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

Presented by
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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
Exercise created in April 1996 by Lee A. Makela (lmakela@popmail.csuhio.edu).
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
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
- 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 defy**ing
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

Stegosaurus

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

- only ate plants
- mostly ate ferns and conifers
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.graphic.org
- Photography: http://www.usask.ca/art/digital_culture/horowitz/
- Science: http://www.visualizingaddiction.org