IRIG Forum
ACRL Visual Literacy Standards Task Force Report

By Tiffany Saulter and Sara Schumacher

The Task Force:

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Agenda

- Recap of Past Progress
- Empirical Research Project
  - The Why and the How
  - Identification of Potential Interviewees
  - Interviewing Process
  - Current Status
- Spring Timeline

Recap of Past Progress

- Current VLTF convened in Feb 2018 to update Visual Literacy Competency Standards for Higher Education
- Reflect other changes to ACRL standards and technology
- "Tricky concepts"
- Updated bibliography
- Two internal drafts complete
- Feedback/input gathering
  - https://acrlvisualliteracystandards2018.wordpress.com/feedback/
- Panel presentation at ACRL 2019

Select portions of drafts

Vis Lit Standards *3:4b. Seeks expert and scholarly opinion about images, including information and analysis found in reference sources and scholarly publications*
Framework: question traditional notions of granting authority and recognize the value of diverse ideas and worldviews
- SARA'S VERSION 1:Recognize ways in which certain creators and interpretations are privileged through access to technology and differences in cultural, design, and scholarly practices
  - Google comment: KATIE: Should something be added to this about critically evaluating how authority is granted/upheld/understood in these contexts?
  - SARA'S VERSION 2: DISPOSITION "question ways in which certain creators and interpretations are privileged through access to technology and differences in cultural, design, and scholarly practices"
    - ADDED "evaluate the ways authority is granted and perpetuated in social systems throughout the process of production, dissemination, and consumption of visual materials."

Empirical Research Project

Why?

How do instructors and others use visual literacy/visual material now versus in 2011?

How do instructors currently define visual literacy?

How does the group's definition differ from others in the field?

Empirical Research Project

How? Visual Literacy email interview

1. How do images and/or visual media figure into your work or research?
2. Describe your own path to visual literacy.
   a. Did you receive formal training in how to read, interpret, and contextualize visual materials? Whether yes or no, please elaborate.
3. How do you define visual literacy?
4. Consider the following definition of visual literacy:
   Visual literacy is a set of abilities that enables an individual to effectively find, interpret, evaluate, use, and create images and visual media. Visual literacy skills equip a learner to understand and analyze the contextual, cultural, ethical, aesthetic, intellectual, and technical components involved in the production and use of visual materials. A visually literate individual is both a critical consumer of visual media and a competent contributor to a body of shared knowledge and culture.
   a. Is this definition sufficient for 21st-century learners? If not, how would you improve it?
5. Does educating others figure into your work?
   a. If so, how?

Who we Identified and Contacted

- Identification:
    - Bibliography of Visual Literacy (over 400 items)
      https://www.zotero.org/groups/2264485/acrl_visual_literacy_taskforce/items
    - Stakeholder organizations (ACRL sections and Interest groups, VRA, ARLIS/NA, IVLA, AASL, MLA, SLA…)
- By the Numbers:
    - 127 people contacted

Where are they employed?

115 of the 127 work at Colleges or Universities (91%); 76 are at Academic Libraries (60%)
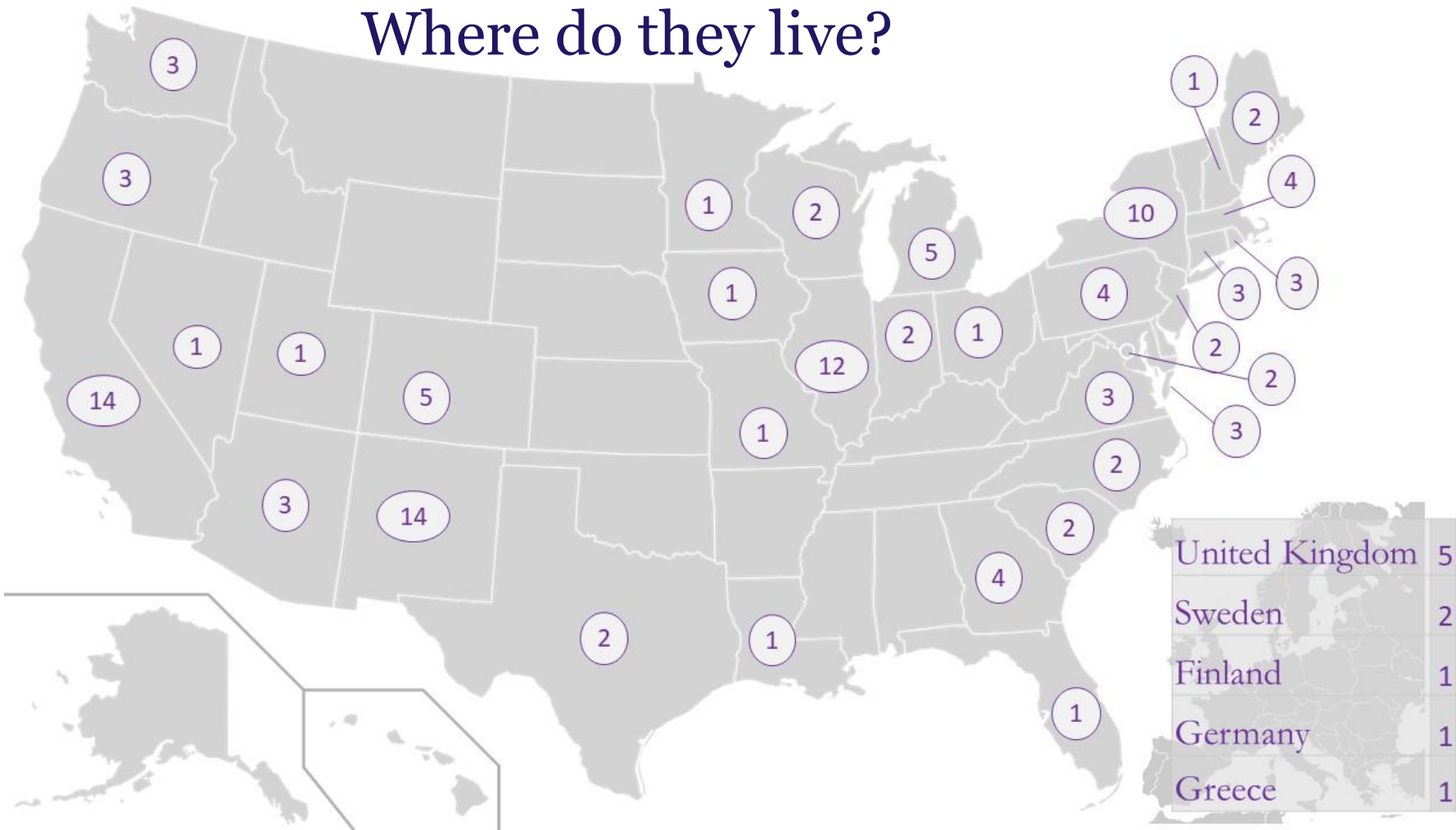
- Education/Assessment/Instructional Design = 11
- Fine Arts/Art History/Photography/Architecture = 8
- Visual Resources = 7
- Media/Communication/Film/TV = 6
- Information, Library & Museum Sciences = 5
- Math and Sciences = 2

The other 12 work at museums, non-academic art libraries, federal agencies, etc.

Where do they live?

United Kingdom	5
Sweden	2
Finland	1
Germany	1
Greece	1

Current Status

		Survey Response Rate	
Agreed to Participate	44	35%	
Returned Questionnaire	31	24%	68% of returned questionnaires from Academic Librarians
Received Follow up Questions	19	15%	
Returned Follow up Questions	13	10%	

Near future (and slightly beyond) timeline

- Complete collection of outstanding interviews by mid February

- Two meetings in February on response coding

- Complete coding of interviews by April 6th

- Provide preliminary findings at ARLIS/NA conference @ end of April

- Summer 2020 - complete analysis

- Complete an updated draft of the framework with lessons learned

Questions? Feedback? Thank you!

Feedback link:
https://acrlvisualliteracystandards2018.wordpress.com/feedback/