FAIR USE LICENSE IN EDUCATION SETTING

ORGANIZATION: *HOW IS INFORMATION / HOW ARE ELEMENTS ORGANIZED?*

At first glance, the embedded photograph is a simple illustration of a classroom. It is no surprise to find the students and the teacher donning masks nowadays. In today's world, everyone knows what the pandemic has done to change the way we live, even in school. After looking at the picture; however, there is an intent we immediately recognize. Whether you are for student masking or against, it is perfectly clear what the message conveys.

Analyzing this image, we can clearly identify the visual hierarchy the person who captured this scene uses. The viewers' eyes are drawn directly to the foreground where what seems to be an electric sign catches their attention. It contrasts the scene with its plain black and

white color scheme with details of all uppercase bold text. The monotony is subtly broken strategically with a hint of color and a recognizable smiley face emoji, only to have a surgical mask added to it.

The tone may not sit well with everyone. However, it makes a perception that its main theme may be to emphasize that masks in school is favorable, if not endorsing it. The proximity of the box establishes its purpose. There is no symmetry for that set as the message is aligned where it is upfront to the left and large enough to occupy a good chunk of space. The placement makes it difficult not to notice.

IMAGERY / METAPHOR / IMAGE AS CONTINGENT GENRE: *HOW DOES THE IMAGE CONTRAST OR REINFORCE THE IDEAS ESTABLISHED IN THE TEXT?*

Searching the internet for images connecting with the previous topic in the last blog post, we find one that closely relates to Governor Youngkin's reversal of Virginia's mask mandate for schools. The selection above could be seen as political in nature leaning to one side of differing views. We can see, though, that taken in the context of the last assignment, this picture would be in favor for continuing masks in school. One can come to a conclusion that there still could be strong opposition to the new law while the preference for schools would be to stick with the former.

AESTHETICS:

The main point of the picture centers on the sign. It is clear while the rest of the image remains out of focus. It is obviously meant to ultimately direct your eyes to the message. As described earlier, "**MASKS ON!**" is typewritten in black bold, all uppercase text with an exclamation point that completes the statement showing importance. Its tone is strong and meant

to play on emotions. Purely visual, the graphic's purpose is thought provoking and could initiate discussion. It is both appealing and not - depending on the audiences' perspective. While it is a welcome sight for those who oppose the new law, it instigates argument from those in agreement with Governor Youngkin.

REFLECTION:

When examining the image for this assignment using the analysis tool, we can notice the strong tone it displays. There is connotation of dissent or challenge to Governor Youngkin's reversal. The tool was helpful in developing this conclusion. However, taking it into consideration that it lacks any written and / or verbal support, it is open to interpretation. It would be a different method of analysis to come to a consensus from an image alone versus assessing written text. Analysis of an image taken into context using the tool would result in several different opinions whereas written text contain more content to base better judgment.

ACTIVITY: *LOCATING AND DOWNLOADING FREE LICENSE IMAGES*

The Vecteezy exercise had us use two different images and combine them as one. The base layer would be overlaid with a second while touching up areas helping it blend. After flattening the layers, the image would become merged into one.

There could be additional enhancements done to the final product. Listed below is some of several that could be done.

Additonal Enhancements

- Use of filters to sharpen or bring different effects

- Add text with varying fonts and colors

- Add a border

- Draw in objects or lines / arrows to show and emphasize the phone or to be used as accents

- Crop the image or change the resolution to increase the size focusing on the phone

<u>NOTE</u>: *The original image of the **woman hand holding texting** could not be found. Another image from Vecteezy of a different woman holding a cellphone was used instead during this exercise.*