DEVELOPMENT OF VISUAL AIDS

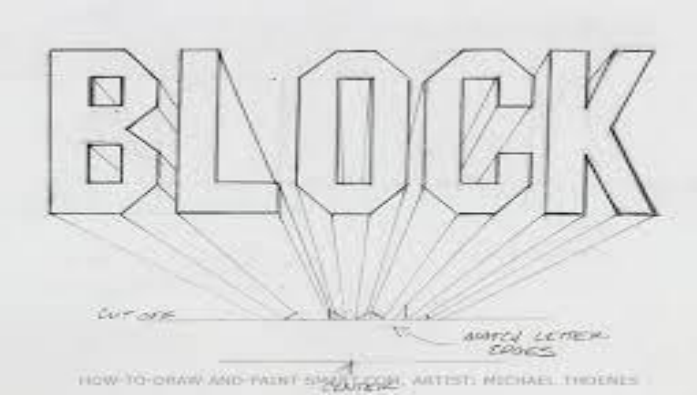
Development of VA calls for

- **Ability to translate messages into visual form**
  - **Flash / slowly comes out of thinking**
  - **Choose from several ideas**
  - **No single idea**

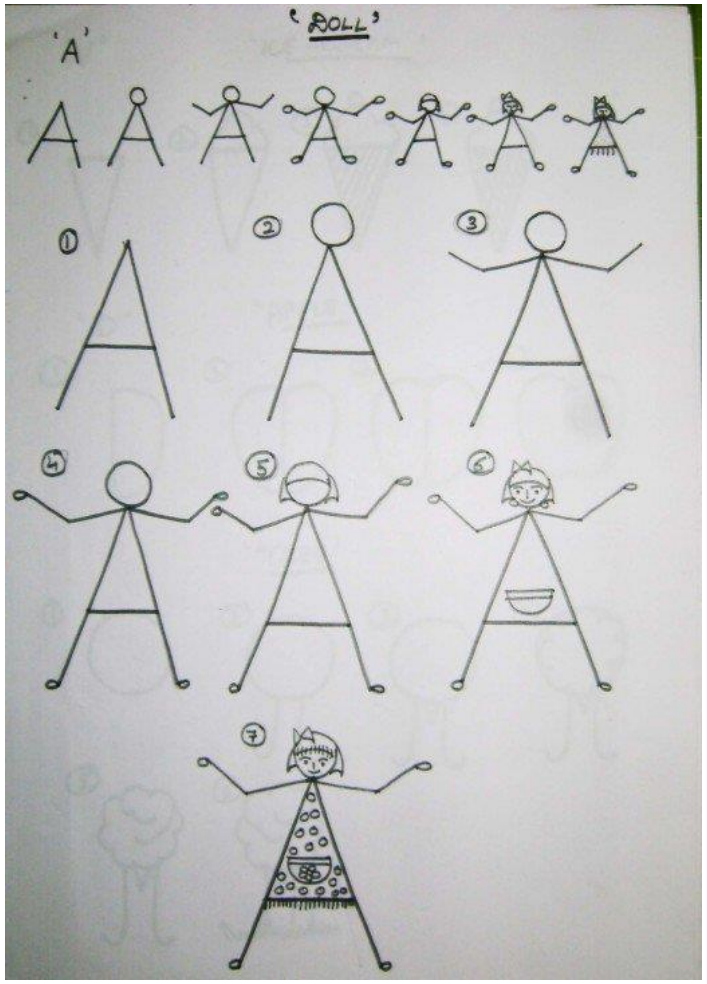
General Guidelines

- Audience
  - Size
  - Level of understanding
  - Background
- Subject matter
  - Stress why important
- Make outline
  - Identify key point
  - Translate key point into visual
- Optimal – don’t crowd with Details (texts & visuals)

Important Things in Visual aid development



1. Drawing Letters
2. Simple Sketching
3. Designing Layout



Drawing Letters

- **Indispensable**
- **Part of blackboard, charts, posters, handouts etc.**
- **Sensational + Striking & Bold**
- **Catch Attention**

- **Four important Factors**

1. Size

- 0.5” for 10’

2. Style

- *Degree* of slantness
- Vertical more *readable*
- EXAGGERATED Exaggerated capitals
- Flourishing Loops below / above
- Simple style
- Lower and Upper Case

BURRY THE PAST

Burry the Past

Burry the Past

BURRY THE PAST

Distance	Height (mm)	Thickness (mm)
10	20	4
15	30	6
20	40	8
25	50	10
30	60	12

3. Spacing

- Between words & Between letters
- **Mechanical** and **Optical** spacing

Font Size use is 32

Agriculture Policy

Agriculture Policy

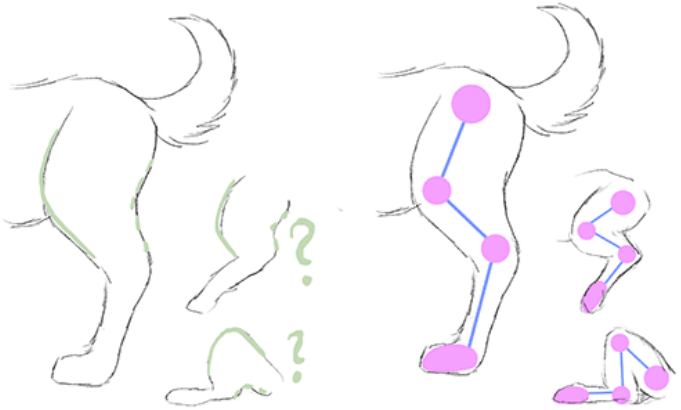
A g r i c u l t u r e P o l i c y

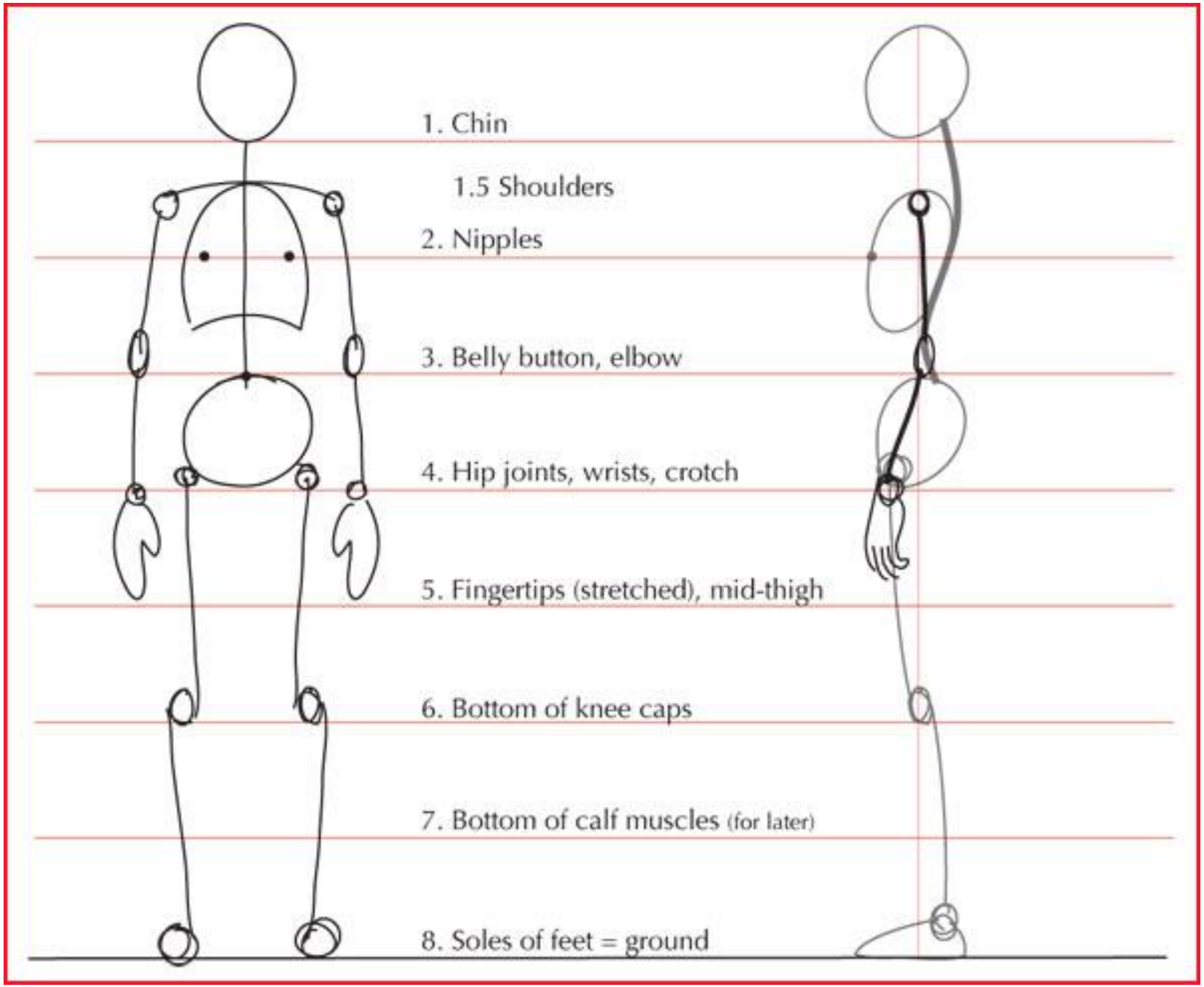
4. Composing Lettering

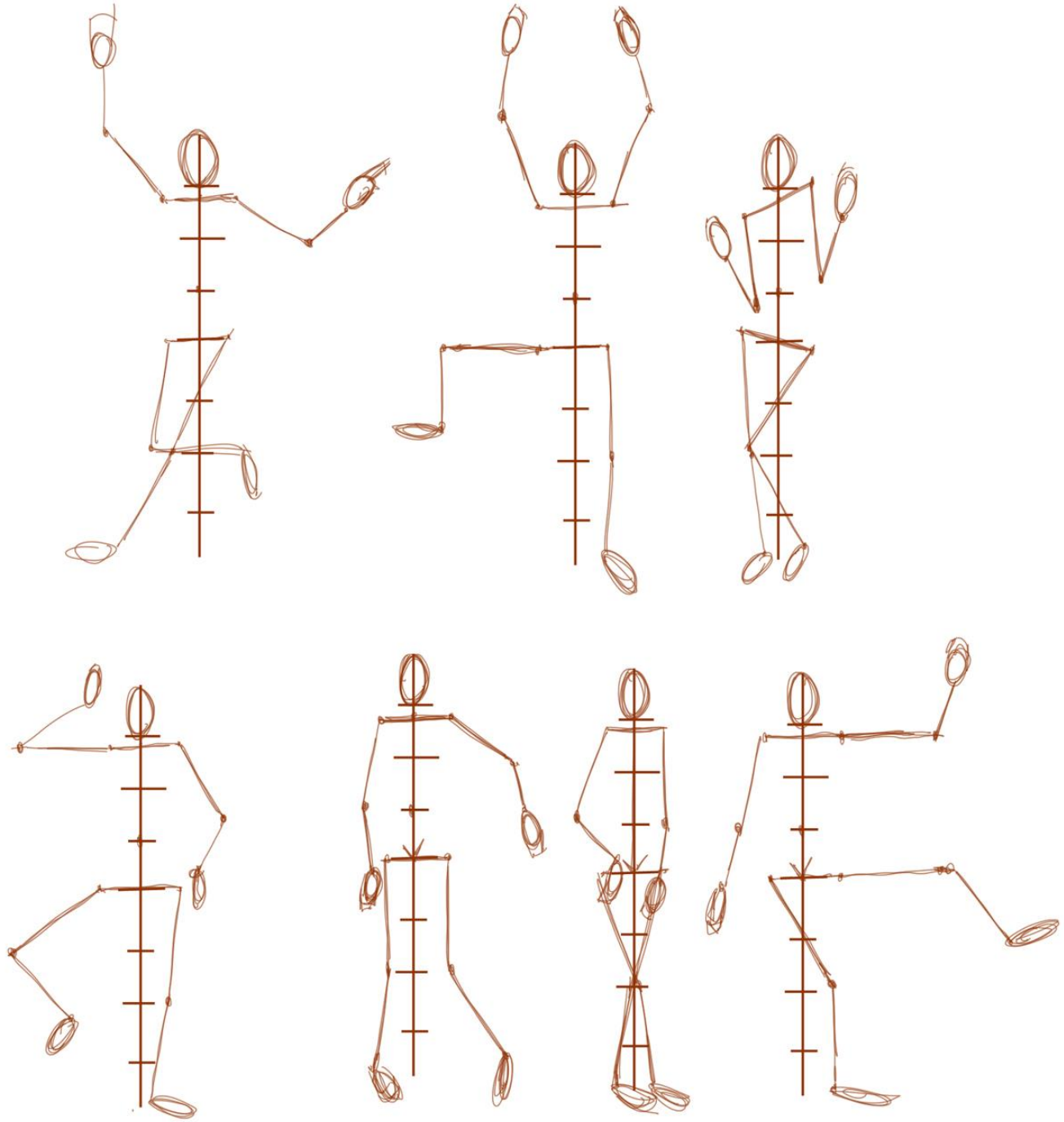
- Use direct language
- Use group identification
  1. Types
     - Eg.
- Use language devices – Verb first, Rhythms, Rhymes

Simple Sketching / Drawing

- Anyone can learn
- Artists -
- Visualise subjects / objects in simple form
- Convert objects into shapes / combination of shapes
  - Buildings : rectangles, triangles
  - Vehicles : rectangles, triangles and circles
  - People : Proportion, distinguishing features, body movements



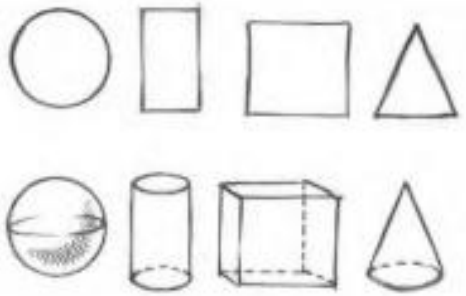

1. Chin
1.5 Shoulders
2. Nipples
3. Belly button, elbow
4. Hip joints, wrists, crotch
5. Fingertips (stretched), mid-thigh
6. Bottom of knee caps
7. Bottom of calf muscles (for later)
8. Soles of feet = ground



Beginning with Basic Shapes

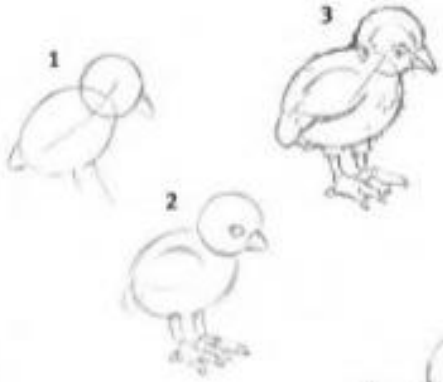
Anyone can draw just about anything by simply breaking down the subject into the few basic shapes: circles, rectangles, squares, and triangles. By drawing an outline around the basic shapes of your subject, you've drawn its shape. But your subject also has depth and dimension, or *form*. As you learned on pages 9–10, the corresponding forms of the basic shapes are spheres, cylinders, cubes, and cones. For example, a ball and a grapefruit are spheres, a jar and a tree trunk are cylinders, a box and a building are cubes, and a pine tree and a funnel are cones. That's all there is to the first step of every drawing: sketching the shapes and developing the forms. After that, it's essentially just connecting and refining the lines and adding details.

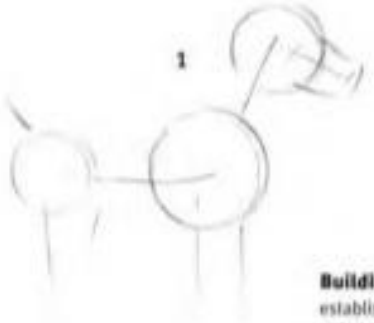
Creating Forms Here are diagrams showing how to draw the forms of the four basic shapes. The ellipses show the backs of the circle, cylinder, and cone, and the cube is drawn by connecting two squares with parallel lines. (How to shade these forms is shown on page 10.)

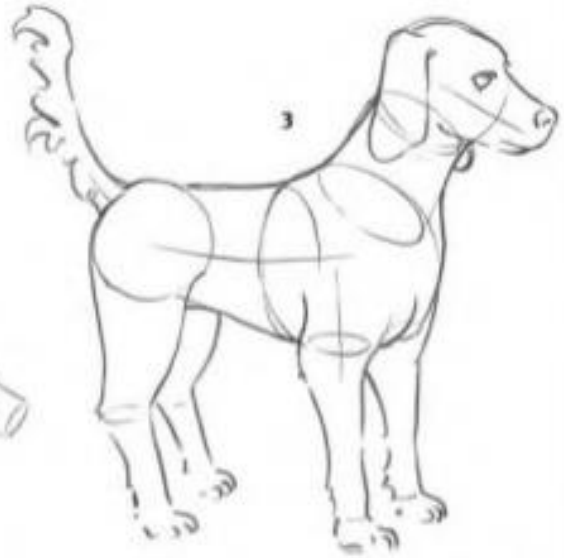


Sphere *Cylinder* *Cube* *Cone*

Combining Shapes Here is an example of beginning a drawing with basic shapes. Start by drawing each line of action (see page 15); then build up the shapes of the dog and the chick with simple ovals, circles, rectangles, and triangles.





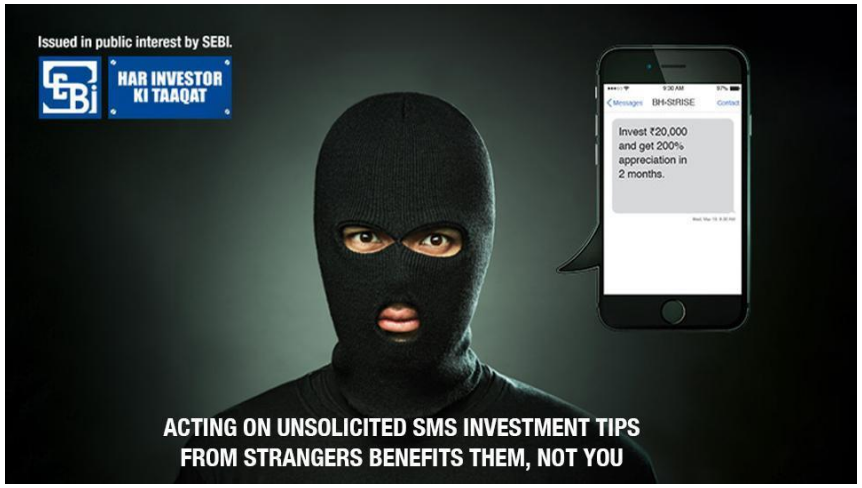


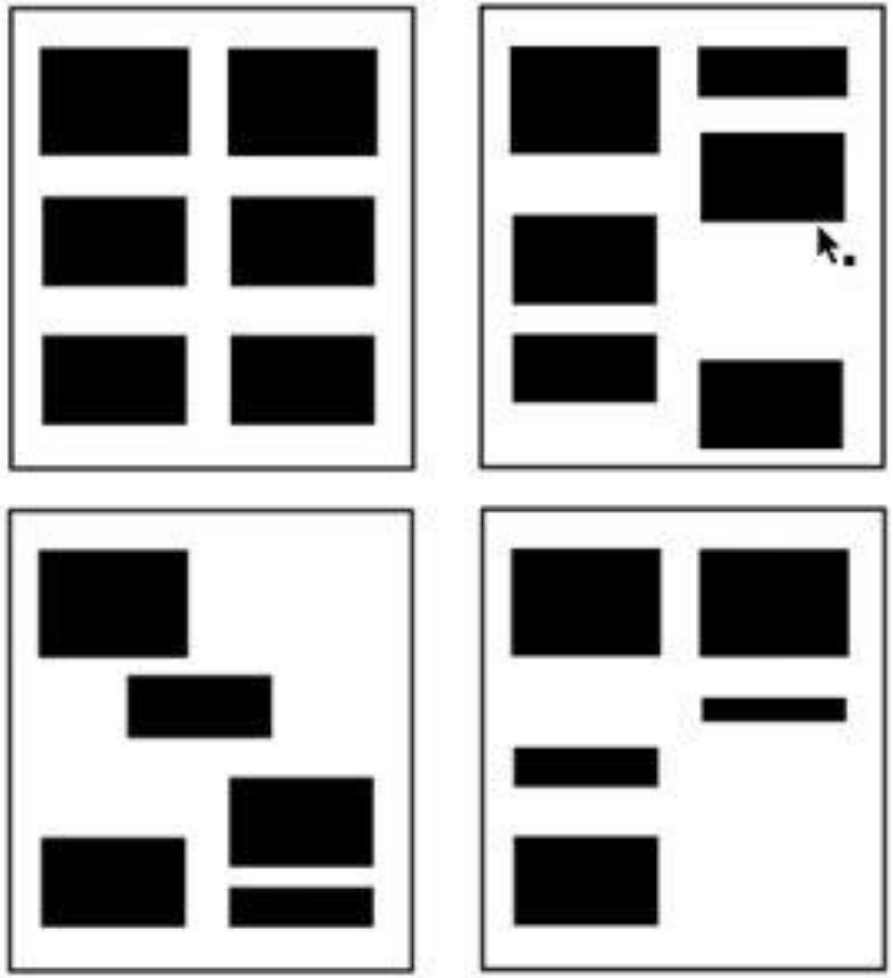
Building Form Once you establish the shapes, it is easy to build up the forms with cylinders, spheres, and cones. Notice that the subjects are now beginning to show some

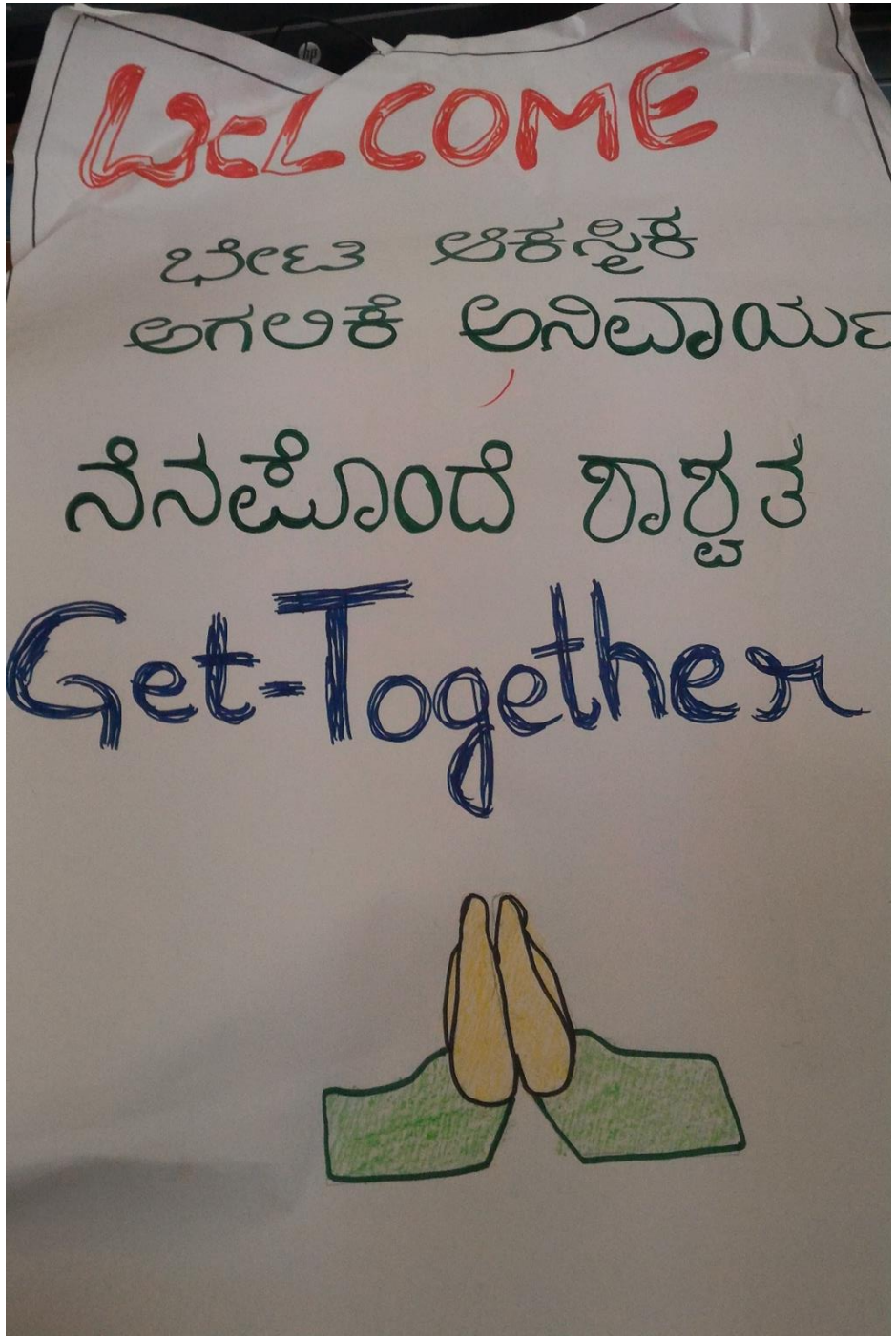
Drawing Through *Drawing through* means drawing the complete forms, including the lines that will eventually be hidden from sight. Here when the forms were drawn, the back side of the dog and chick were indicated. Even though you can't see that side in the finished drawing, the subject should appear three-dimensional. To finish the drawing, simply refine the outlines and add a little fluffy texture to the

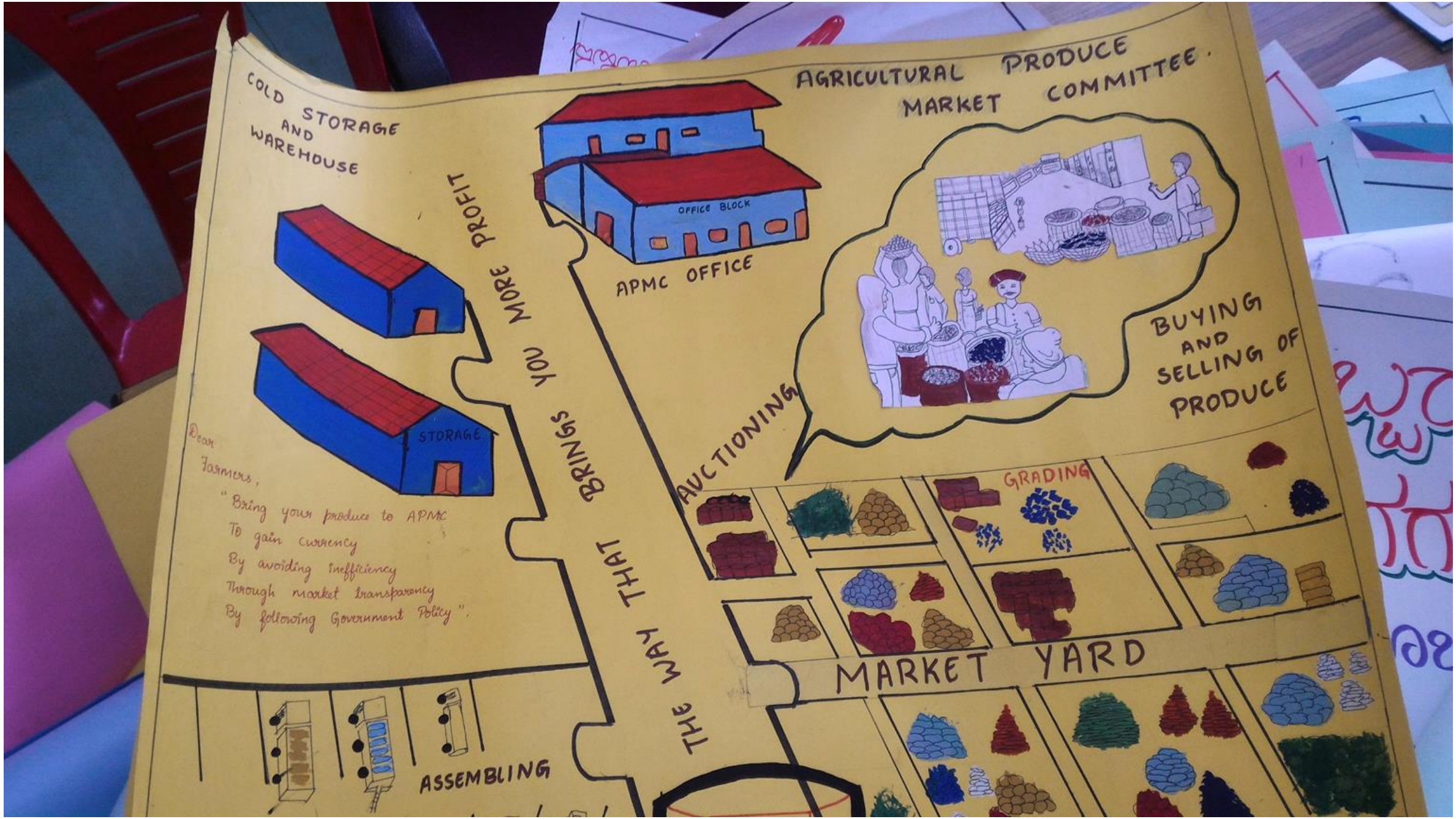
LAYOUT

- Balance
  - Topsideness
- Emphasise
  - Central idea
- Contrast
  - Light Vs Dark Colours
- Harmony
  - Lettering, Colour, Materials
  - Distraction - Avoid






WELCOME
ಭೇಟಿ ಆಕಸ್ಮಿಕ
ಅಗಲಿಕೆ ಅನಿವಾರ್ಯ
ನೆನಪೊಂದೆ ಶಾಶ್ವತ
Get-Together


AGRICULTURAL PRODUCE MARKET COMMITTEE.
COLD STORAGE AND WAREHOUSE
OFFICE BLOCK
APMC OFFICE
STORAGE
THE WAY THAT BRINGS YOU MORE PROFIT
BUYING AND SELLING OF PRODUCE
AUCTIONING
GRADING
MARKET YARD
ASSEMBLING
Dear Farmers,
"Bring your produce to APMC
To gain currency
By avoiding inefficiency
Through market transparency
By following Government Policy".

ಆನ್‌ಲೈನ್ ಮಾರಾಟ ವೇದಿಕೆ ಮೂಲಕ ಕೃಷಿ ಉತ್ಪನ್ನಗಳ ಮಾರಾಟ

ಪಾರದರ್ಶಕತೆ, ಸರಳತೆ ಹಾಗೂ ಕೈತರ

ಬ್ಯಾಂಕ್ ಖಾತೆಗಳಿಗೆ ನೇರ ಹಣ ಪಾವತಿ

ಕೃಷಿ ಉತ್ಪನ್ನಗಳ ಗುಣಧರ್ಮಗಳನ್ನು ವಿದ್ಯುದ್ಮಾನ ವೇದಿಕೆಯಲ್ಲಿ ಪ್ರದರ್ಶಿಸಿ ರಾಜ್ಯದ ವಿವಿಧ ಭಾಗಗಳಿಂದ ವರ್ತಕರು ಖರೀದಿ ಪ್ರಕ್ರಿಯೆಯಲ್ಲಿ ಭಾಗವಹಿಸಿ ಬೆಲೆ ನಿರ್ಧಾರವಾಗುವ ಹಾಗೂ ಹಣ ಪಾವತಿ ವ್ಯವಸ್ಥೆಯನ್ನು ವಿದ್ಯುನ್ಮಾನಿತವಾಗಿ ಮಾಡುವ ವೇದಿಕೆಗೆ ಆನ್‌ಲೈನ್ ಮಾರಾಟ ವೇದಿಕೆಯೆಂದು ಹೆಸರು.

13-09-2016

ಶಿಬಿರಾರ್ಥಿಗಳ ಹೆಸರು

ಬಿ.ಎಸ್ಸಿ ಕೃಷಿ ವಿಭಾಗ ಡಾ.ಎಸ್.ಗಣೇಶಮೂರ್ತಿ

ಸುಪ್ರಿಯ.ಎನ್.ಎಸ್	ALB3169
ಸೂರ್ಯಕಾಂತ ಸಾಧುರೆ	ALB3170
ಸುಷ್ಮಿತ	ALB3171
ಸ್ವಾತಿ.ಜಿ.ಆರ್.	ALB3172
ಶಾರುಖ್	ALB3173
ನಯನ.ಟಿ.ಬಿ.	ALB3175
ವೆಂಕಟರಮಣ.ಬಿ.	ALB3179
ವರುಣ್.ಕೆ.ಓ.	ALB3180
ವೀರಭದ್ರಸ್ವಾಮಿ.ಎಮ್.	ALB3181
ವಿದ್ಯಾಶಂಕರ್.ಡಿ.	ALB3182
ವಿಶ್ವಾಸ್.ಎಸ್.ಎಮ್.	ALB3190

7.5cm

ಕುರಿ ಸಾಕಾಣಿಕೆ
ತೋಟಗಾರಿಕೆ.
ಕೃಷಿ ಉದ್ಯಮಶೀಲತೆ
ಕೃಷಿಕರ ಉದ್ಧಾರ ಮುಂದಿನ ಪೀಳಿಗೆಯ ಸಾಕ್ಷಾತ್ಕಾರ
ಕೋಳಿ ಸಾಕಾಣಿಕೆ
ಮೀನು ಸಾಕಾಣಿಕೆ
DAIRY
ಹೈನುಗಾರಿಕೆ
ಅರಣ್ಯ ಕೃಷಿ
ರಾಸಾಯನಿಕ ಗೊಬ್ಬರ ವಿತರಣೆ
FERTILIZER
NPK

ಕೊಳಕಾದ ನಮ್ಮ ಪರಿಸರ

ಸ್ವಚ್ಛಗೊಳಿಸೋಣ ಬನ್ನಿ ಸರಸರ

ಸ್ವಚ್ಛ ಪರಿಸರ.

ಸ್ವಚ್ಛ ಭಾರತ ಆಂದೋಲನದ ಗುರಿ

28-07-2016

ಕೆವಿಕೆ ಸಿಬ್ಬಂದಿವರ್ಗದಿಂದ ಕೈತೋಟದ ಪ್ರಾತ್ಯಕ್ಷಿಕೆ

ಟೊಮಾಟೊ 7		ಅವರೆ 6
ಕೊತ್ತಂಬರಿ 8		ಮೈಂತೆ 5
ಬದನೆ 9	ಕಾಳು ದಾರಿ	ಕ್ಯಾರೆಟ್ 4
ಕಾಳು ದಂಟು 10		ಪಾಲಕ್ 3
ಹುಲಸಂದಿ 11		ದಂಟಿನ ಸೂಪ್ಪು 2
ಬೆಂಡಿ 12		ಚಂಡು ಹೂ

ಸಮಗ್ರ ಪೋಷಕಾಂಶ ನಿರ್ವಹಣೆ
ಸಾವಯವ ಗೊಬ್ಬರ

21-08-2016

ಪಂಚಗವ್ಯ ತಯಾರಿಸುವ

ವಿಧಾನ

ಅಗತ್ಯ ವಸ್ತುಗಳು :-

ಹಸುವಿನ ಹಾಲು - 2 litre
ಮೊಸರು - 2 litre
ಗಂಜಲ - 3 litre
ತುಪ್ಪ - ½ kg.
ಸಗಣಿ - 5 kg.
ಬೆಲ್ಲ - ½ kg [3 litre ನೀ
ಎಳನೀರು - 3 litre.
ಬಾಳೆಹಣ್ಣು - 12

06.09.2016

ಕತ್ತರಿಸುವಿಕೆ [PRUNNING]

→ ಉಪಯೋಗಗಳು:

* ಗಿಡದ ಬೆಳವಣಿಗೆ ಉತ್ತಮ.
* ರಾಸಾಯನಿಕ ಔಷಧಿ ಅಗತ್ಯತೆ ಕಡಿಮೆ.
* ರೋಗಗಳನ್ನು ಕಡಿಮೆ ಮಾಡಬಹುದು.
* ಹೆಚ್ಚು ಹೂವಿನ ಬೆಳವಣಿಗೆ ಆಗುತ್ತದೆ.
* ಹಣ್ಣಿನ ಗುಣಮಟ್ಟ ಹೆಚ್ಚುತ್ತದೆ.

ಕತ್ತರಿಸುವ ವಿಧಾನ

ಇಳಿಜಾರಾಗಿ ಕತ್ತರಿಸಿ.

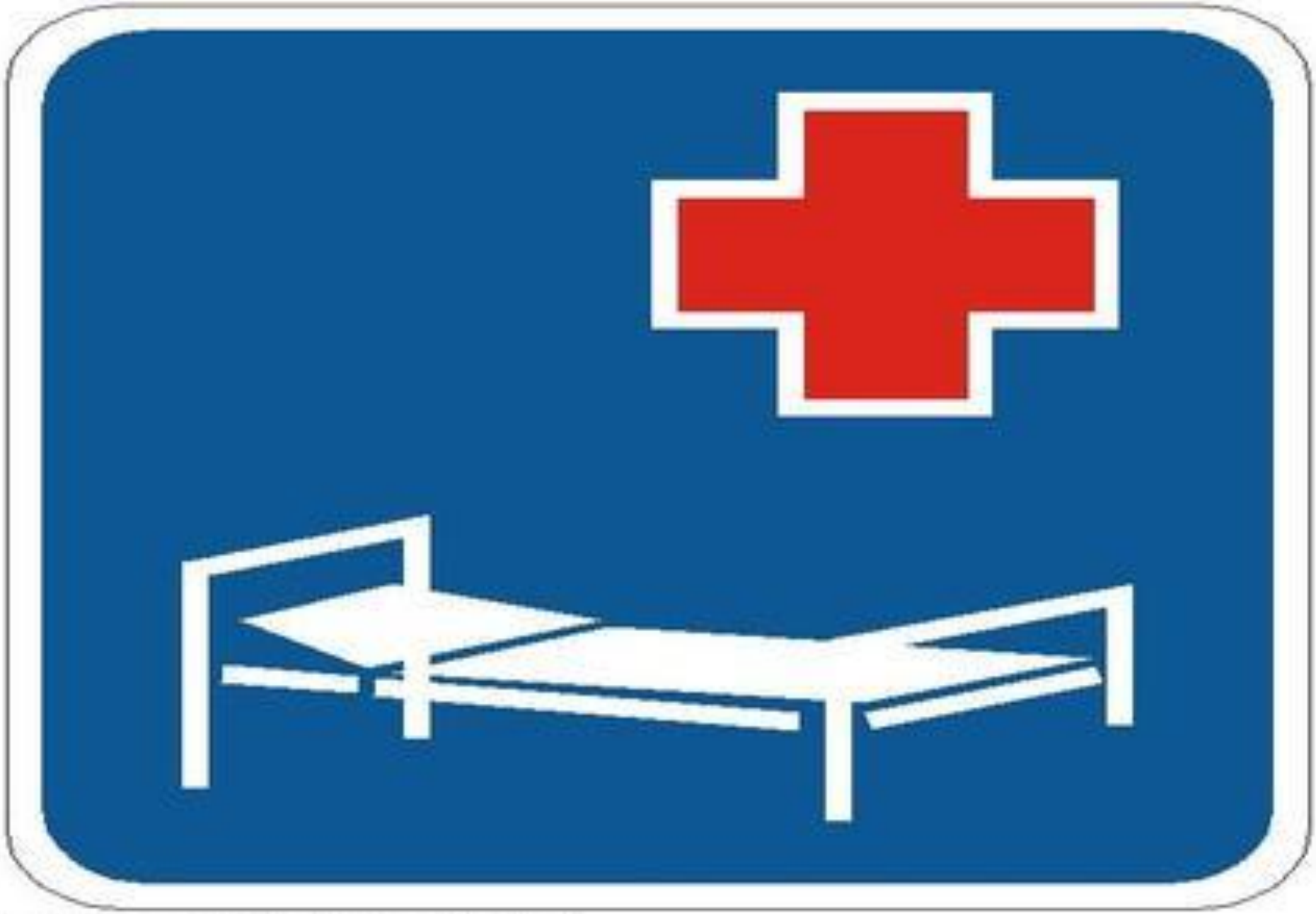
ಸಮವಾಗಿ ಕತ್ತರಿಸಬಾರದು

ಉತ್ತಮ

ಶ್ರೀ ರಂಗನಾಥ ಅಗ್ರಿ

ಎಕ್ವಿಪ್‌ಮೆಂಟ್ಸ್

Visual Communication



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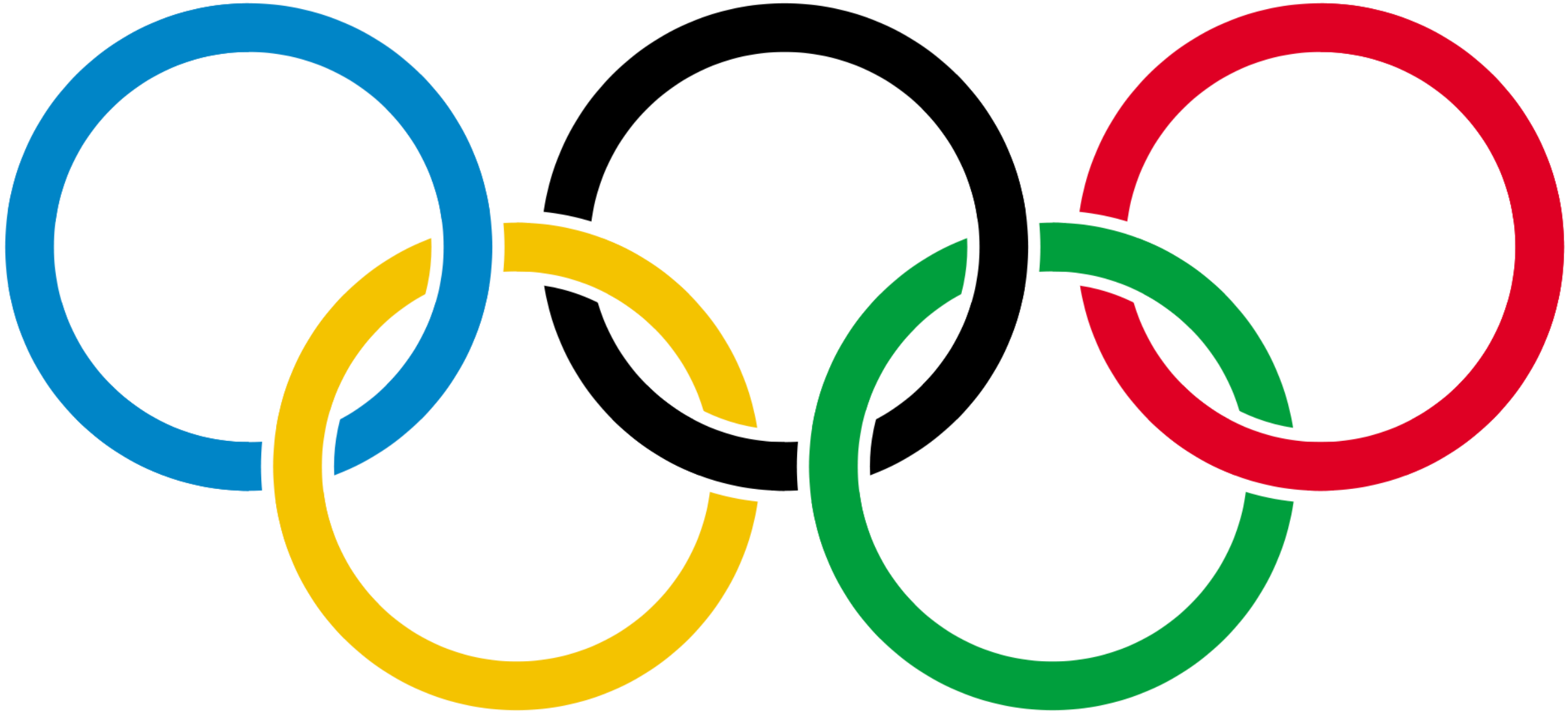

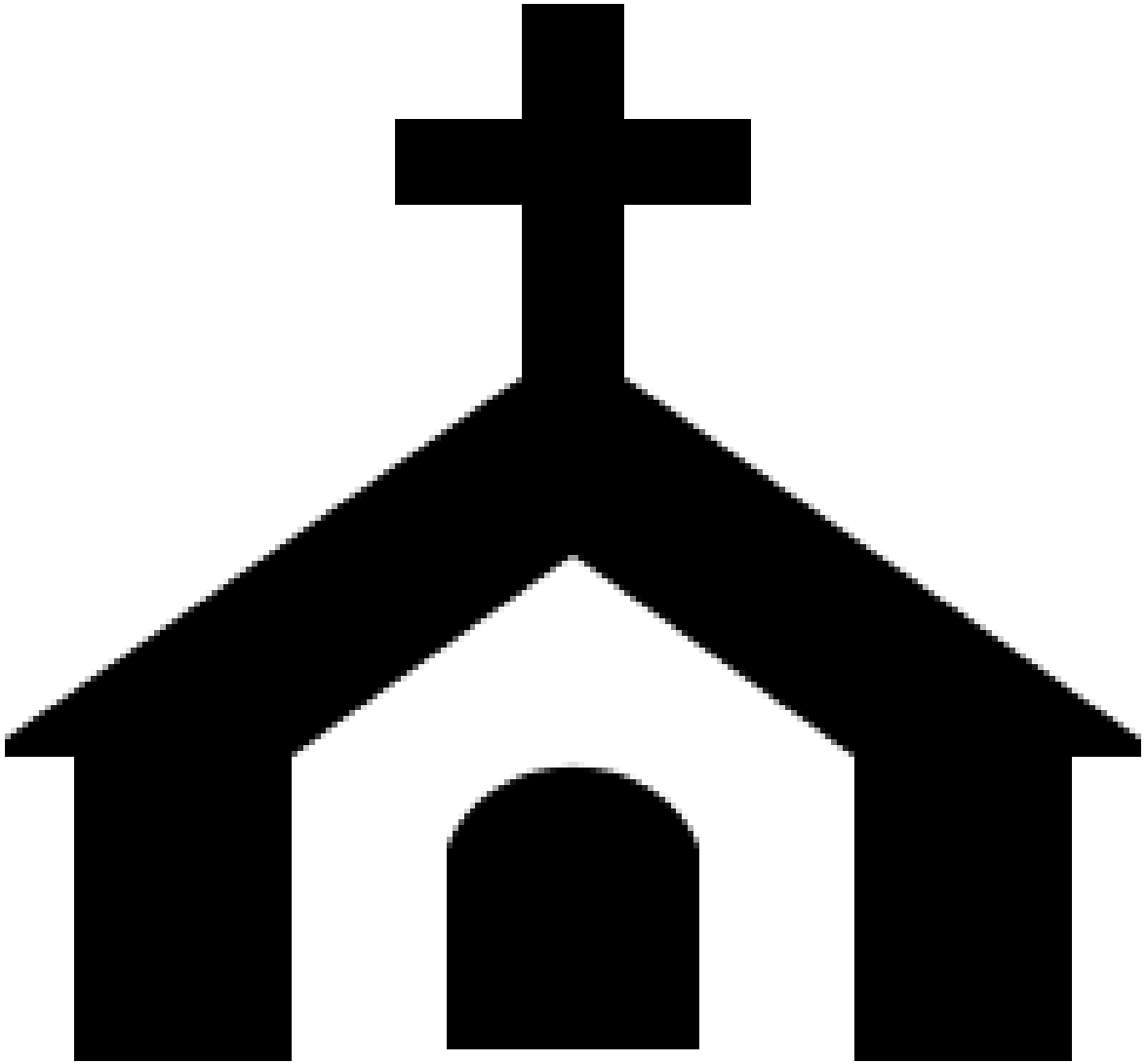

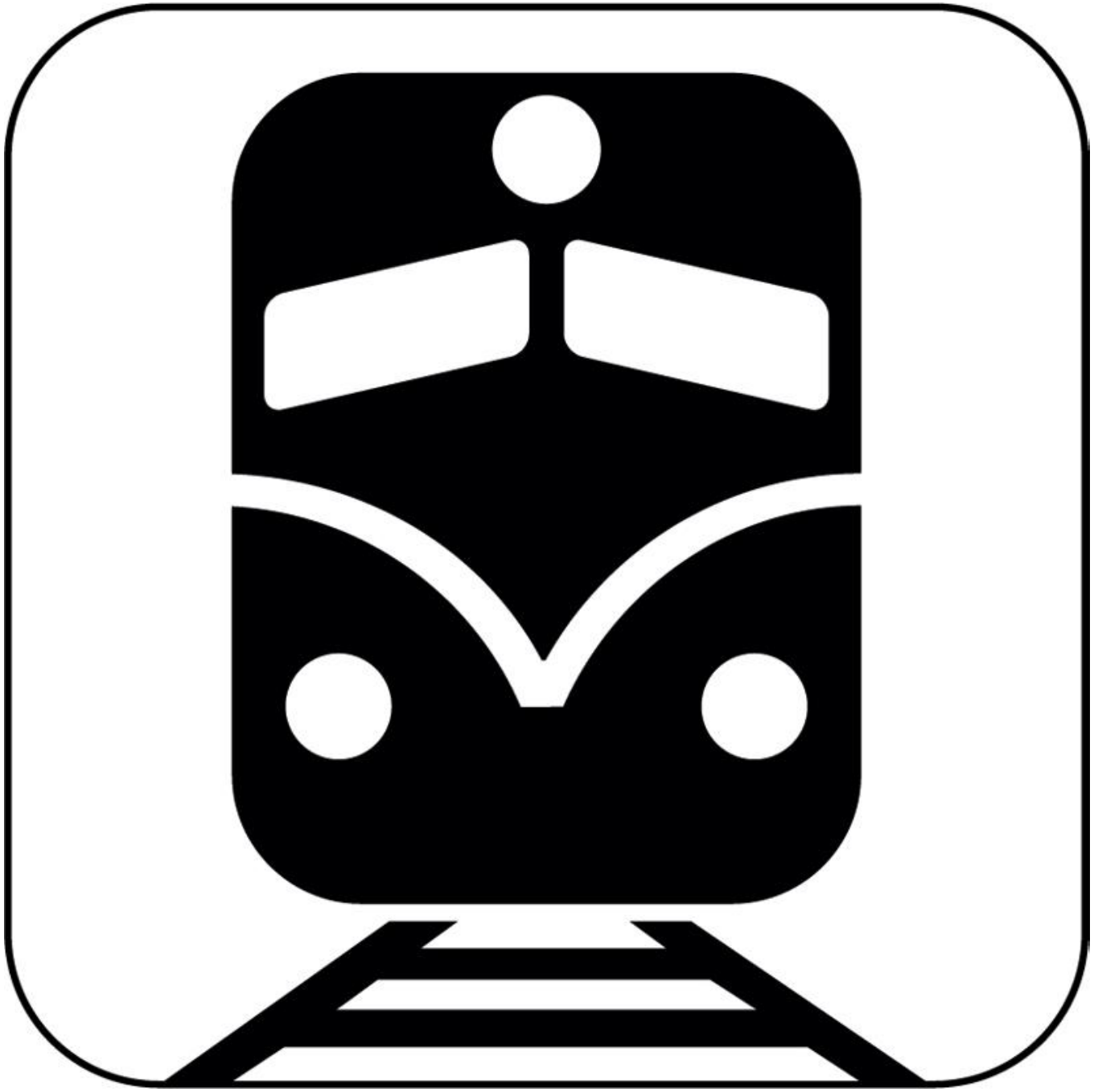

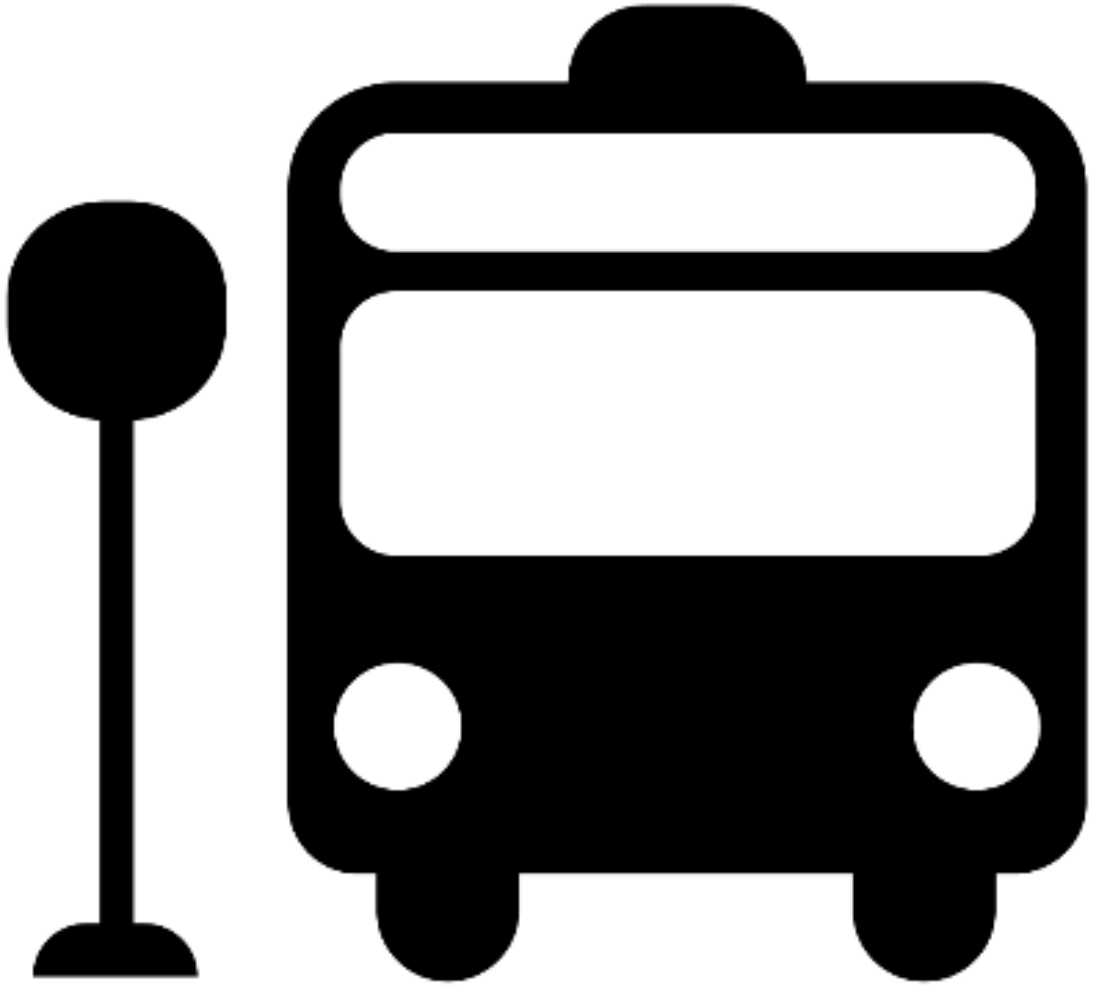

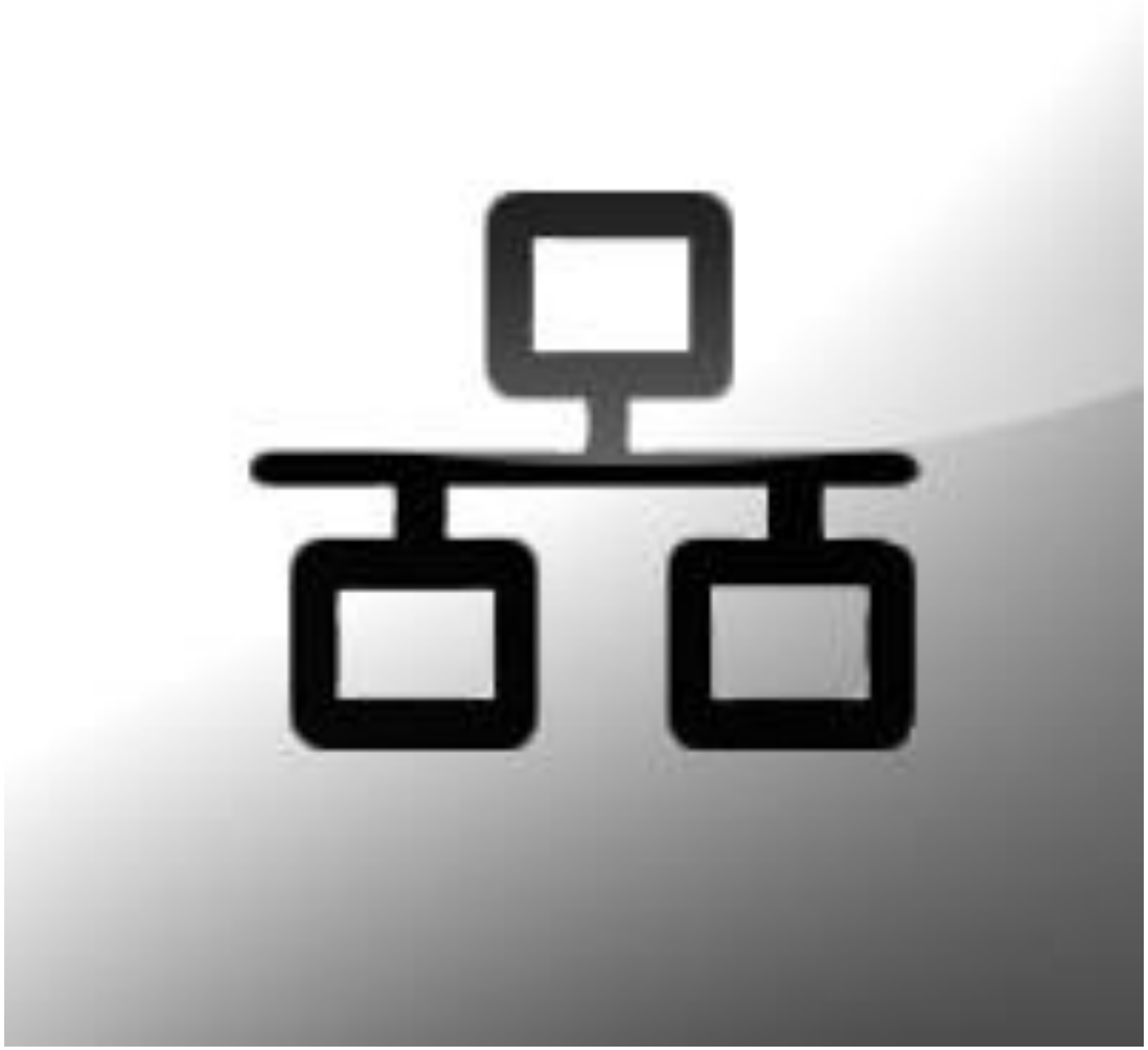

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25-minute wait

a holes

bad coffee

bad food

ad tempered owner

bad water

be alert

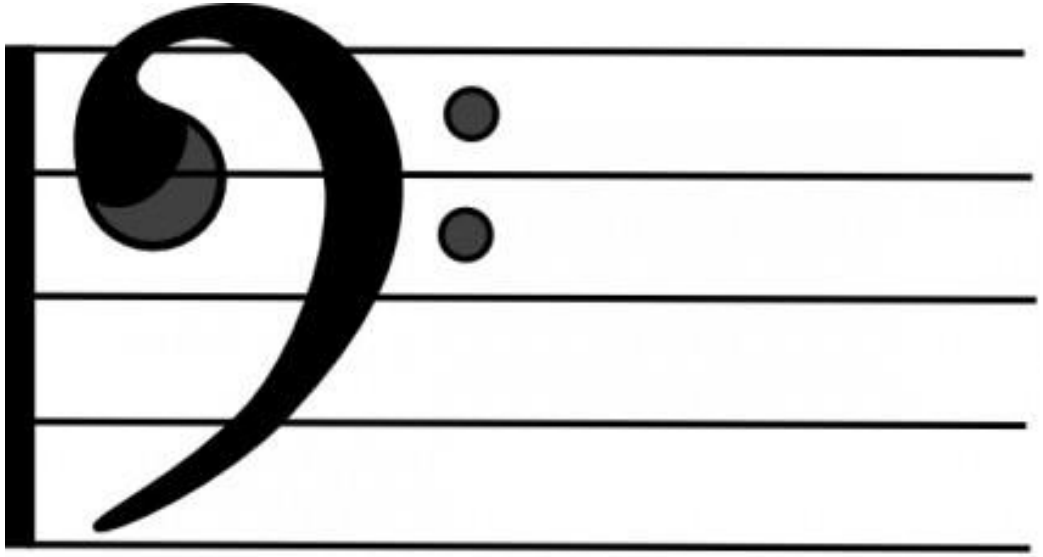
be quiet

e ready to defend

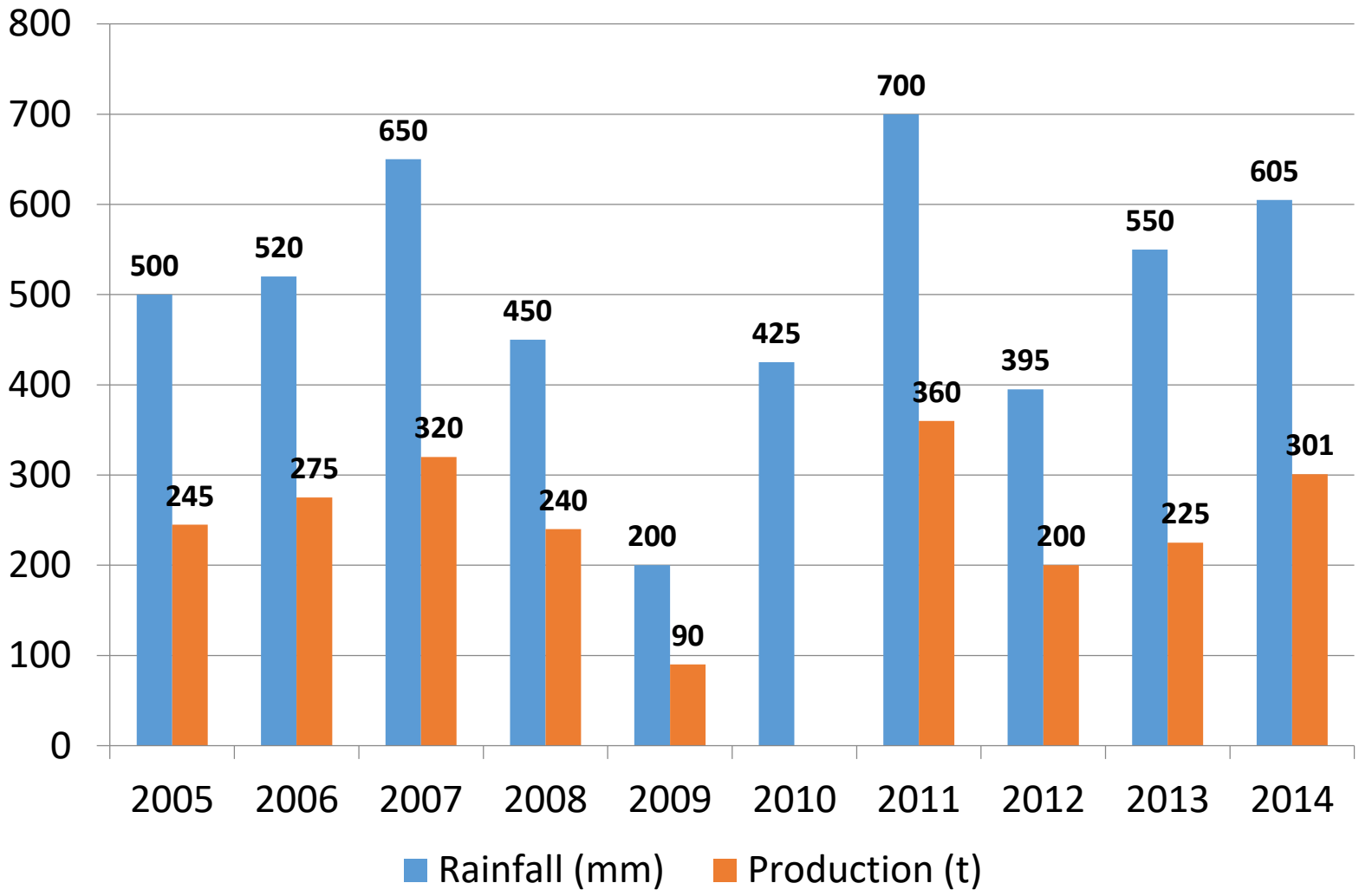
beware pickpockets

bike thieves

boring



ISO



What would have been the production in 2010

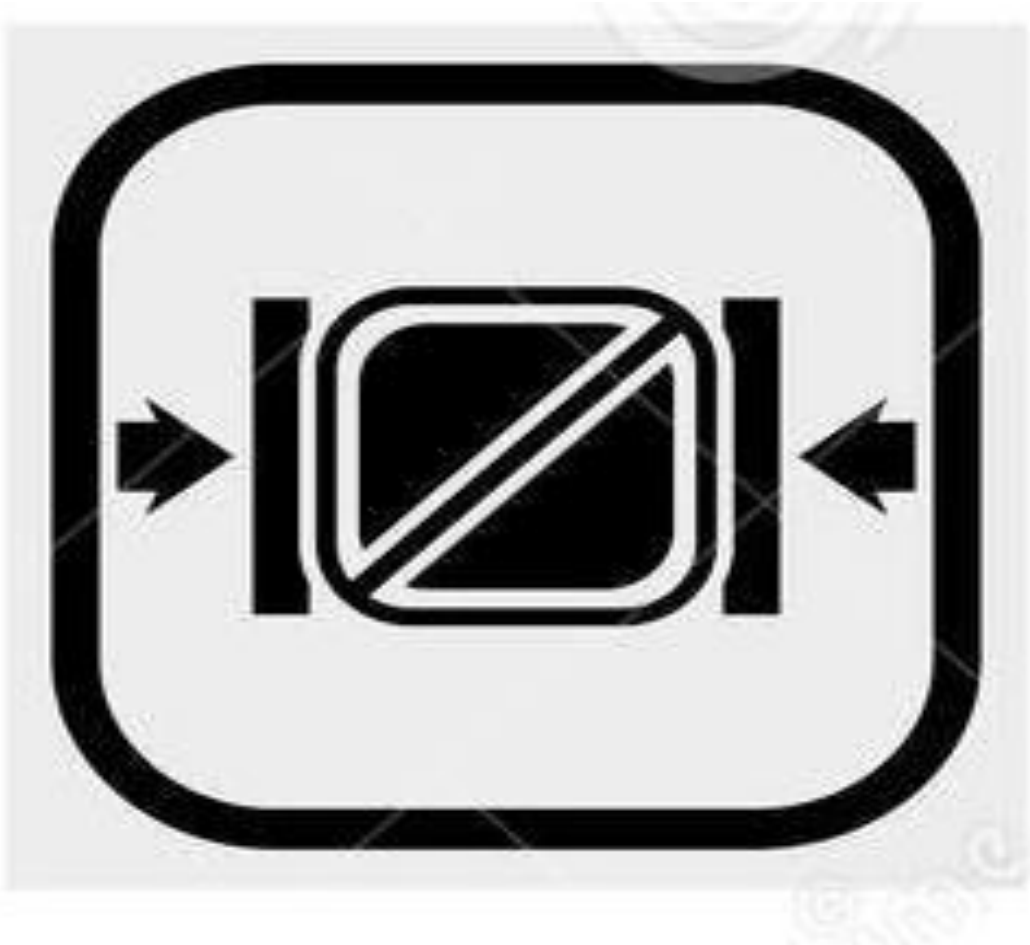
a) 210 tonnes
b) 350 Tonnes
c) 850 tonnes
d) 106 tonnes

भारत सरकार

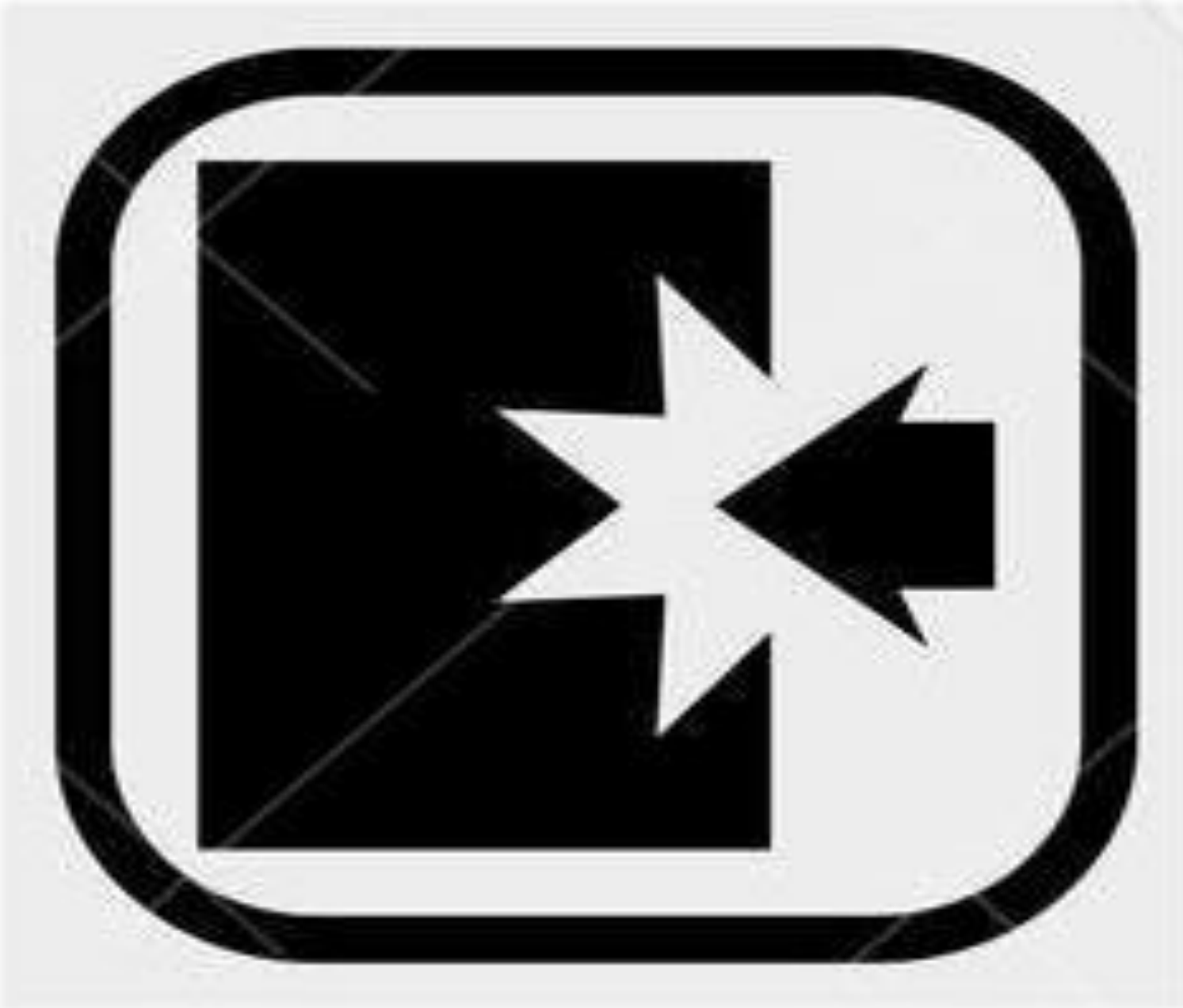
GOVERNMENT OF INDIA

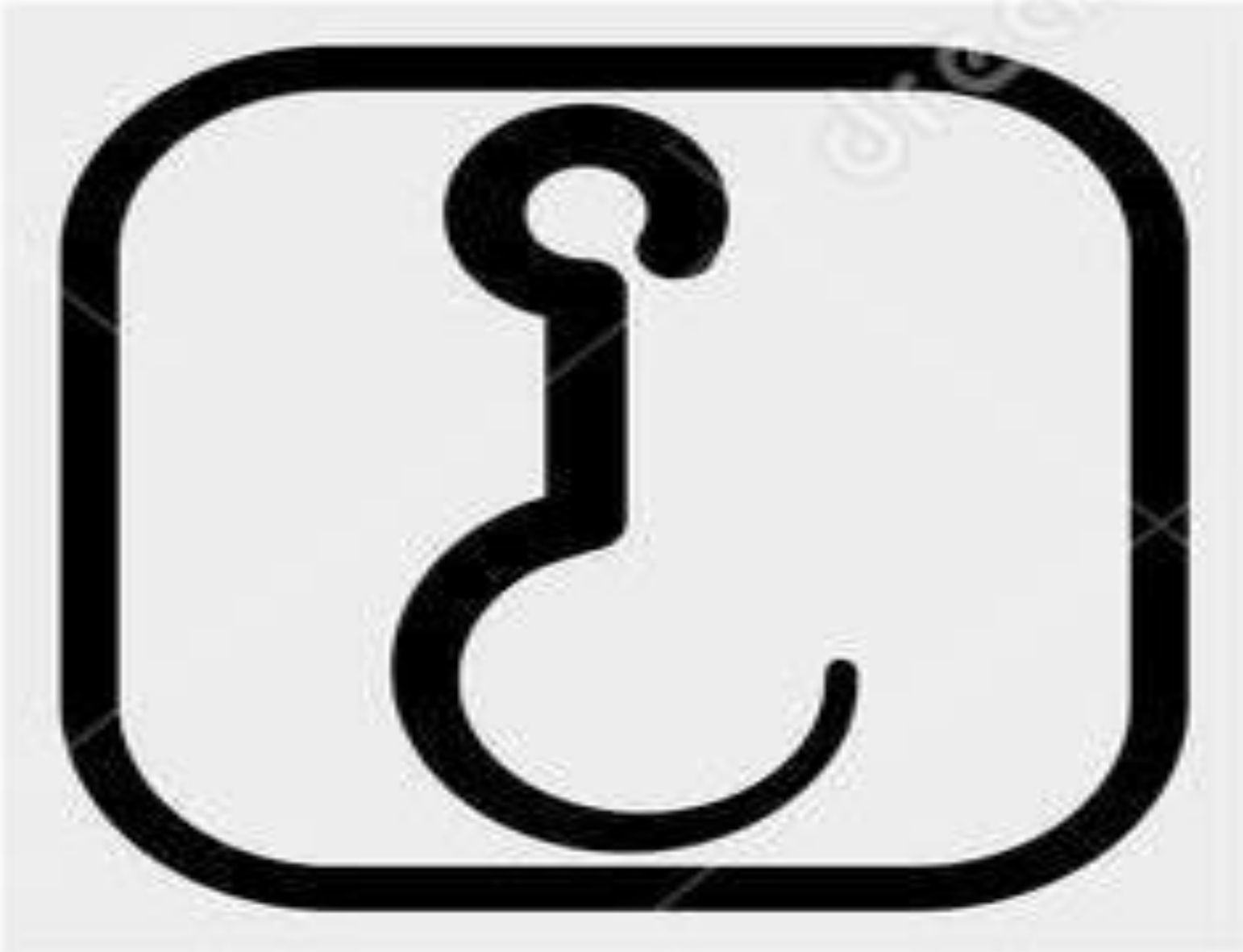
एग मार्क

AGMARK

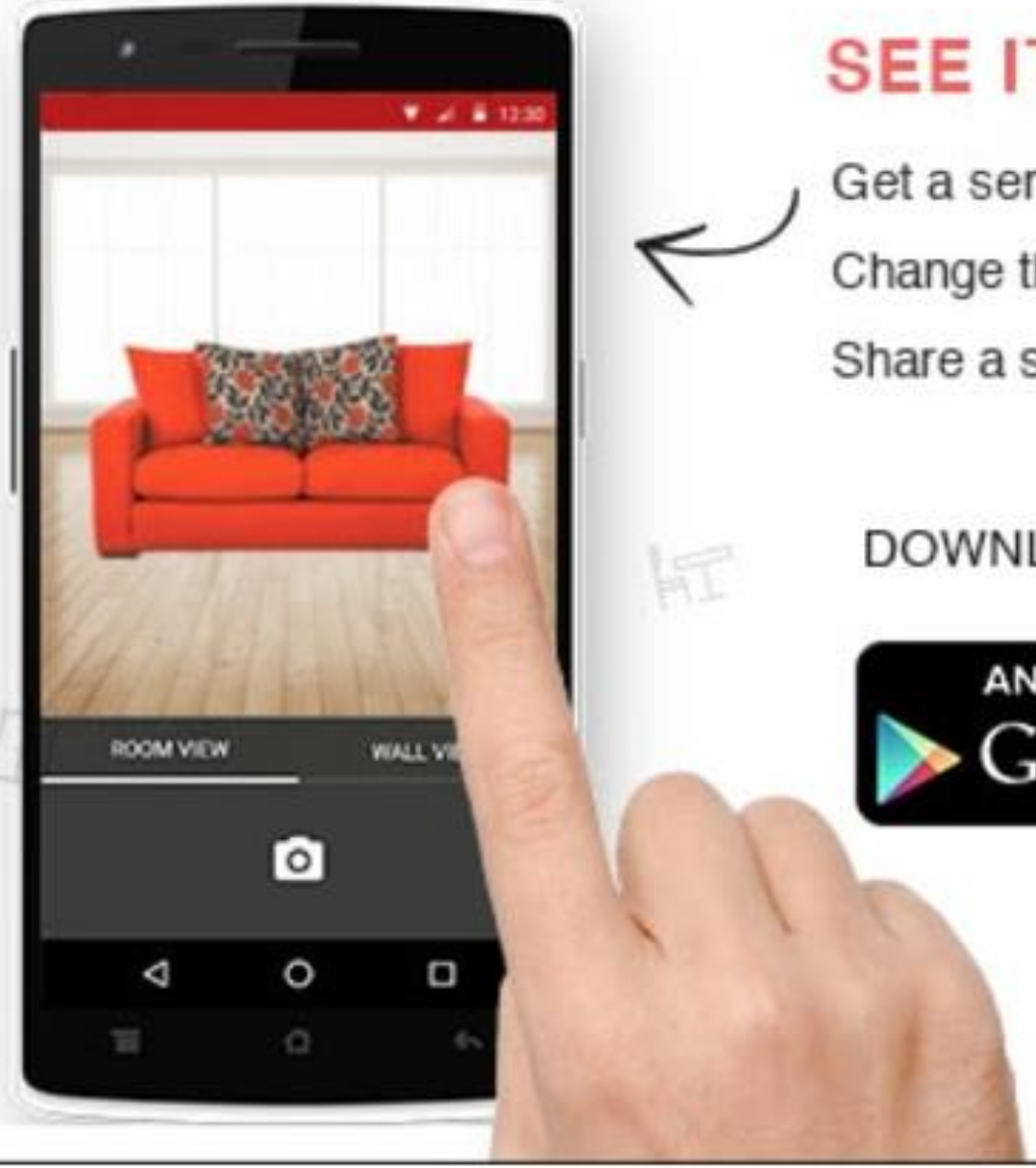


kg





GT51
Black
Ink Bottle
Use with:
HP DeskJet GT Series Printers
90 ml
K
M0H57A
GT52
Yellow
Ink Bottle
Use with:
HP DeskJet GT Series Printers
70 ml
Y
M0H56A
GT52
Cyan
Ink Bottle
Use with:
HP DeskJet GT Series Printers
70 ml
C
M0H54A
GT52
Magenta
Ink Bottle
Use with:
HP DeskJet GT Series Printers
70 ml
M
M0H55A



SEE IT IN YOUR ROOM!

Get a sense of how it belongs in your home

Change the wall colour and see how it fits in your ensemble

Share a snapshot and seek feedback on how it looks

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