



Images everywhere:
What do I use?



Cathy Basterfield
Access Easy English.

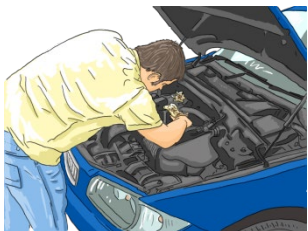


Image



Visual representation of something: such as

- a likeness of an object as a photo
- a picture produced on a..... display
- a tangible or visible representation.



<https://www.merriam-webster.com>



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Symbol



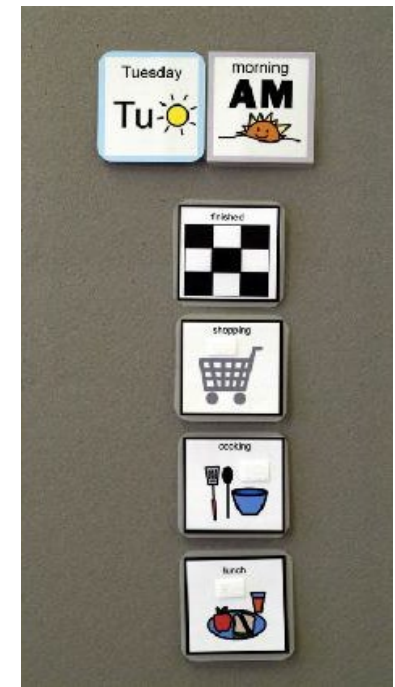
Something that stands for, represents, or denotes something else:

- not by exact resemblance
- but by vague suggestion, or
- by some accidental or conventional relation.



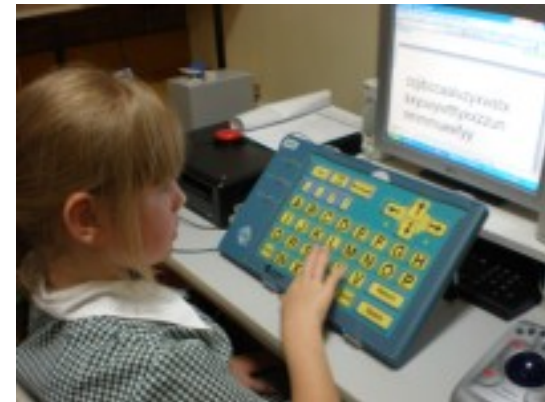
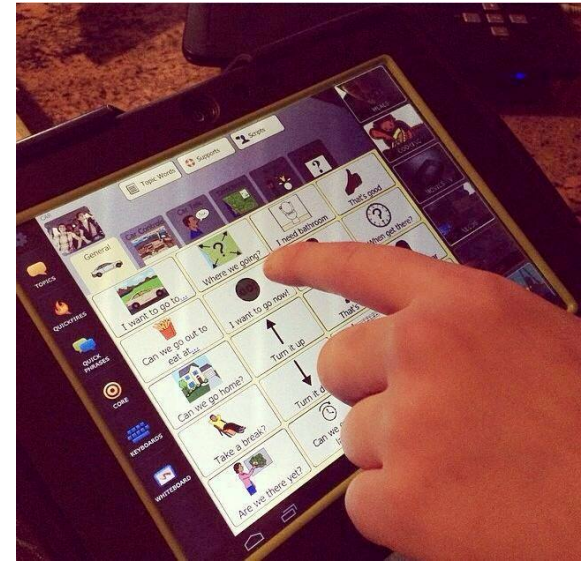
Help understanding

- chores chart
- timetable of activities
- routines

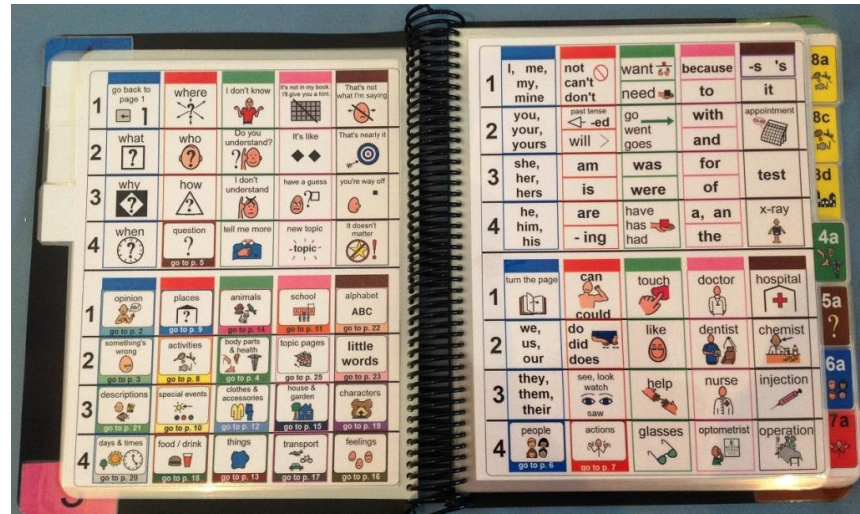


Let's chat

- high technology
- low technology



- all my language together
- specific topic boards





Symbol Characteristics

- Transparent
- Translucent
- Opaque

Beukelman 1999



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- Transparent – highly guessable.



- Translucent
 - guessable, but often needs more information.
eg: cat versus tiger.



law

- Opaque
 - needs to be taught. Arbitrary connection.
eg: spelt word or abstract concept.

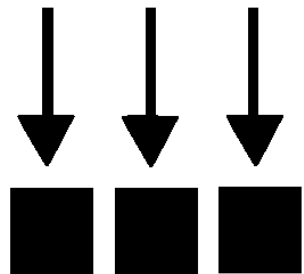




Purpose of an image for Easy English

- Needs to help tell the story
- Can
 - Introduce the topic
 - Identify topic of paragraph
 - Provide specific steps

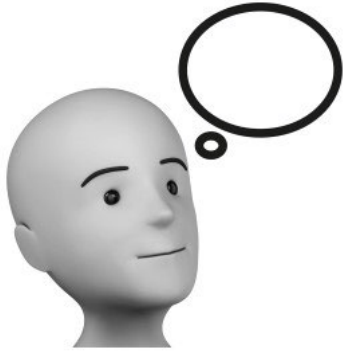




Some consistent conventions

- place
- movement
- negative or not
- directions
- ownership
- use of literacy





Think about.....

- type/style of image – audience needs
- black & white or coloured
- be consistent with image used for concepts
- leave extra space
- position in relation to the text - left margin
- number of pictographs per ‘line’





Image needs to be....

- culturally appropriate
- age appropriate
- clear
- unambiguous
- remove unnecessary clutter
- consistent
- not rely on writing in the image.





What makes an image useful?

Pictures **closely linked** to text markedly

- increase attention to, and
- recall of material

Houts, Doak, Doak Loscalzo. 2006. The role of pictures in improving health communication: A review of research on attention, comprehension, recall, and adherence. Patient Education and Counselling 61 173-190



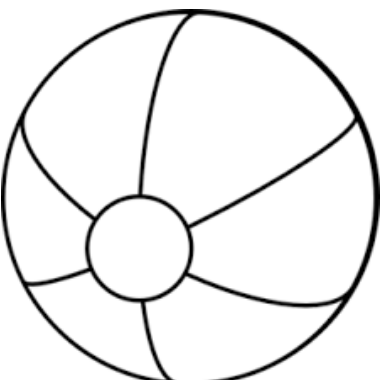
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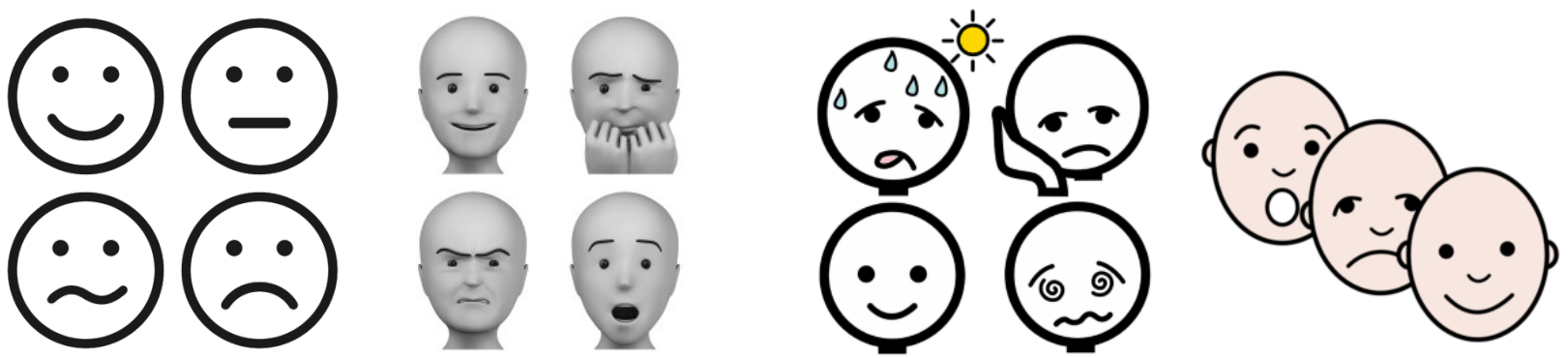


Pictures

- can improve comprehension
- support relationship among ideas
- show spatial relationship
- change adherence to information:

For example, taking tablets





Emotional response

- can increase or decrease target behaviours

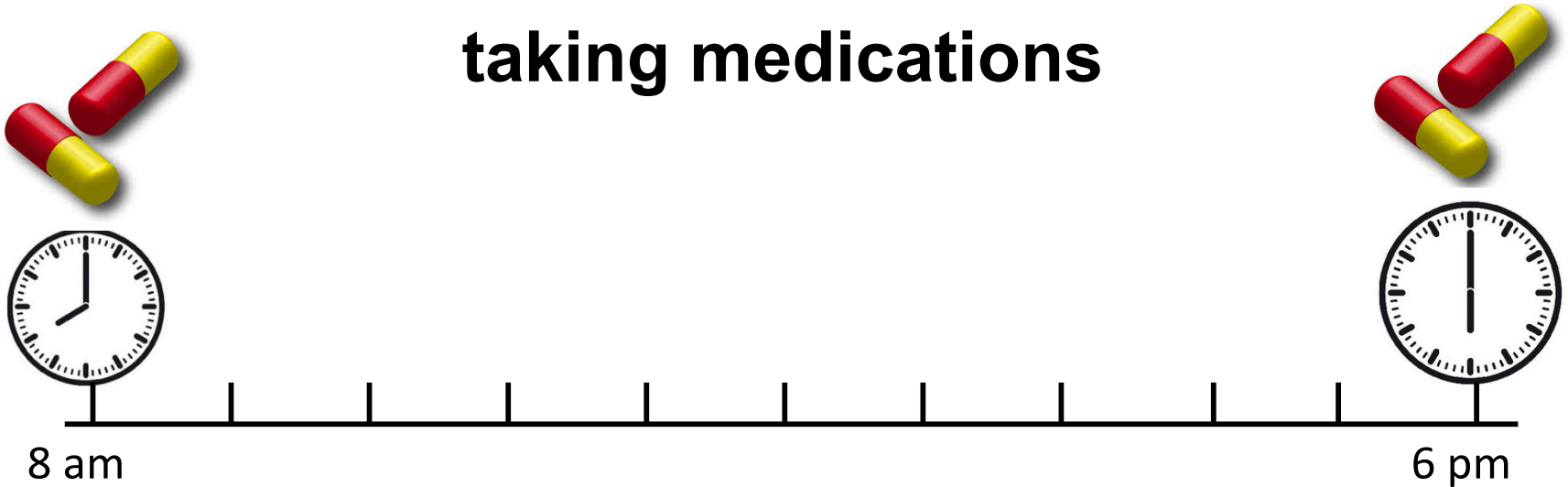


All patients benefit

- patients with lower literacy benefited more from use of pictures



Consumers compliance with taking medications



- words only
- words & pictures
- timeline of pictures.

Marra et al (2006) Use of pictorial aids in medication instructions:
A review of the literature Am J Health-Syst Pharm—Vol 63 Dec 1



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What do consumers think of images?



https://www.dropbox.com/s/53u2lg56pf45yfo/Access%20Easy%20English%20-%20Marcus_2019.09.13_3min%20cut_draft.mp4?dl=0 17 secs – 2:53



https://www.dropbox.com/s/yj86ndpwhiojfdn/Access%20Easy%20English%20-%20Mary_2019.09.13_Logo%20discussion.mp4?dl=0
from 40sec



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Defining 'disability' in images



Disability

Everyone is different.



Sometimes we can see someone has a disability.
Like they have a cane.

But

1



Many times we can **not** see the disability. Like

- a person finds it hard to learn new things

or

- a person has a mental health disability.



We will use this picture when we mean **all of us**.

2



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Consent Form



I want to make the film for Access Easy English.

 ☐ Yes.  ☐ No.

Cathy can say my name in the film.

 ☐ Yes.  ☐ No.

6



Cathy can write my name at the end of the film.

 ☐ Yes.  ☐ No.

Cathy can use the film when she

 ☐ • does a talk at a conference

 ☐ • teaches people how to write Easy English.

7

Family Planning Victoria.

EASY ENGLISH

Sex and the Law



family
planning
victoria
Reproductive & Sexual Health
Care, Education, Advocacy.



Sex is Private



A private place is a

- bedroom
- or
- bathroom.



These rooms are **only** private when the

- door is closed
- blinds are closed.



A public place is a

- park
- public transport. Like a train.
- public toilet.



Sex in a public place is a crime.





Information for ISAAC 2018

Easy English

General Information for your Conference ISAAC



Part 3.

Social events page 49



I need help now.....



Go to the ISAAC booth

Ground Floor.

or



Ask a volunteer. They are in green shirts.

3



Talks and workshops

There are 3 different ways to hear talks.



Talks



Each person talks for 20 minutes.



You can ask questions

- at the end of each talk
- or
- at the end of the session.

46

Developed by Access Easy English 2018



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University of Queensland Research - - Work for Young People

 **The survey**
Here are the questions.

☒ Tick the box

or

 Write your answer.

1

 Who is doing this survey?

 ☐ I am

 ☐ I am with the help of others

 ☐ A person that is **not** the young adult looking for a job

 Write how you know the young adult. Like

- mum
- sister
- I am paid to help the young adult
- friend
- someone else. Please tell us

2

 3. What state do you live?

 ☐ ACT

 ☐ Northern Territory

 ☐ NSW

 ☐ Queensland

 ☐ South Australia

4

University of Queensland Research

- Work for Young People

?   7. What do you use to get around?


☒ ☐ ☒ ☒ Tell us all that you use.

 ☐ bus

 ☐ car. I drive my self

 ☐ car. Someone else drives me. Like, mum.

 ☐ train

8

 ☐ walk

 ☐ taxi

 ☐ tram

 ☐ bike

 ☐ something else. Please write it here

9



What can we use for an image?



- Photos



- Logos



- Symbols



- Illustrations



PCS - Boardmaker

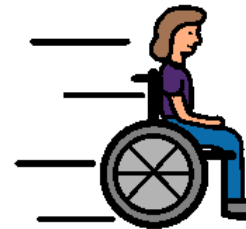
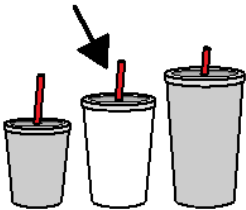
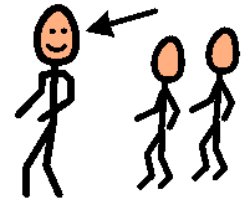
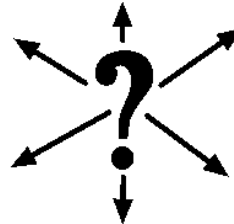
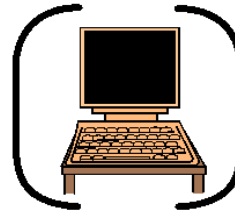
More than 8000+ available

Australian

(US/UK) addendum

Cloud version avail

\$ Aus 500+

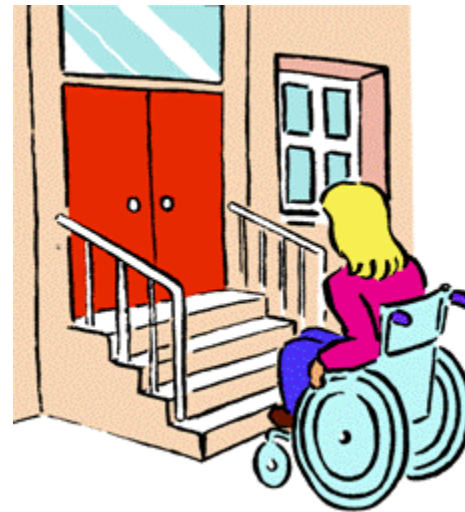


www.mayer-johnson.com



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Inspired services



www.inspiredservices.org.uk



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www.changepeople.co.uk

Often health related

Black and white only

Purchase each image,

£ 1.50 - £ 2.50 each

Or

Buy a credit. 1 image= 1

credit

Picture bundle (topic).

or

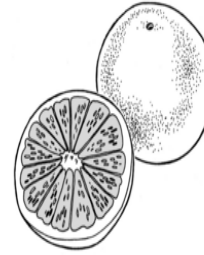
Picture bank:

£175.00 Single User

License

£302.00 Small Multiple

users



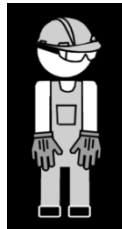
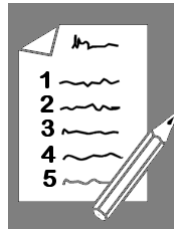
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Picto – Selector

Free

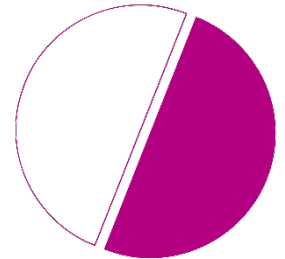
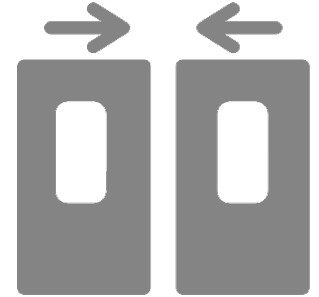
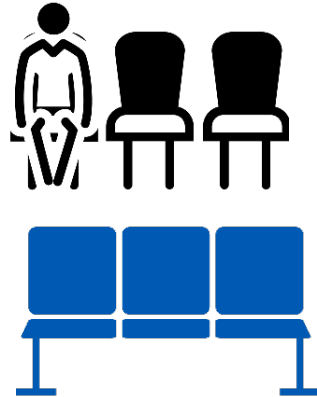
Multiple contributors.

Easy to make changes to
color, background, border
etc.





The Noun Project



Free – use in black and white only.

Coloured options \$Aus 55 per year.

www.thenounproject.com



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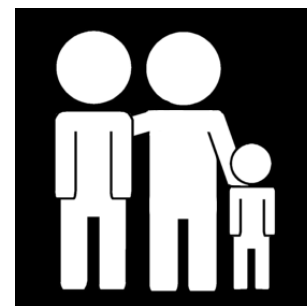


Which family do you need to represent?

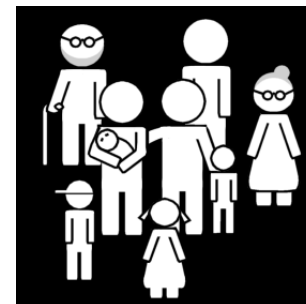


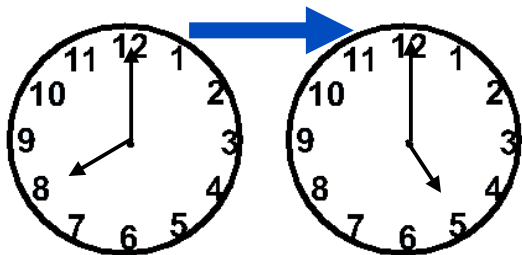
Images from 1 symbol set.

www.pictoselector.com

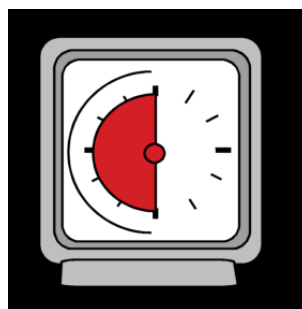
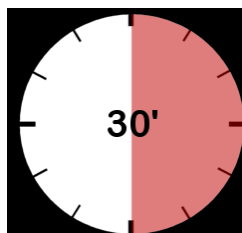
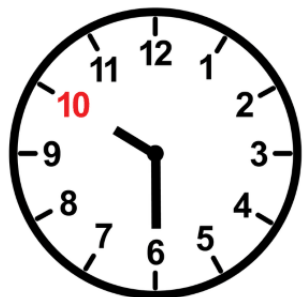


What else needs to be considered?

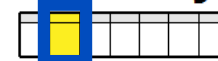




Time



Monday



May 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

August 2015						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

www.pictoselector.com

MicroSoft ClipArt

Google images – free calendar



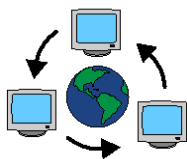
Access
Easy English

Cathy Basterfield - Australia

Access Easy English



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www.accesseasyenglish.com.au

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