Introducing the Visual Literacy Standards to Library Colleagues

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**Instruction Week: August 15-19**

*Fill your teaching “toolbox” for 2011*

**Monday 8/15**
- Active Learning
- Peer Observation

**Wednesday 8/17**
- Assessment Tech
- New Students 101

**Thursday 8/18**
- Peer Coaching
- Visual Literacy

**Friday 8/19**
- Drive-by Bl
- Visual Language
Visual literacy is a set of abilities that enables an individual to effectively find, interpret, evaluate, use, and create images and visual media.”

-ACRL/IRIG Visual Literacy Competency Standards for Higher Education
Session 1: What is Visual Literacy?

13 Participants

- 8 Subject Specialists
- 2 Technical Services
- 2 Special Collections
- 1 Library Staff
## How do you work with images?

<table>
<thead>
<tr>
<th>Find</th>
<th>Use</th>
<th>Interpret</th>
<th>Evaluate</th>
<th>Create</th>
<th>Ethics</th>
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</thead>
<tbody>
<tr>
<td>Images for scholarly publication (faculty)</td>
<td>Class assignment</td>
<td>Writing 1 primary sources</td>
<td>None</td>
<td>None</td>
<td>Images for scholarly publications (faculty and graduate students)</td>
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<td>Historic maps</td>
<td>Illustrations for report</td>
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<td>Images for use online</td>
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<td>Jerusalem Seminar</td>
<td>Online exhibits</td>
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<td>National Geographic</td>
<td>Posters</td>
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<td>Writing 1 students</td>
<td>PowerPoint presentations</td>
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Problems, Issues, Concerns

• Don’t have language to explain or interpret images
• Where should I direct students to find images?
• Need tips for searching ARTstor, et al. effectively
• How to interpret images
• How to question or evaluate image sources
This guide provides information about digital image collections and other image resources of interest to artists, architects, art historians, and others studying visual culture at Washington University in Saint Louis.

Tags: architectural_history, architecture, art, art_history, english, fine_arts, german_studies, humanities, maps, material_culture, studio_arts, teaching, visual_culture, visual_studies
Subject guides

Subject guides are available for download in PDF format. (6,433 KB)

Select a topic

AFRICAN AND AFRICAN - AMERICAN STUDIES

This handout highlights ARTstor content related to African and African-American experiences, traditions, and cultural heritage, which are documented by images of cultural objects, artworks, important events, and key historical figures.

Learn more (PDF: 250 KB)

AMERICAN STUDIES

This handout highlights ARTstor content related to the people and events that have shaped the history and culture of the United States, which include images of painting, sculpture, architecture, decorative arts, graphic design, and photography, ranging from colonial times to the present.

Learn more (PDF: 338 KB)
Session 2: Visual Language, Learning Objects for Visual Literacy

- Writing 1 Assignment: Ad Analysis
- Opportunity for Visual Literacy Instruction
  - Repetitions
  - Strands
  - Binaries
  - Anomalies

- How does the ad seek to influence our behavior?

- Standard 3: The visually literate student interprets and analyzes the meaning of images and visual media.
Conclusion

• Promote use of the VL Standards
• Create guide for visual literacy
• Provide another session on learning objects
• Provide quick sessions on using image databases
• Continue to support colleagues with questions about image use, visual language, and visual literacy
Resources

ACRL/IRIG Visual Literacy Standards Blog
http://acrlvislitstandards.wordpress.com/

ACRL Image Resource Group (IRIG)
https://sites.google.com/site/acrlirig/

ACRL/IRIG Visual Literacy Standards Community of Practice Wiki
http://wikis.ala.org/acrl/index.php/Visual_Literacy

ACRL/IRIG Presentation Materials from ALA 2011 New Orleans Visual Literacy Program
http://connect.ala.org/node/151263
Select Readings


