

Viewing Standard: Learners will demonstrate skills in viewing for a variety of purposes by being attentive, recognizing visual clues, understanding visual messages, applying content of visual images, and evaluating visual images.

Middle School Students Will....	High School Students Will...
<ol style="list-style-type: none"> 1. accept responsibility for focusing attention on visual messages. 2. use personal strategies to maintain focus during visual presentations. 3. focus attention on individual elements, such as images, sound, dialogue, and perspective. 4. adapt attentive behavior to accommodate the purpose, setting, and content of visual messages. 5. recognize multiple meanings of visual messages. 6. recognize symbolic elements of visual messages, such as metaphors, logos, and color. 7. recognize the relationship of parts and the whole in visual messages. 8. describe and discuss visual messages. 9. generate questions related to visual messages. 10. integrate multiple viewing experiences to comprehend a single concept or topic. 11. derive literal and abstract meanings from visual message 12. complete extended viewing tasks. 13. assimilate knowledge from viewing and use this knowledge in new contexts. 14. use knowledge from visual messages to create new messages, such as video tapes, role playing, broadcasts, posters, computer-generated presentations, collages, and poems. 15. predict various outcomes. 16. draw appropriate conclusions with supporting details. 17. identify and interpret multiple messages and intended purposes. 18. recognize motives of persuasive appeals. 19. recognize the strategies used in visual messages, such as the use of celebrities in persuasive appeals. 20. identify the techniques used in visual messages to affect the viewer, such as lighting, music, sound effects, and pacing. 21. distinguish between stated or implied facts. 22. distinguish between facts and opinions. 23. support personal evaluation of visual messages. 	<ol style="list-style-type: none"> 1. establish and maintain focus on visual messages. 2. accept responsibility for active viewing. 3. identify media forms, media content, and media products. 4. identify symbolic elements of visual messages 5. recognize that visual messages are open to multiple interpretations. 6. recognize the effects of verbal and nonverbal cues. 7. recognize the impact of individual components of the message in relationship to the whole. 8. explain the ideas, images, and aesthetics of visual messages. 9. distinguish between denotative and connotative meanings. 10. offer appropriate and effective responses, such as questions and comments. 11. conceptualize the abstract and symbolic message from a visual message. 12. transfer knowledge from viewing to new contexts. 13. use appropriate strategies to remember the content of visual messages. 14. use knowledge from visual messages to create new messages, such as multimedia presentations and reports. 15. relate information and ideas from visual messages to personal experiences. 16. predict various outcomes. 17. draw appropriate conclusions with supporting details. 18. identify and interpret multiple messages and intended purposes. 19. distinguish between relevant and irrelevant material. 20. evaluate the quality of information obtained from electronic media sources. 21. judge validity of ideas, arguments, or hypotheses. 22. recognize, interpret, and control emotional responses to visual messages. 23. assess the techniques used in visual messages to affect the viewer. 24. support their individual evaluation of the message. 25. recognize the underlying motives behind the visual messages.

