

VISUAL LITERACY



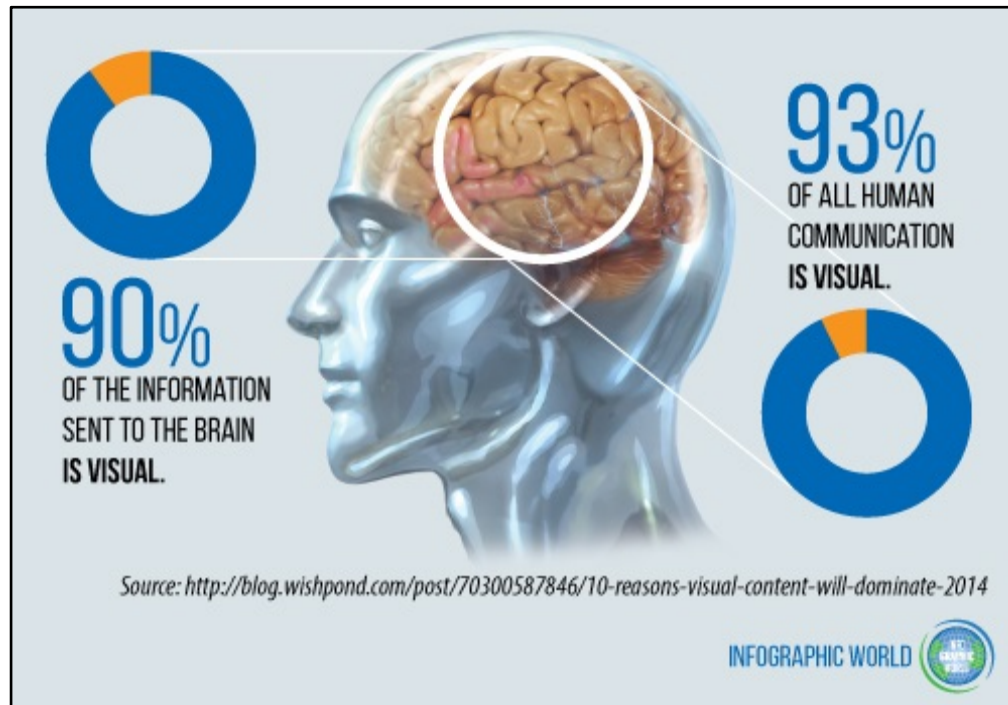
What is Visual Literacy?

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

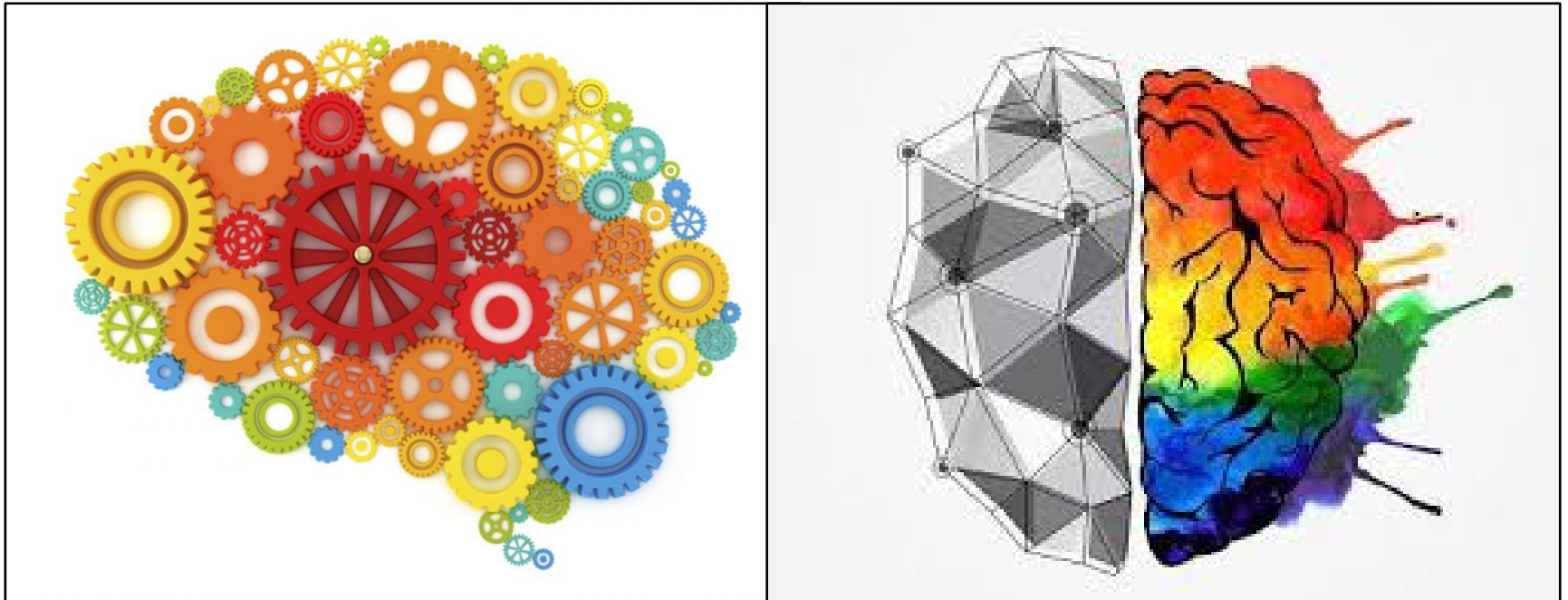


Why Visual Literacy?



- 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



3 - <https://www.nyustraus.org/creative-thinking.html>

4 - <http://thevisualstudio.co.za/new/>

Visual Decoding

Translating and understanding the meaning of visual imagery

Visual Encoding

Expressing thoughts and ideas in visual form

Visual Literacy – not just about art

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



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

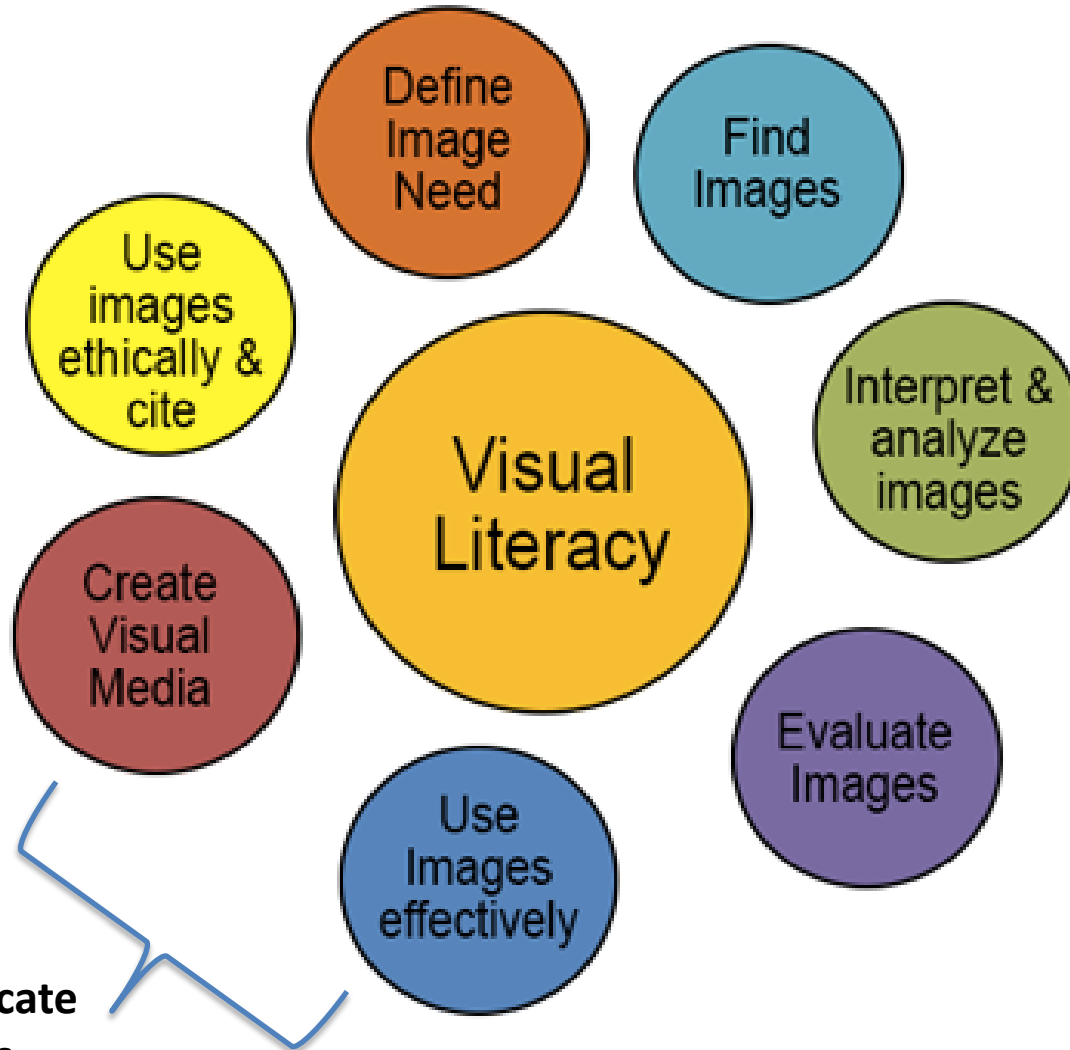
Read and design schematics,
visualize problems and solutions,
visualize data



6 - <https://www.newbridgerecovery.com/a-stock-photo-of-a-patient-consulting-doctor/>

'Read' and diagnose patients,
interpret clinical images,
communicate information

Visual Literacy Skills



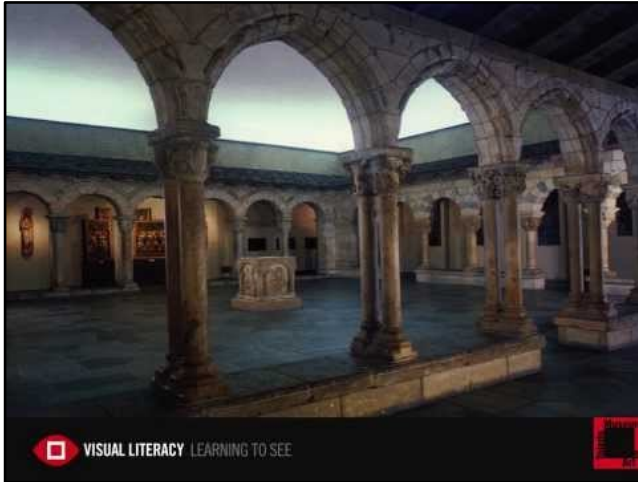
Clearly
communicate
your ideas



8 - <https://www.newsweek.com/science-making-decisions-68627>

- 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



VISUAL
LITERACY

