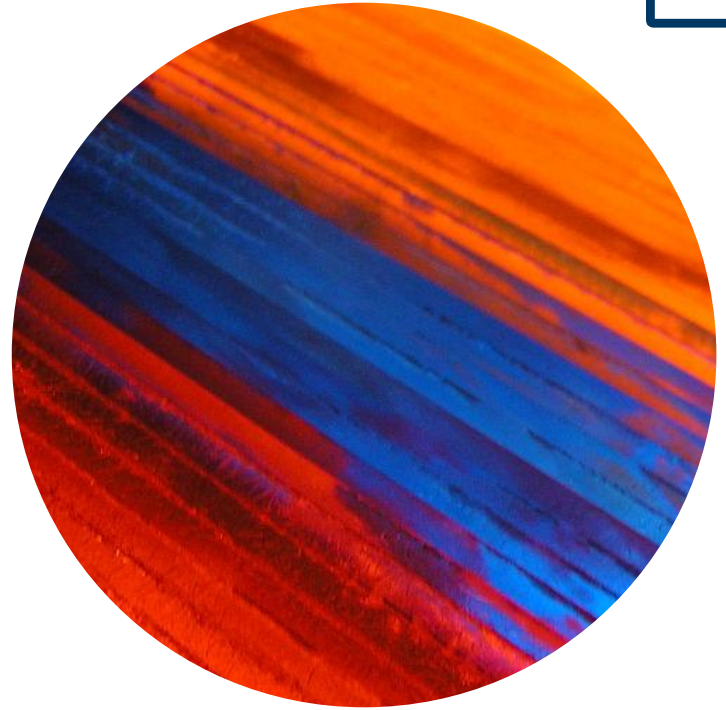
Next Steps

- 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 do you think you'll apply what you learned to future work, either in class or out of class?





Thanks!

Any questions?

You can find me at saracdoan.com & saradoan@uwm.edu



Credits

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

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)