Welcome!

https://padlet.com/karyn_hinkle1/visual_literacy

As you enter the room and get settled, please go online to the Padlet address above to define visual literacy.

What is visual literacy?

What does it mean to you?
Teaching Across Disciplinary Cultures:

Visual Literacy As Defined By Non-Art Students
Northwestern Department of Art History 200-level survey classes:

- Introduction to American Art
- Introduction to Asian Art
- Introduction to Ancient Art
- Introduction to Contemporary Art
- Introduction to European Art
- Introduction to History of Architecture
- Introduction to Latin American Art
- Introduction to Modernism
- Introduction to Pre-Columbian Art

http://www.arthistory.northwestern.edu/
Non- art students

Undergraduate enrollment in Northwestern colleges:

- Arts & Sciences 48.9%
- Engineering 21.4%
- Communication 13%
- Journalism 7.5%
- Education & Social Policy 4.5%
- Music 4.5%
Non- art students

For the 49% of undergraduate students in Arts & Sciences, the most popular majors are:

1. Economics
2. Psychology
3. Biological Sciences
4. Political Science
5. International Studies
6. History
7. English
8. MMSS
   (Mathematical Methods in the Social Sciences)
The art history survey class

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Visual literacy instruction

Art History survey Learning Outcomes:

By the conclusion of the course, students will be able to identify and discuss major American artworks as they relate to aesthetics, history, and culture. Students will be able to analyze, in depth, one original American art object in terms of its form, subject, style, and content. Through lectures, discussion, reading, writing, and looking at artworks, students will develop their critical and creative skills, just as they will improve their visual literacy.

http://www.northwestern.edu/class-descriptions/
Visual literacy for non-art students

Students are instructed at the end of visual literacy instruction sessions to take 5 minutes to define the concept “visual literacy” by hand, writing down what it means to them on an index card that they then hand back in
Visual literacy is the ability to interpret the different aspects of an image. Besides making meaning of the visual info presented, visual literacy can also include understanding technical aspects (ex: size).
Student cards

PEDRO ACOSTA

Visual literacy is the ability to recognize the journey of an image before your eyes meet it. This journey could have involved manipulations by computer or photography tricks.
Being able to express oneself visually is imperative because we as a society need creativity. — Abigail Kameni
Visual literacy to me is the knowledge and understanding of how to "read" an image to figure out the artist's purpose/intent, the image itself, and the meaning behind the image.
Results datasets

From non-art majors at Northwestern University
Results datasets

From art majors at the University of Kentucky
Results datasets

From art information professionals here today!
Comparison datasets

ACRL standards and my lecture notes
Findings

- Non-art students’ definitions for visual literacy are very much tied to instructors’ words
- We can observe some non-art student anomalies
Visual literacy is being able to understand what the artist was thinking about, and emphasizing, when he captured his/her image.
Findings

Visual literacy is having enough knowledge to manipulate visuals, files, or any visual impressions.
Findings

Visual literacy is the ability to look at a
image, interpret its many elements, explain
them, and discuss them in a manner conso-
ns with others in the realm of this visual mode.
Data analysis/visualization
Bibliography / Tools used

- The 2011 ACRL Visual Literacy Competency Standards
- Audience participation web tool: Padlet.com
- Word cloud web tool: Word It Out