DESIGN BRIEF  
PROJECT TYPE: GRAPHICS

PROJECT TITLE: Organizational and thematic graphics for book chapters

**Objective:**

These graphics will be for use as figures in an academic book about the role of film and media in libraries.

Project consists of 5 assets:

* 4 stand-alone icons to represent 4 themes:
  + Harnessing the Emotional Power of Movies/Film for Learning
  + Elevating the Role of Movies and Media in the Library
  + Many Approaches to Advancing Film and Media in the Library
  + Professional Development and Lifetime Learning with Film and Media
* 1 graphic that presents 5 primary topics of the book and shows connections to secondary topics (potentially drawing from film/media iconography).
  + Within this graphic, each of the 5 themes should have some visual representation/icon (Viewing, Creating, Learning, Collecting, Connecting).

**Considerations:**

As the book relates to film and media in the library, consider design elements that connect to this niche.

**Details:**

**Icons for Four Themes**

1. Harnessing the Emotional Power of Movies/Film for Learning

2. Elevating the Role of Movies & Media in the Library

3. Many Approaches to Advancing Film and Media Education in the Library

4. Professional Development and Lifetime Learning with Film and Media

**Graphic for Five Elements of Film and Media Education Learning Experiences**

Note: The reference image included in this project is just to show the connections of first and secondary topics. Please feel free to create designs that organize the information differently. The following descriptions of the 5 topics are to provide context for any icon or visual representations.

VIEWING: Film and media screenings and programs that focus on sharing interpretations through discussion help create a sense of community and special events that feature filmmakers and local experts provide commentary and context that deepen interpretation and promote intellectual curiosity.

CREATING: People can inspire, inform and entertain through a variety of low-tech and high-tech media creation experiences. Whether librarians help people of all ages to create or themselves create work using media, they expand the concept of literacy to advance self-expression, empowerment and civic engagement.

LEARNING: Learning to analyze the content and format of audiovisual media takes practices and this begins with the process of learning to read picture books. Photographs, documentaries and and visual images may seem real but they need to interrogated with a critical eye just as print information sources must be.

COLLECTING: People make choices about what to view and use and today, curation can be understood as a literacy practice. The use of ratings and reviews can be valuable tools to support wise decision-making. Librarians make key decisions about what resources to showcase and acquire and some even develop viewer’s advisory services to recommend TV shows, movies and video games and more.

CONNECTING: Librarians are change agents in their communities. They use the power of moving image media to tell the story of their programs, collections and services. Through community partnerships, librarians bring the emotional power of film and media to wide audiences and magnify the opportunity for community dialogue and discussion that advances cultural understanding and the democratic process.

Secondary Themes connected to the 5 core topics:

**"Pedagogies" & "Program Design"** fall in:

Learning

Viewing

Creating

**"Promotion"** falls in:

Connect

Collect

Create

**"Partnerships"** falls in:

Connect

Collect

Learn