Students should be able to:

1. Describe the basic components of natural language processing.
2. Describe the basic components of visual thinking.
3. Describe how natural language and visual thinking are combined in static graphics.
4. Explain what is meant by “deixis”, “deictic gestures”, and “deictic meaning”.
5. Tell why the concept of deixis is important for the development of graphics relative to viewer interpretation and meaning making. Be able to analyze deixis given visual examples.
6. Explain the nature and function of mirror neurons.
7. Explain how mirror neurons can be valuable to research on static and animated graphics.
8. Explain what is meant by a “visual narrative”.
9. Explain what is meant by a “cognitive thread”.
10. Explain the difference in viewer goals when a viewer intends to understand a narrative and seek information.
11. Define what is meant by a “FINST”; then, tell why the concept of a FINST is important in the allocation of attention when viewing graphics.
12. Name the three components of narrative structure.
13. Describe, and provide examples of, Q & A Patterns, Framing, and Shot Transitions.
14. Briefly describe each of the four design heuristics for constructing narrative diagrams. Be able to detect and name these heuristics when shown diagrammatic representations of them.