Exercise 2 – Lesson 3 - Part one

1. Opening & framing

- Brief reminder of key ideas:
  - *Ways of seeing are culturally constructed*
  - Images embody power, ideology, and assumptions
  - Advertising as a continuation of historical visual traditions

"This is not about personal opinion, but about **critical visual reasoning**".

2. Teams of three & visual selection

- Form teams.
- Each team selects **one of the following**:
  - Advertisement
  - Social media campaign
  - Brand visual
  - Influencer content

- Avoid purely aesthetic choices; choose something **meaningful to analyze**

Criteria: Image must be **current and widely recognizable, ok?**

3. Critical visual analysis.

Each team analyzes their image using Berger's framework. They must address **at least 3 of the following**:

- How does the image **assume a specific viewer**?
- What kind of **desire, power, or aspiration** does it construct?
- How does it relate to:
  - Advertising and envy
  - Gender representation
  - Ownership, status, or success
- What is **shown vs. what is implied**?
- What assumptions are being normalized?

4. Wrap-up & preview

- Teams briefly share **one key insight** (2–3 minutes each).
- Instructor connects insights back to Berger and presents session 2 task:

"You will **reframe** this image strategically, not redesign it aesthetically".

Deliverable:

- Annotated image
- Bullet-point analysis (not essay-style) You are using your creativity.

Exercise 2 – Lesson 3 part two – Presentation of visual proposal

1. Reframing brief

Each team must:

- Keep the **same communication context** (product, brand, or message).
- Propose a **visual reframing** that:
    - Challenges or redefines the original way of seeing
    - Avoids reinforcing problematic assumptions
    - Remains communicatively effective

2. Strategic visual proposal

Teams develop a **visual reframing proposal**. They must define:

- What is **changed** (framing, gaze, hierarchy, narrative, symbols).
- What is **maintained** (brand, context, objective).
- Which Berger concept(s) informed the decision.

Format is flexible:

- Annotated mockup
- Side-by-side comparison
- Sketch + explanation
- AI-assisted visual exploration (allowed, must be justified)

3. Presentations

Each team presents 10 minutes:

1. Original image & key critique
2. Proposed reframing
3. Strategic rationale linked to Berger

4. Closing reflection

Whole-group reflection (each student will participate):

"How does this change the way you see advertising?"