What is Visual Design?

* Visual Design is a graphic representation of information. Poster format is the most common form of visual design. It features graphics, highlighted words, point form, easy-to-access information, direct and to-the point information.
* Visual Design must convey a message. It must be clear, concise, and catch the target audience’s attention. It must also be neat and orderly.
* Use color, pictures, catchy font, large letters, borders, text boxes, circles, etc. to emphasize key points and direct the reader’s attention.

Read the situation below and create an appropriate visual design (complete with title). Use a variety of text, visuals and graphics to support the message.

You may use some of the following symbols in your visual design:

• Underline words to indicate italics

• Circle words to indicate bold

• Use a box to indicate the look and placement of a graphic

**Scenario:**

You are a student at a high school where the principal is thinking of installing a device that would prevent students from using your cell phone while in the school building.

**Task:**

Create an effective poster to inform people about the lunch hour meeting you have organized regarding this decision. Indicate that there will be a petition for people to sign showing their opposition to installing this device. Your poster should encourage people to attend the meeting, and it should include information on both sides of the issue. The meeting will be held at lunch hour in the multipurpose room on Friday.