



**Universidad Nacional Autónoma de México**  
**Escuela Nacional preparatoria**  
**English VI – Unit 1**  
**Test your listening comprehension**

**Project:** Produce some games on the “*educaplay*” platform.

- **Instructions**
- **Participants**
- **Visual Communication**
- **URL a Games:**

**Instructions:** Go to educaplay and register on: <https://www.educaplay.com/>

- ✓ Check the different games you can produce.
- ✓ There are tutorials for each of the 16 games. Watch them to learn how to make a game.
- ✓ In teams of three, search for a short text or a short video (2 or 3 min. long) of your interest, related to your area of study on the Internet.
- ✓ Design the activities you want to create on educaplay, with the material you have chosen.
- ✓ Choose three games you want to work with.
- ✓ Before creating the games, present your designed activities to your teacher so, they can be checked.
- ✓ Once your activities are corrected, generate the games on “educaplay”, and give your teacher the link to check them.
- ✓ Share the links of your activities with your mates and discuss about each team’s games.

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**Visual Communication.** Visual communication is the practice of using visual elements to convey a message, inspire change, or evoke emotion.

It’s one part communication design—crafting a message that educates, motivates, and engages – and one part graphic design—using design principles to communicate that message so that it’s clear and eye-catching.

Effective visual communication should be equally appealing and informative.

Visual communication is really about picking the right elements (usually text, icons, shapes, imagery and data visualizations) to create meaning for your audience.

### **Some common visual communication strategies include:**

- Using data visualization to show the impact of your work.
- Using shapes and lines to outline relationships, processes, and flows.
- Using symbols and icons to make information more memorable.
- Using visuals and data to tell stories.
- Using color to indicate importance and draw attention.

When you think about visual communication, your mind might first jump to design-heavy content like social media graphics or infographics.

And while visual communication certainly plays a role in those cases, there are a ton of other types of content that fall under the visual communication umbrella.

### **Most common types of visual communication:**

- Infographics
- Process Diagrams
- Flow Charts
- Roadmaps
- Charts and Graphs
- Visual Reports
- Presentations
- Mind Maps

These can look very different when used in different industries, but they all use the same visual communication strategies and design principles to accurately present information and create meaning for audiences.

<https://venngage.com/blog/visual-communication/#3>

### **Games:**

[https://es.educaplay.com/recursos-educativos/7383103-visual\\_communication.html](https://es.educaplay.com/recursos-educativos/7383103-visual_communication.html)

[https://es.educaplay.com/recursos-educativos/7383313-visual\\_communication.html](https://es.educaplay.com/recursos-educativos/7383313-visual_communication.html)

[https://es.educaplay.com/recursos-educativos/7383429-visual\\_communication.html](https://es.educaplay.com/recursos-educativos/7383429-visual_communication.html)