

Exercise 1 – Lesson 1

<h3>Step 1 – Visual Selection</h3> <p>Choose one existing visual communication piece, for example:</p> <ul style="list-style-type: none">• Advertisement• Poster• Social media post• Website section• Packaging front <p>The piece does not need to be “bad”, but it must be analyzable.</p>	<h3>Step 2 – Strategic Diagnosis</h3> <p>Analyze the visual using concepts from the reading. You must identify:</p> <ul style="list-style-type: none">• At least 3 principles of design• At least 2 elements of design (you already know them as you read the file, right?) <p>For each one:</p> <ul style="list-style-type: none">• Explain how it is currently used.• Briefly state whether it supports or weakens the communication goal.* <p>*This can be done as notes, bullets, or annotations.</p>
<h3>Step 3 – Strategic Visual Proposal</h3> <p>Propose 2-3 concrete visual changes that would improve the piece. For each proposed change:</p> <ul style="list-style-type: none">• Specify what you would modify (scale, color, hierarchy, spacing, repetition, etc.).• Justify the change using language from the reading (principles + elements).• Focus on clarity, hierarchy, and communication, not decoration. <p>You may:</p> <ul style="list-style-type: none">• Sketch• Redesign partially• Annotate over the original• Use AI or design software <p>A polished design is not required. Strategic thinking is.</p>	<p>Presentation (5 minutes per student)</p> <p>Each student presents:</p> <ol style="list-style-type: none">1. The original visual2. The identified principles and elements3. The proposed improvements and rationale <p>The presentation should clearly connect:</p> <p>Reading → Visual decision → Communication impact</p>