

Title of Session: Targeting Librarians! Visual Literacy

Moderator: Lesley Farmer

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Room: Hot Tub Conference Room

LesleyF: Blush! I had a meeting that went late.

KarenCF joined the room.

LesleyF: Hi, Karen, my meeting just broke up!~

KarenCF: What happened?

LesleyF: Grant meeting went on too long...

LesleyF: It was to get money to push for info lit across the campus...

LesleyF: Glad you folks stayed around!

KarenCF: Glad you are here...good reason

LesleyF: Ready to discuss visual literacy?

SusanGau: YES

KarenCF: yes

LesleyF: OK!

LesleyF: First let's talk about definitions. What do you see visual literacy to be?

SusanGau: I would say that it is similar to media literacy???

LesleyF: and Karen?

KarenCF: Not sure...

LesleyF: OK -- well, these days media literacy is usually tied to mass media and the messages that are produced in order to gain power, \$or influence.

LesleyF: Visual literacy is actually a much more universal literacy having to do with understanding/interpreting visual information.

SusanGau: so something like interpreting political cartoons

LesleyF: right!

LesleyF: Which leads to an interesting question: is visual information concrete or abstract -- is the visual language concrete or abstract?

SusanGau: I would say both depending on the art (visuals)

KarenCF: Can't it be both? Symbols and signs maybe abstract and concrete

LesleyF: give an example, Susan...

LesleyF: that's right, Karen.

LesleyF: Once I use the word "language" as a means to interpret/share visual perception, then it becomes abstract to some degree, right?

KarenCF: Language is for interpretation so in some degree it is abstract.

LesleyF: Some images are pretty much universal, such as a sunset, but others, such as a painting of a Hindu deity requires solid knowledge about religious symbols and their meaning.

LesleyF: right, Karen -- and it can also be culturally/domain defined.

BjB nods about language. ...same thing with an alphabet and decoding the words?

LesleyF: Visual literacy can also be considered from the viewpoint of the producer and of the consumer.

BjB: prior knowledge would also play a big role

LesleyF: If an artist is creating strictly for her own enjoyment, then if no one else understands her image, she might not care. She might have her own language.

LesleyF: She would be visually literate -- but just unto herself. Hmmm, interesting, but the question becomes the need for social definition....

LesleyF: If only one person speaks a language, is it truly a language??

BjB: I'd say it was a doomed language, Lesley if only one person spoke it

KarenCF: There wouldn't seem to be communication but their own language...yes?

LesleyF: I'd agree with both of you...

LesleyF: SO, for it to be communication, it needs to involve at least 2 people.

LesleyF: From that point, we can see a formal definition by the Intl. Visual Literacy association:

LesleyF: 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

SusanGau: that is definitely a formal definition

BjB: are you familiar with Jason Ohler's 4th R?

LesleyF: Tell us, BJ!

BjB: <http://uashome.alaska.edu/~jfjbo/fourthr/>

BjB: Jason has done some research on the importance of visual literacy in our technology dependent culture

SusanGau: very interesting...I never knew there was possibly a 4th R

BjB: I had Jason as a guest speaker for one of my ASO's...cool dude

KarenCF: Great information and one to explore further!

BjB: does Jason's idea go with what you were discussing, Lesley?

LesleyF: Yes, and here's another web site that takes a look at visual rhetoric. Want to explore?

SusanGau: sure

KarenCF: Yes

LesleyF: <http://www.sla.purdue.edu/people/engl/dblakesley/visual/>

LesleyF: Take about 5 minutes to click around, ok?

ToddHa joined the room.

BrendaY joined the room.

AlecVC joined the room.

AlecVC: hello everyone?

AlecVC: ahhhhhh

BrendaY: hi everyone

BjB: Hi, Alec.

AlecVC: hi bj

SarahGst17 joined the room.

BjB: This is a discussion on Visual Literacy

AlecVC: how was your day?

AlecVC: you were pretty busy i can tell

BjB: We're looking at <http://www.sla.purdue.edu/people/engl/dblakesley/visual/>

BjB . o O (my day is still going on)

AlecVC: thanks bj ... we just wanted to take a look to see what type of activities happen here

BjB: take a look at the calendar, Alec

BjB: o O (click on the TAPPED IN tab and then click on CALENDAR) **AlecVC:**
thanks bj

SarahGst17: wow what a neat link

BrendaY: amazing stuff

LesleyF: What did you like, folks?

SarahGst17: I like the visual thesaurus

SarahGst17: that's awesome

LesleyF: How can you see that you could use that site?

SarahGst17: clicked try

SarahGst17: whoooo

SarahGst17: yeah come on in...

LesleyF: do you think you could share some of these activities as a library program?

SarahGst17: yeah possibly

BrendaY: too much water displaced

LesleyF: How about as inspiration for research papers?

SarahGst17: that's what I'm thinking

SarahGst17: it's a cool way to review language

LesleyF: yes, really expands the idea of language....

SarahGst17: I love it

LesleyF: Now here is one of my favorite visual literacy sites, which is a great activity in art or world history. Ready?

SarahGst17: good for essay writing

BjB: Interesting...there is a search engine that looks like that

SusanGau: it also will keep a student's attention

SarahGst17: yes

LesleyF: <http://www.csuohio.edu/history/japan/japan01c.html>

LesleyF: I'd suggest looking for about 5 minutes, and then I'll give you some more info about it...

SarahGst17: very neat...

SarahGst17: I studied Asian art during my bfa

LesleyF: actually go through the activity...

SarahGst17: the woodblocks are great

LesleyF: There's a SECOND step....

SarahGst17: ok

SarahGst17: that's a good one

KarenCF: Great activity, really helps students use background knowledge and skills to apply. Can see using this with my 3rd graders for their regions studies.

SarahGst17: yes....its interactive...

SarahGst17: keeps them interested

SarahGst17: and the pictures are wonderful

LesleyF: Now the neat thing is that after one goes through the process, then the "instructor" captions the woodblocks and you "see" much more...

SarahGst17: really...

LesleyF: it very neatly shows how text and visual are interdependent.

LesleyF: The site can also be a good model for the students to find their own

pictures/images, and present them...

LesleyF: that also gets them to research the background of images/visual info.

SusanGau: The text add a whole new perspective to the pics

LesleyF: that's right, Susan!

LesleyF: there's one other site that is very rich relative to the language of visuals, particularly "standard" art terms. Ready for that?

KarenCF: yes

SusanGau: sure

LesleyF: <http://www.sanford-artedventures.com/study/study.html>

LesleyF: Take a look!

LesleyF: since we're getting low on time, I want to share 2 more sites. Actually, BJ, tell them about ArtsConnected, OK?

BjB nods. Kevan Nitzberg leads a monthly discussion here in Tapped In on ArtsConnected www.artsconnected.org

LesleyF: It's very rich, and interactive...

BjB: take a look at <http://www.artsconnected.org/toolkit/>

LesleyF: To end with something totally different, think or visual literacy and science.

LesleyF: Ready for a fascinating look on that topic?

BjB nods enthusiastically

LesleyF: Here it is: <http://www.visualizingaddiction.org>

LesleyF: and what's your reaction?

BjB puts the link in her backflip arts and science folder

SusanGau: I never thought of visualizing addition..interesting!!

LesleyF: I think it makes it very impactful!

SusanGau: I guess this is a step beyond the egg in the frying pan...this is your brain on drugs

KarenCF: Much more impact that is for sure

LesleyF: and it's more real than the egg -- the egg image is abstract, but these images are very concrete.

LesleyF: See how we come back to the start??

SusanGau: that is exactly what I was thinking!!

KarenCF: yes

LesleyF: but I bet you picked up some new ideas in the process.... spiral thinking, right?

SusanGau: definitely...I will check out the sites further

KarenCF: Me too

LesleyF: The basic organizational URL for visual literacy is www.ivla.org for your future reference.

LesleyF: So what area of spiral thinking do you want to do next month??

LesleyF: I didn't get to touch on digital photography, editing images, etc. Want to explore that next time?

KarenCF: Yes, I was just about to ask about technology

SusanGau: sure that would be interesting....thanks...it has been fun and informative

LesleyF: Sorry for the late start, but we did get to some interesting ideas...

BjB . o O (Lesley's discussions are ALWAYS fun and informative!)

KarenCF: Thank you, Lesley, I enjoyed it

LesleyF: So next time we'll talk about digital imagery: resources, interpretation, and

changing meaning. How's that?

KarenCF: I look forward to it

SusanGau: sounds great...I will try to make it

LesleyF: BJ, got the topic?

LesleyF: I'll sure my PPT on the topic as well...

LesleyF: share (not sure)

BjB nods to Lesley

SusanGau: Bye!

BjB: April 21

LesleyF: take care! See you!

LesleyF: right date...

BjB waves goodnight. Thanks, Lesley

KarenCF: Goodnight too