

Exercise 5: DETERMINING CHANGES TO VISUAL QUALITY

Module 3: VISUAL IMPACTS – Assessment Methods

NUMERICAL METHOD

Following the directions from the instructor, fill out the table below in response to images shown on the screen.

	AFTER A (Alternative A)	AFTER B (Alternative B)	BEFORE (Existing)	CHANGE A (After A minus Before)	CHANGE B (After B minus Before)
Vividness					
Intactness					
Unity					
TOTAL (V+I+U)					
VISUAL QUALITY [(V+I+U) ÷ 3 = VQ]					

DESCRIPTIVE METHOD

While determining the numeric rank of each image, take note of your observations and analytical thinking. Describe, under the headings below, the changes each alternative makes to *visual character* (in terms of pattern elements and pattern character) and the changes each alternative makes to *visual quality* (in terms of changes to vividness, intactness, and unity).

Alternative A:

Alternative B: