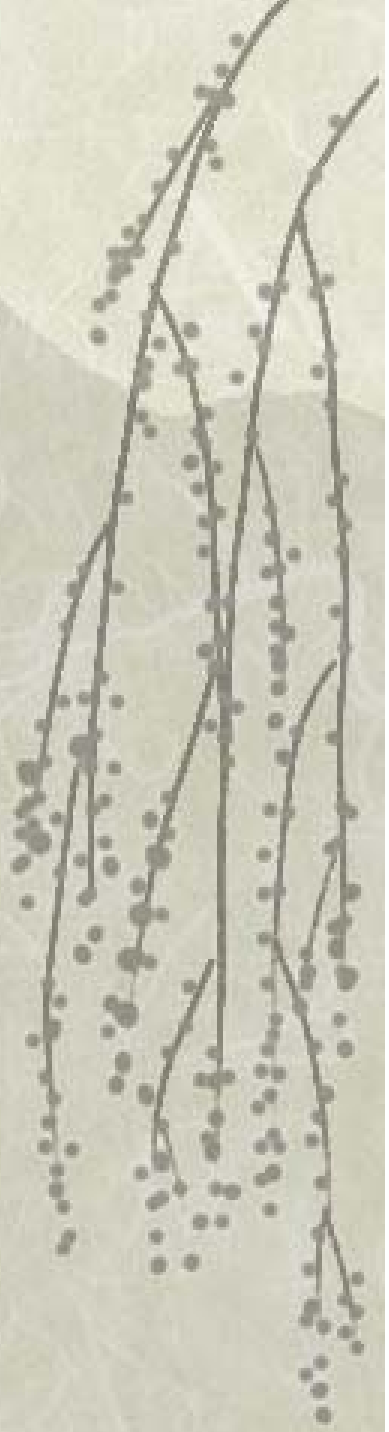
Visual Literacy: Implications for Library Education in K-12 Settings



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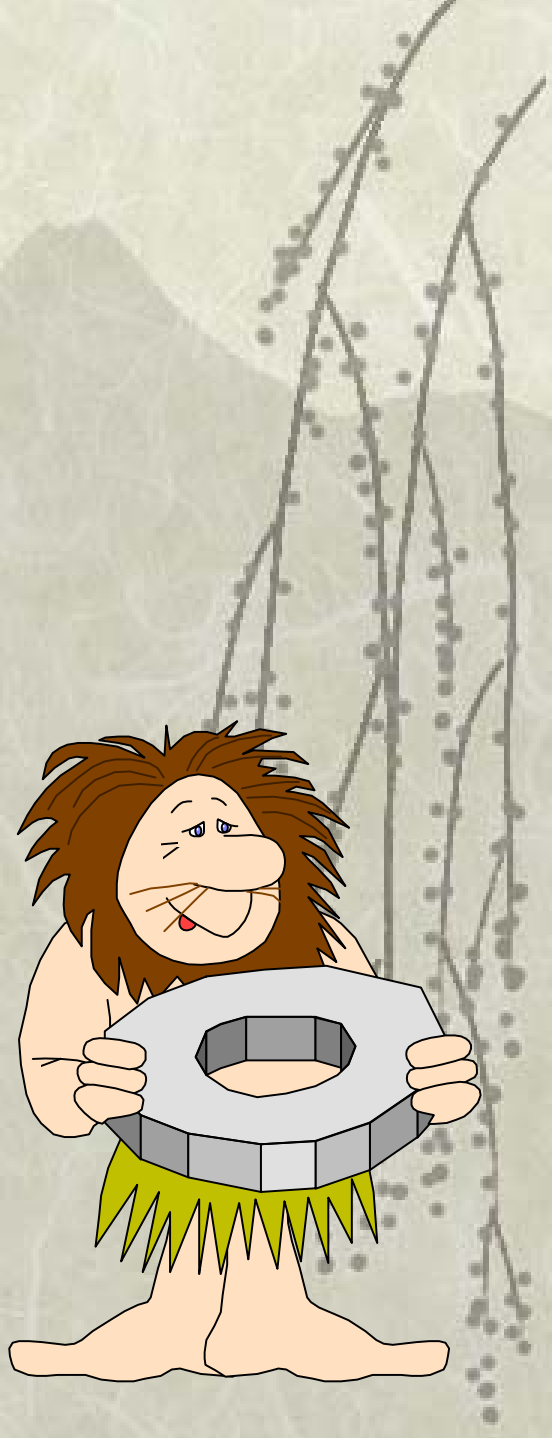
How Do We Meet Needs of Diverse Clientele?

- Intellectual access to resources
- Physical access to resources
- Creative, collaborative programs
- High-quality library services

How Old Is It?

- Caves
- Art as function
- Art as religion and teaching
- Art as beauty
- Photography
- Digital world



What About the Future?

- Will it be a visual world?
- Will it be an aural world?
- Is text toast? (Meredith, 1999)
- http://students.washington.edu/gveen/english/visual/

Visual Literacy Elements

International Visual Literacy Assn., 1996

- Interpret, understand, appreciate meaning of visual messages
- Communicate more effectively by applying visual design principles
- Produce visual messages using technology
- Use visual thinking to conceptualize solutions to problems

A VISUAL LITERACY EXERCISE: IMAGE 1 - Netscape

File Edit View Go Bookmarks Tools Window Help

http://www.csuohio.edu/history/exercise/vle0101.html

Home Search Bookmarks

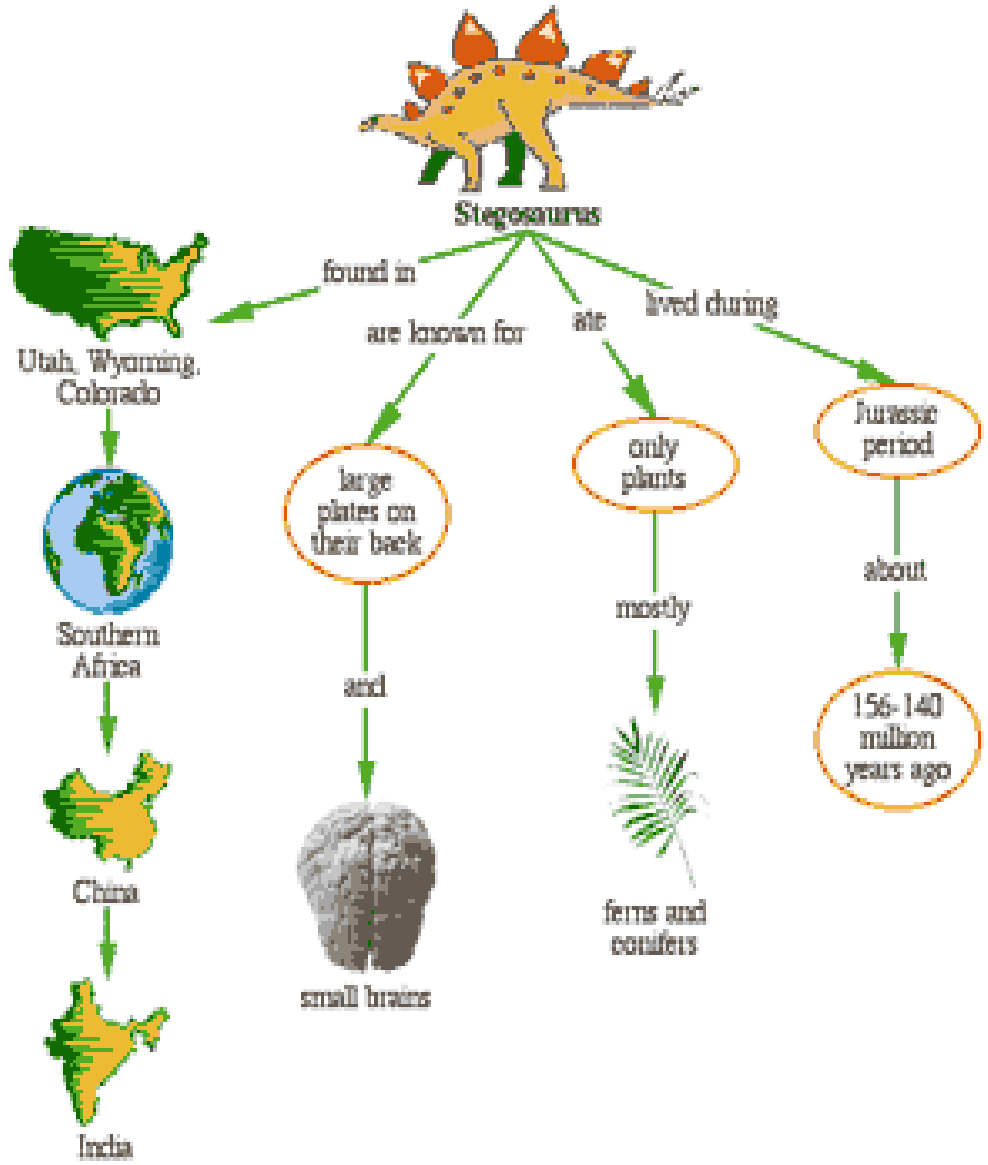
Exercise created in April 1996 by Lee A. Makela (l.makela@popmail.csuohio.edu).

Document: Done (0.951 secs)

start | A VISUAL LITER... | teachtools - Mic... | conf | cuevislit | alisevis | 7:59 PM Saturday

Visual Process

- Visual elements are manipulated simultaneously unlike words
- It's a right brain thing
- 30% of the brain cortex is devoted to visual processing (3% for hearing)
- Brain registers a full-color image (megabyte of data) in a fraction of a second
- Linked with text, messages are dual coded
- (Remember the impact of transferring to non-picture books?)
- http://www.csuohio.edu/history/japan/japan01c.html


Stegosaurus
found in
are known for
ate
lived during
Utah, Wyoming, Colorado
Southern Africa
China
India
large plates on their back
and
small brains
only plants
mostly
ferns and conifers
Jurassic period
about
156-140 million years ago

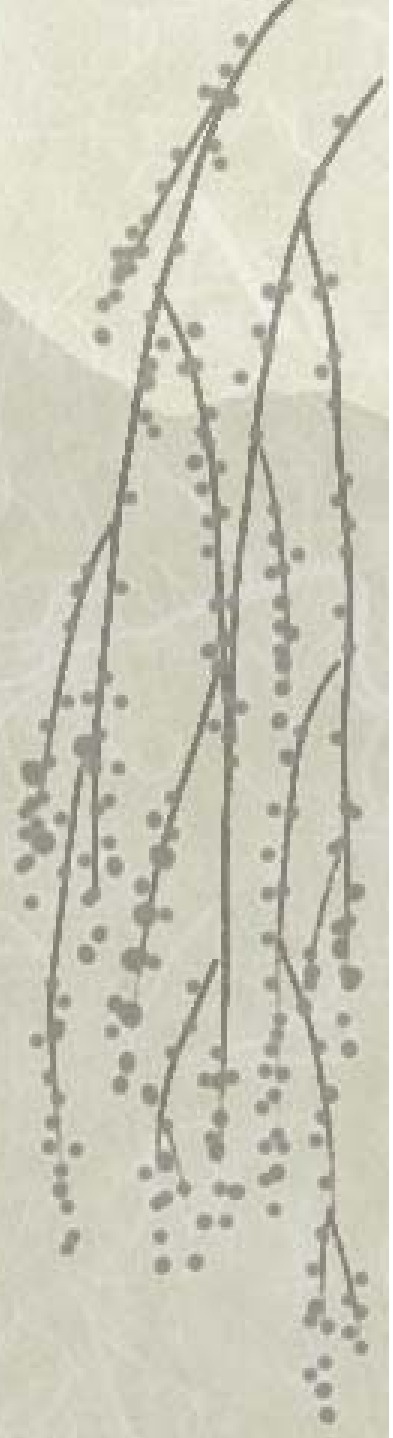
Precision: Image vs. Words

- Draw an elephant.
- Draw a Vombatus ursinus.
- If you don't know what it is, can you draw it?
- How is knowledge contextualized?
- What are the critical features?
- A Vombatus ursinus is a stocky, short-legged furry badger-like animal up to 4' long weighing 30-75 pounds.

Type

- Information
- Information
- ***Information***
- Information
- Information
- Information
- Information
- Information

- Sydney
- Sydney
- **No**
- *No*
- Dog
- **Dog**
- Theatrical
- *Theatrical*



Type Elements

- Fonts
- Size
- Readability
- CAPS vs. lower case
- **Weight**
- Proximity and Alignment
- Underlining, *Undermining*, **Bold defying**

Digital World

- Internet travel
- Web museums
- American Memory
- Science concepts
- Live cams
- Videoconferencing

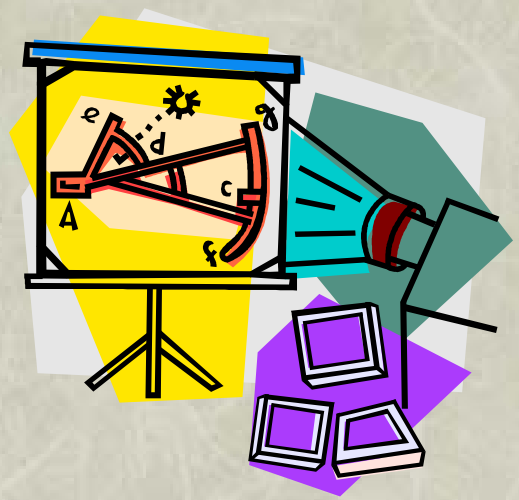
- Selecting images
- Sequencing and storyboarding
- Illustrating books/poems
- Showing points of view
- Editing still and motion images

Visuals in Libraries

- Set tone/ambiance
- Signage with graphics
- Displays
- Visual learning/teaching aids
- Graphic organizers
- Pictures of staff and users
- Computer screens
- Have technology for access and manipulation
- LOTS OF VISUAL RESOURCES AND GUIDANCE ON UNDERSTANDING THEM
- http://falcon.jmu.edu/~ramseyil/picture.htm

Representative K-12 Library/Information Courses Incorporating Visual Literacy

- Collection Development
- Children's Literature
- Information Literacy
- Reference Services
- Educational Technology
- Organization of Information



Visual Resources

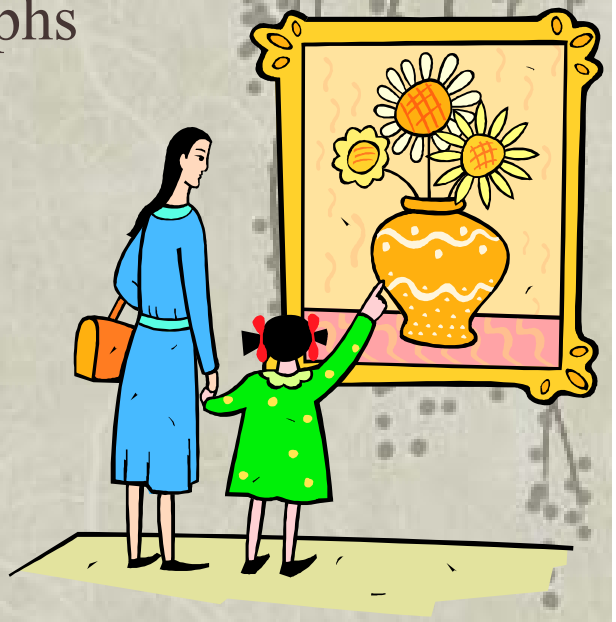
- Print
- Manipulatives
- Productivity Software
- Internet
- Videotape

Visual Print Resources

FACTORS

- Visual cues to information
- Knowledge representation
- Graphical analysis
- Visual principles and language
- Composition impact
- Cultural contexts
- Media literacy

- EXAMPLES
- Picture books
- Periodicals
- Art reproductions
- Photographs
- Posters
- Graphs



Manipulatives and Other Visual Tools

FACTORS

- Perform content analysis
- Measure objects
- Analyze their surroundings
- Learn kinesthetically
- Re-arrange / modify / create

EXAMPLES

- Art reproductions
- Artifacts
- Math manipulatives
- Games
- Old magazines
- Cameras
- Camcorders
- Art supplies

Visual Productivity Tools

FACTORS

- Content-neutral to use across disciplines
- Open-ended to facilitate creativity
- Facilitates student organization and analysis
- Helps presentation of information

EXAMPLES

- Spreadsheets with graphing options
- Computer-aided design
- Image editing software
- Multimedia presentation programs

Internet

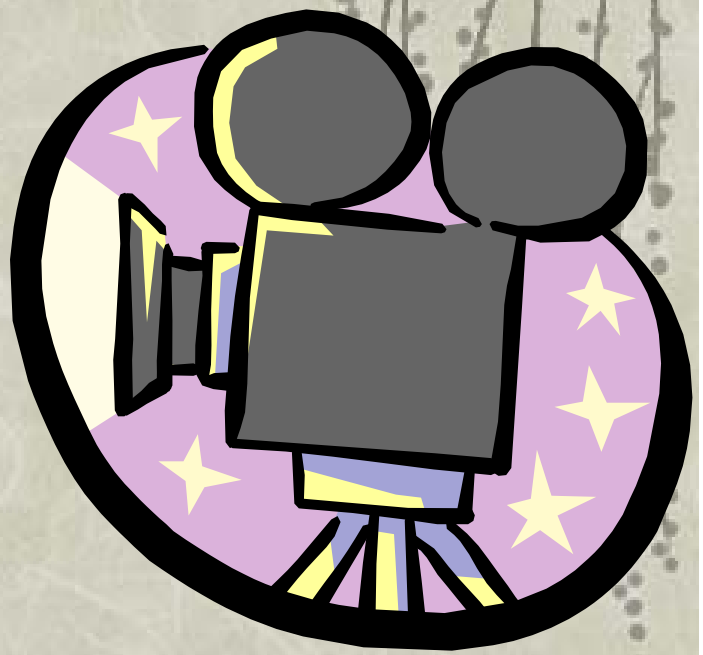
- FACTORS
- Provide worldwide access
- Combine text, visuals, sounds, movement to address different conceptual “clues”
- Connect students of same culture in different lands
- Look at documents jointly

EXAMPLES

- 24/7 reference
- Videoconferencing
- Virtual classrooms
- Virtual museum trips
- Telecommunication

Videotape

- Instant documentation
- Interactive opportunities
- Uses skills of oral learners
- Promotes collaboration
- Can broadcast worldwide



Course Communication Systems

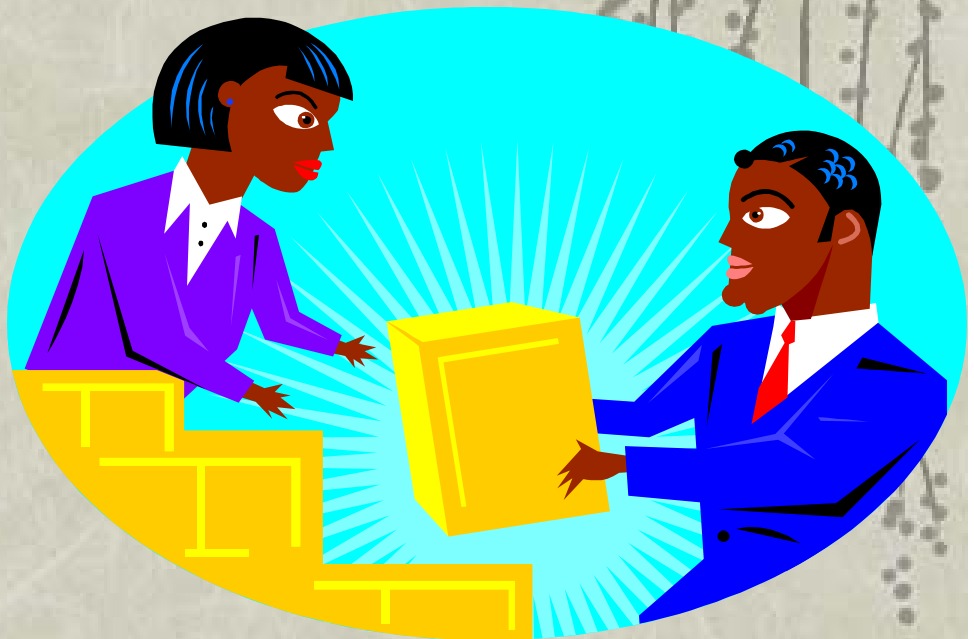
Face-to-Face Facilitation

Web-based Instruction

Video Processes

Broadcasting

Virtual Libraries



Organization of Information

FACILITIES

- Format of resources considerations
- Client use considerations
- Atmosphere considerations

CLASSIFICATION / CATALOGING

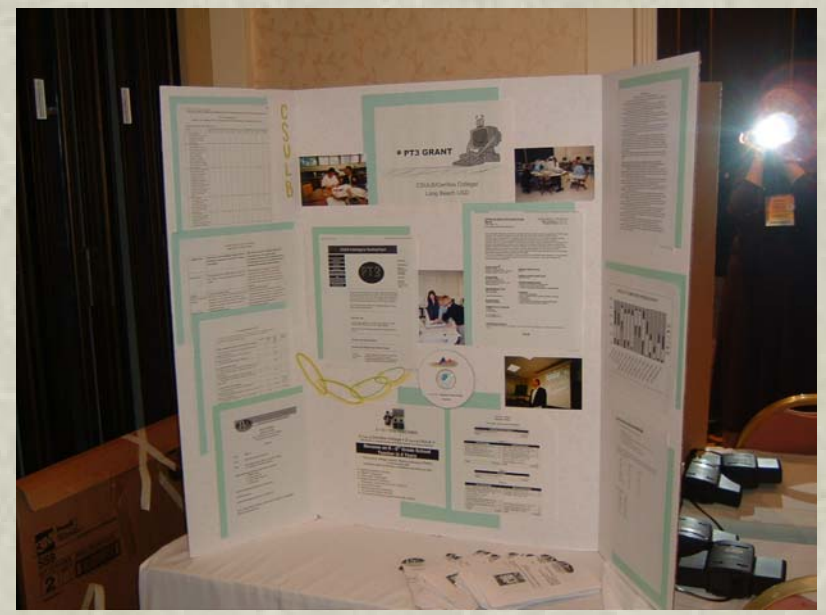
- Classification
- Format issues
- Location issues
- Catalog interface

Virtual Libraries

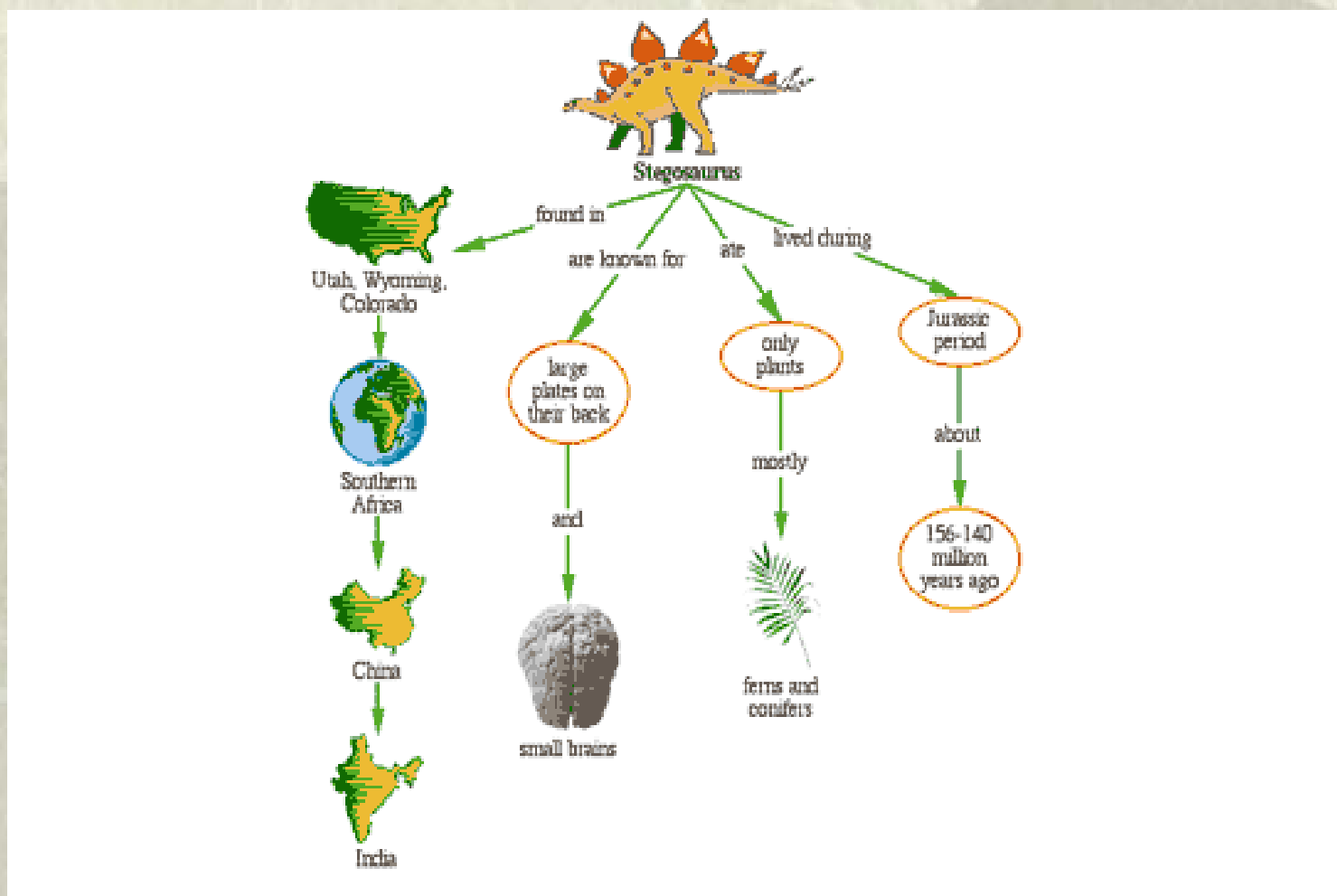
- Intellectual and physical connection to information literacy experts
- Access to visual information
- 24/7 service incorporating visuals through Web interface

Instructional Activities

- Art
- Mathematics
- Science
- Social studies
- Media literacy



Visual Representation of Knowledge



Cultural Analysis

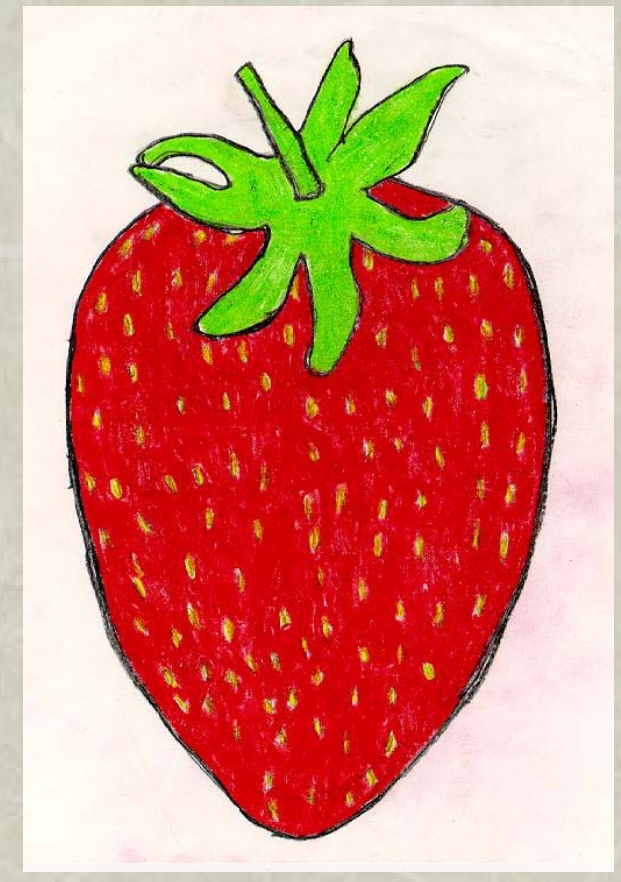
http://www.csuohio.edu/history/japan/japan01c.html

Visual Messages

Public Relations

School-Home-Community

- Family Connections for School Climate
- Project Fresca
- Home Talk
- Cultural Packages



What Library Educators Can Do to Promote Visual Literacy

- Document class and classwork
- Document best practice: facilities, actions, displays
- Represent and communicate knowledge visually
- Use visuals in teaching Provide opportunities for students to create visually

Visual Literacy Resources

- http://www.ivla.org/
- http://www.sanford-artedventures.com/study/study.html
- http://librarymedia.org/visual/topics.htm
- http://www.inspiration.com/vlearning/index.cfm
- http://www.graphic.org
- Photography: http://www.usask.ca/art/digital_culture/horowitz/
- Science: http://www.visualizingaddiction.org
- *Visual Literacy.* Burmark.

FREADOM