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Show Me What You Mean: Visual Literacy and the Academic Library

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Show Me What You Mean: Visual Literacy and the Academic Library

Nora Hillyer and Audrey DeFrank

The Visually Literate Student

- Is able to show you what they mean by using graphics, data, images, multimedia, etc. to communicate their ideas
- Is more resistant to the manipulative use of images in advertisements and other contexts
- Has a foundation for understanding and evaluating aesthetic intention and artistic skills



Visual Literacy Defined

- ... refers to a group of vision competencies a human being can develop by seeing and integrating other sensory experiences. Through the creative use of these competencies, he is able to communicate with others (John Debes, 1969).
- Ability to see, to comprehend, and to think, recreate and communicate graphically (McPhearson, 2004).
- Ability to construct meaning from visual images (Giorgis, Johnson, Bonomo, Colbert, & al, 1999:146).
- Ability to both accurately send and receive messages that are transmitted by a variety of signals perceived through the sense of sight (Rezabek, 2005).
- Interpreting images of the present and past and producing images that communicate the message to an audience (Bamford, 2003).

Libraries

Criss Library

- State of the art learning labs
 - SCOLA
 - Instruction
 - Using visuals to create interest and integrate visual, audio, and traditional learning
- ### Marketing and Communication
- Library branding
 - Logos



Sources

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McPhearson, Keith, (December 2004), Visual Literacy and School Libraries, *Teacher Librarian*, V. 32, I. 2. Retrieved from WilsonWeb December 2005.

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Visual vs. Information Literacy

Information Literacy

- Linear, technical skills required to find and evaluate information
- Complements lifelong learning

Visual Literacy

- Added dimension to IL
- Adds context to the interpretation of an image
- Making the cognitive link from your knowledge base to the image that is being presented

Collaboration

Partnership for Visual Literacy

(API, School of Communication, and the Library)

- Presentations to campus community
- Roundtable and workshops

Collaboration with Campus ITS

- Joint purchase of Adobe Suite and Web Bundle for Library computers
- Tech support provided in library by ITS
- Library workshops for campus community

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