

Consulting New Media: A Comparison of Approaches and Terminology

McKinney, Jackie Grutsch. "New Media Matters: Tutoring in the Late Age of Print." *Writing Center Journal* 29.2 (2009): 28-51. Print.

A Comparison of Tutoring Approaches

Twentieth-Century Tutoring	Twenty-First-Century Tutoring
Read aloud	Talk aloud
Getting beyond the text	Interacting with the text
Zoomed in: talk about words	Zoomed out: talk about whole (48)

Terminology for Tutoring/Assessing New Media

Relationships Between Verbal and Visual Modes

Jackie McKinney states that Karen Schriver's terms can be used to "describe how visuals work with alphabetic text . . ." (43). McKinney claims that the application of the terms can easily "translate to the relationships between different modes . . . , such as sound, video, and color" (43).

Term	Definition
Redundant	Repetition of the key concept in each mode (43)
Complementary	The key concept of each mode is different and each is necessary to make meaning (43).
Supplementary	One mode controls the key concept while the related mode supports or enhances the main mode (44).
Juxtapositional	The concepts and subject matter of each mode differ, and the key idea emerges from this difference (44).
Stage-setting	Where the subject matter and concepts of one mode foreshadow that of the other mode (44).

Principles of Layout Design

McKinney presents four graphic design principles from the work of Robin Williams. The presentation comes from William's *The Non-Designers Design Book*, a text that simplifies "design concepts for those who must design on paper or screen but do not do so as their primary occupation" (McKinney 44).

Term	Definition
Contrast	A quality of emphasis created by the difference among elements, without creating conflict (44)
Repetition	A consistent and recurrent use of visual elements of a layout that unifies or creates coherence (44)
Alignment	The way the visual and verbal elements line up on a layout that creates a tie among the elements (44)
Proximity	The distance among like and unlike elements of a visual composition, with related elements closely positioned and unrelated elements further way from each other (44)

Criteria for Visual Assessment

McKinney presents four terms from the work of Cynthia Selfe's work in *Writing New Media*. The terms help tutors and teachers assess new media by guiding them to consider the organized whole the visual elements create.

Term	Definition
Visual impact	The resultant effect on an audience of the overall visual composition and the appeal employed to reach the affect (45)
Visual coherence	The degree the various elements of a visual relate to one another to create a integrated whole (45)
Visual salience	The distinctiveness of an element to 'pop' and capture the viewer's attention (45)
Visual organization	The arrangement of elements in a way that helps viewers understand the key concepts of the whole composition (45)