



# Visual Literacy and the Academic Library

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## Definition of Visual Literacy

“..... 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)

## Why it is Important to Be Visually Literate

- Becoming the predominant form of communication
- Using visual images along with verbal text can help students remember what they read

## The Visually Literate Student

- Is more resistant to the manipulative use of images in advertisements and other contexts
- Can interpret, understand, and appreciate the meaning of visual messages
- Can communicate more effectively by applying the basic principles and concepts of visual design
- Can produce visual messages using computers and other technology
- Can use visual thinking to conceptualize solutions to problems (Roblyer, 1998)

## How UNO and Criss Library are Incorporating Visual Literacy

- Criss Library and UNO Collaboration
  - Partnership for Visual Literacy
    - Members of the team include ITS/API, School of Communication, and Criss Library
  - Visual Literacy Presentation
  - Invite all faculty and staff to a brown bag session
    - Breakout session discussions:
      - Applications/Techniques within Academic Disciplines
      - Integrating Visual Literacy into Your Curricula
      - Software and Technical Resources to Assist Faculty
      - Critical Thinking Skills for Literacy - Visuals Interpretation
- Criss Library
  - Collaborative learning exercises within library instruction
  - State-of-the-art learning labs
  - Consistent visual messages in communication and marketing the library to the campus and community
  - Virtual tours of the library
  - Vodcasting

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