What is Visual Literacy?
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Visual literacy is defined as being able to read, comprehend, and write visual language.

Why Visual Literacy?

- We’ve all heard the old adage “A picture is worth a thousand words.” Learning to read those pictures gives us advantages in both work and life.

- Just as children are taught to read and understand words, we must also learn to read, understand, and critique images – to become literate in visual language – in order to communicate successfully in our increasingly image-saturated culture.
Using Visual Language

Visual Decoding
Translating and understanding the meaning of visual imagery

Visual Encoding
Expressing thoughts and ideas in visual form

3 - https://www.nyustraus.org/creative-thinking.html
4 - http://thevisualstudio.co.za/new/
Visual Literacy – not just about art

Visual literacy is important to all fields of study and employment.

Read and design schematics, visualize problems and solutions, visualize data

‘Read’ and diagnose patients, interpret clinical images, communicate information

5 - https://www.pexels.com/search/engineering/

Visual Literacy Skills

Define Image Need

Find Images

Interpret & analyze images

Evaluate Images

Use Images effectively

Create Visual Media

Use images ethically & cite

Clearly communicate your ideas

7 - https://usergeneratededucation.wordpress.com/2015/07/11/schools-need-to-include-more-visual-based-learning/
• We all live in an image-saturated digital culture and are habituated to distraction.
• This constant electronic tether can inhibit clarity, focus, and creative thinking.
• Cultivating visual literacy can help develop sustained focus for deep learning.
• Group visual literacy activities can build rapport, self-confidence, and increase retention.
Want to Learn More?
Continued