Visual Literacy Meets Information Literacy

Academic Libraries address new challenges of the 21st Century

2016 ARLIS/VRA Conference, Seattle
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“Visual Literacy Meets Information Literacy: How two academic librarians combined information science and design in their careers”

Broussard, M. and J. Schwartz
“Visual Literacy is a Key Literacy to Be Successful in the 21st Century”

ACRL Visual Literacy Competency Standards for Higher Education
Visual Literacy = Learning to Read Pictures
Library instruction is text-centric
“set of abilities that enables an individual to effectively find, interpret, evaluate, use, and create images and visual media”
• How **important** is it for **visual literacy** to be part of the **information literacy agenda** in academic libraries?
Methodology

- IRB approval
- Created a 10 question survey: 114 results
- Interviewed 14 librarians
- White paper with survey findings
- Included an annotated bibliography
Visual Literacy Meets Information Literacy: Academic Libraries address the new challenges of the...

Many Academic Libraries are now including “new” literacies in their Information Literacy Instruction. My research project is an exploration of Best Practices for teaching Visual Literacy in Academic Libraries. Please take 5 minutes to complete this short survey. Survey responses will be used to help...

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Survey Results

“Visual Literacy is a Key Literacy to be Successful in the 21st Century”

- Yes 71%
- No 8%
- Unsure 21%
Survey Results

Are You Aware of the ACRL Visual Literacy Standards?

- Yes 45%
- No 52%
- Unsure 3%
Interchangeable Terms

Literacy

Visual

Data

New

Literacies

Graphical

Digital

Intermediacy

Communication

Multimedia
Create Content
Use reliable sources & citations
Outcomes

43 participants (38%) out of 114 answered YES they are teaching visual literacy in the library.
Who Will Benefit?

Across all disciplines
Trends

- Image retrieval & file management
- Copyright & permissions
- Infographics & data
- Design and production for posters
- Teaching technology skills with MS and Adobe
- Digital story telling with images
- Teaching with Graphic Novels
- Pecha Kucha™
Cons

- Not enough time in one-shot classes
- Should be taught by teaching faculty
- Technology should be taught in other departments . . . IT

Should Libraries Teach Technical Skills?

- Yes 40%
- No 28%
- Unsure 32%
Design Matters
People remember visuals longer than they do spoken words.
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