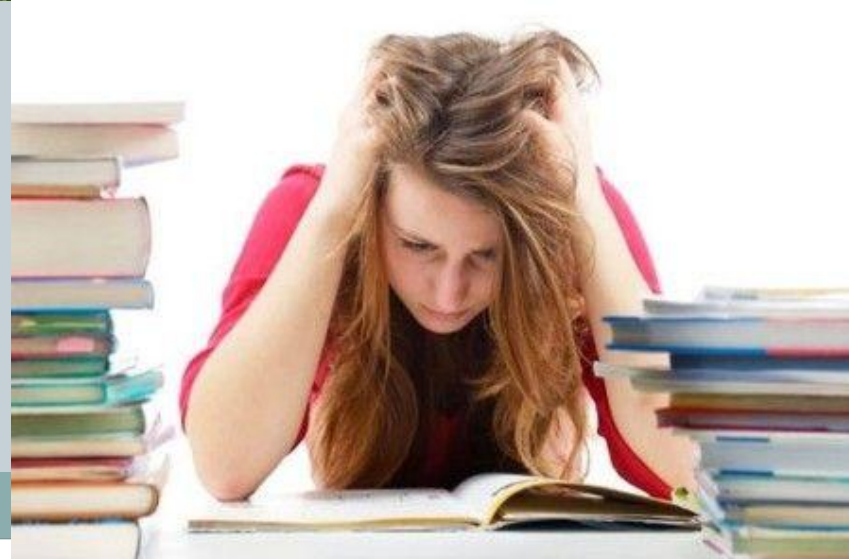# VISUAL LITERACY
Analysing Images for Academic Writing

VISUAL LITERACY

- John Debes (1969, 1972)

- "The problem of the 21st century is the problem of the image."

  W.J.T. Mitchell, 1995

- Visual literacy is "understanding how people perceive objects, interpret what they see, and what they learn from them."

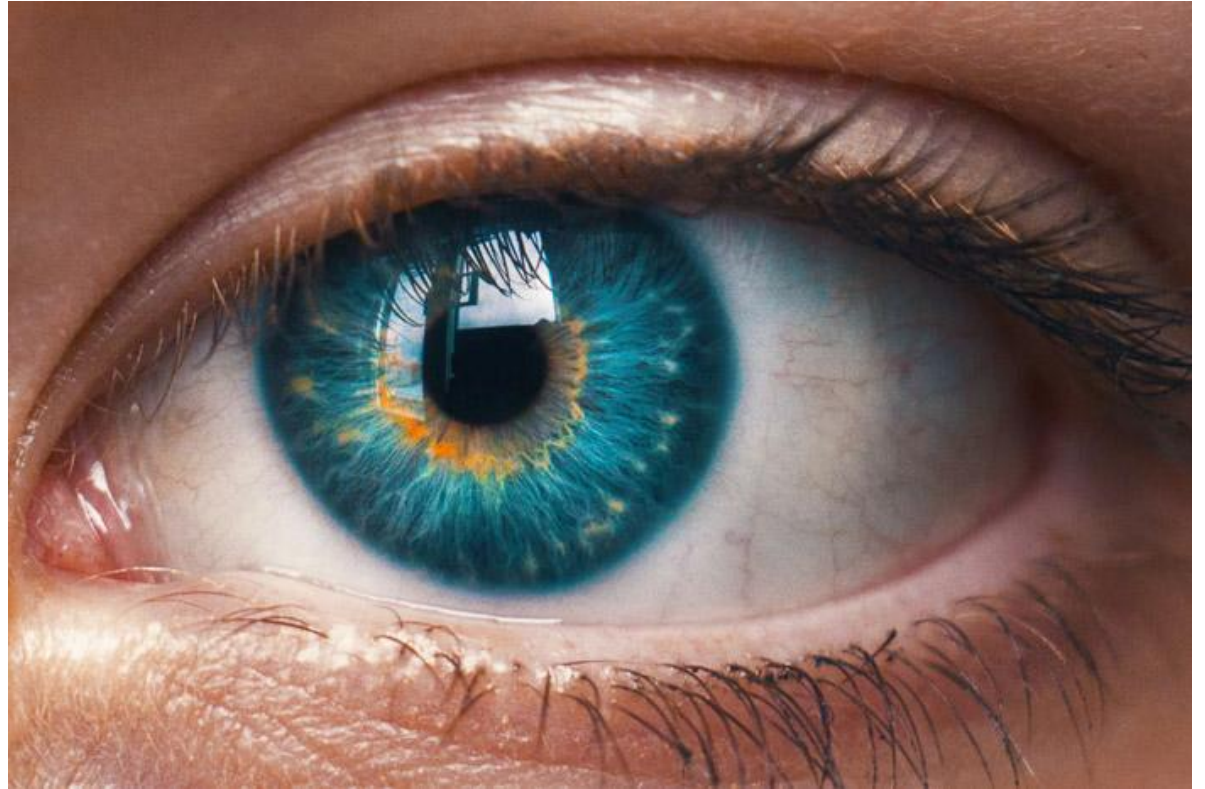 (White paper, Jan 2004)

Visual Literacy

1. Literacy in a media-driven, image-saturated culture has a broader scope.

2. Visual literacy (VL) is the basic literacy in the thought process and can enhance verbal literacy.

3. An Image Analysis module on writing courses at UVT successfully enhances communication, critical thinking, creative and analytical skills.
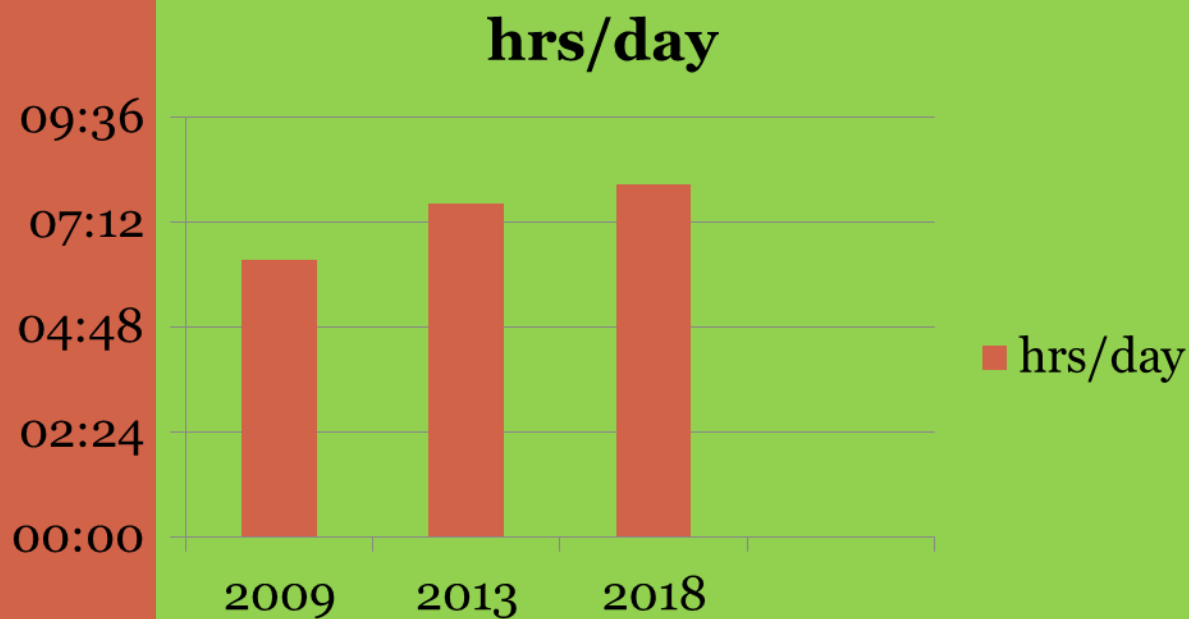
Everything

we
see

is

an image

21st Century Young Adults
MEDIA CONSUMPTION

hrs/day

Nielsen Total Audience Report

The use of every type of media has increased over the past 10 years, with the exception of reading.

НАСЕЛЕНИЕ СПОРЕД ЧЕТЕНЕ НА КНИГИ ПО ПОЛ, ВЪЗРАСТ, ОБРАЗОВАНИЕ, ТРУДОВ СТАТУС И МЕСТОЖИВЕЕНЕ (2016 Г.)
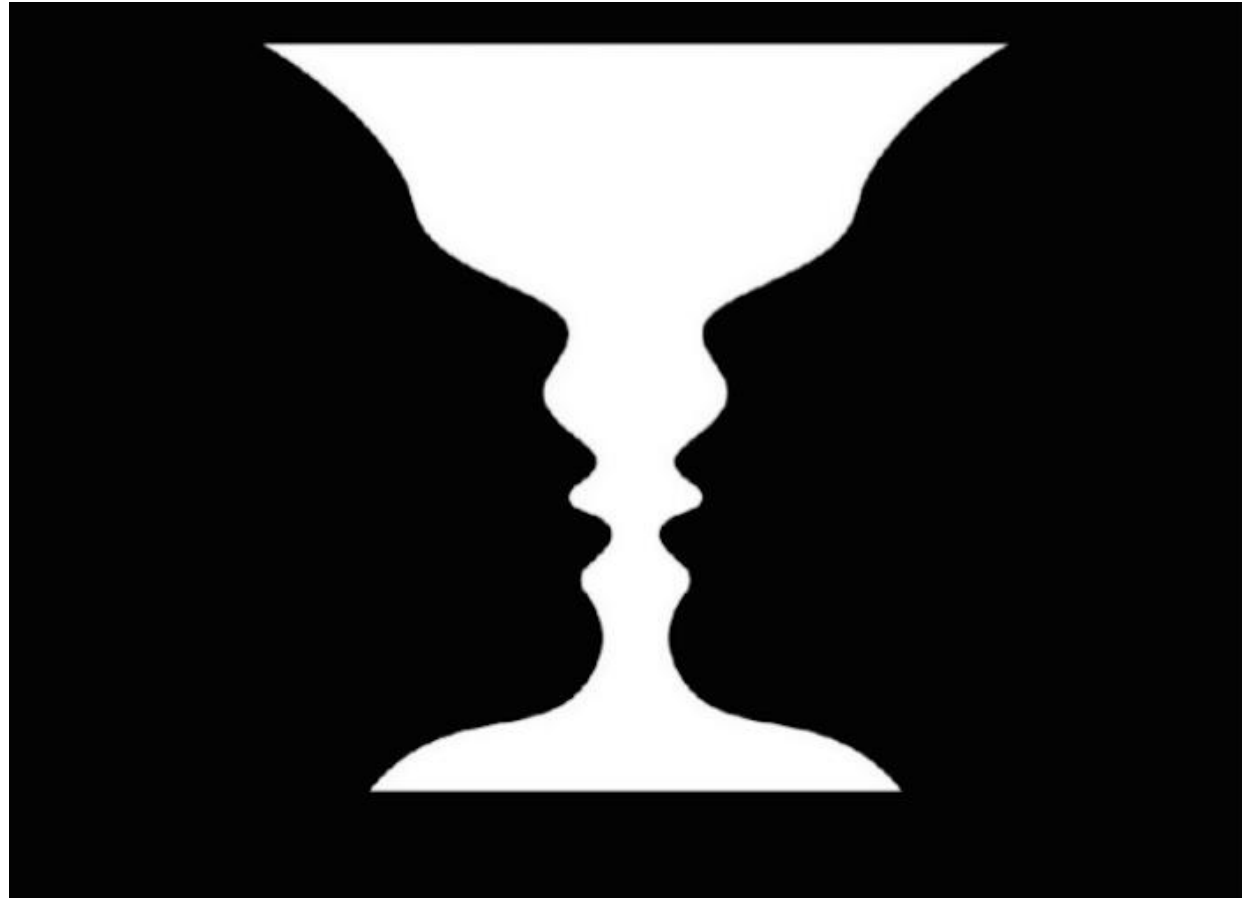
	Общо - бр.	Прочели поне една книга през последните 12 месеца		Не прочели нито една книга през последните 12 месеца	
		брой	%	брой	%
Общо	3 892 607	2 067 269	53.1	1 825 338	46.9
По пол					
Мъже	1 961 461	885 560	45.1	1 075 901	54.9
Жени	1 931 145	1 181 709	61.2	749 436	38.8
По възраст					
25 - 34	926 243	491 071	53.0	435 172	47.0
35 - 54	1 997 597	1 091 465	54.6	906 132	45.4
55 - 64	968 767	484 733	50.0	484 034	50.0

Visual cognition

and

visual perception

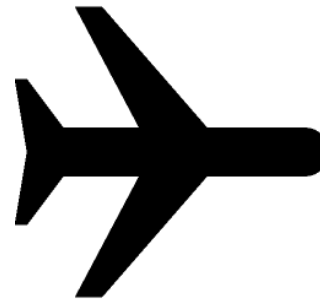
Oh, I see!

Textual literacy

and

Visual literacy

Images talk, they can be 'read'.

Can the language of visual images be emotive?

Visual images are a language. We need to learn its alphabet, its vocabulary, its syntax.

Reading Visuals – Writing Visuals

VISUAL SYNTAX

- Simplicity
- Balance
- Harmony
- Organisation
- Emphasis
- Legibility
- Unity
- Perspective
- Point of view
- Framing

VISUAL VOCABULARY

- Point
- Line
- Shape
- Form
- Space
- Texture
- Light
- Colour
- Motion

Reading Visuals – Writing Visuals

VISUAL CODES

- Expression
- Gesture
- Clothing/Accessories
- Activity
- Objects
- Background
- Technique

Bethell, A. (1981)

Image Analysis for Academic Writing

Serre's Model of Analysis

Spontaneous 'reading' of image

Guided 'reading' of image

Analysis

Interpretation

Judgement

Serre-Floersheim, D. (1993)

Reading the Image (Visual Thinking Strategy)

- What is going on in this picture?

- What in the picture makes you say that?

- What more can you find in the picture?

Visual Thinking Strategy

- Contribution of every student is acknowledged

- Pointing to every visual element mentioned by student

- Paraphrasing every student's response

- Linking thoughts

Writing Tasks

- *Free writing* in Discussion on EasyClass platform

- *Comparative analysis* of two similar images

  (Reading and Writing Assignment)

Benefits from the visual training

1. Enhanced verbal skills

2. Improved expression and organisation of ideas

3. Increased student motivation

Benefits from the visual training

4. Engaged all students

5. Increased understanding of various aspects of the modern world

Principles of Visual Literacy

1. Visuals are a language

2. A visually literate person should be able to read and write visual language

3. A visually literate person should be able to process information visually in order to think visually

THANK YOU