

# Visual Literacy Competency Standards for Higher Education

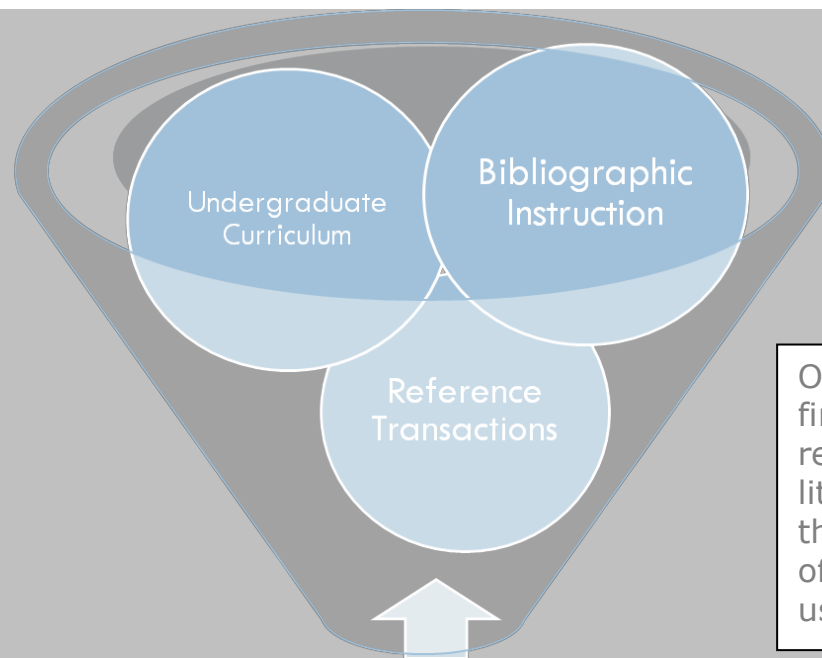
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## University of California, Irvine Libraries

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In the spring of 2010, the UC Irvine libraries formed the Image Services Team to meet burgeoning visual literacy needs as image use in higher-education is on the rise across the humanities and science



Our approach has been to first train our librarians and reference staff in visual literacy, and then empower them to become ambassadors of visual literacy to our end-users.

Immerse reference librarians  
& staff in visual literacy training

*The Image Services Team delivered our first Visual Literacy training session in the fall of 2010. Our objectives were for reference librarians and staff to be able to articulate image research needs, and to have a clear understanding of copyright, fair use, and image appropriation. (ACRL/IRIG standards 1.1, 2.1, 2.2, 5.1, 7.1)*

- **Images for Academic Use Mind map** [<http://mind42.com/pub/mindmap?mid=4e8907bd-b2dd-46ef-bf53-8210f7755b78>]
- **Images for Academic Use Prezi** [<http://prezi.com/fonou23mrvo9/options-to-consider-when-searching-for-images/>]  
We used the Prezi and mind map above to explain why it is important to ask patrons how they plan to use their image when approached by a patron who wants help finding an image. The presenters demonstrated how the mind map can be used to quickly find resources when it is necessary to consider copyright restrictions, such as when a patron wants to find an image in the public domain or an image that is labeled for reuse.
- **Digital Images Guide** [<http://libguides.lib.uci.edu/images>]  
The Digital Images Guide was developed into a campus wide resource for finding subject specific images, rather than a resource strictly for the arts. Recent additions to the guide include pages dedicated to medicine, science and public domain image resources.
- **Visual Literacy Guide** [[http://libguides.lib.uci.edu/visual\\_literacy](http://libguides.lib.uci.edu/visual_literacy)]  
The Visual Literacy Guide is meant to be more of a learning resource. It contains information on copyright, citing images, presentation guidelines, and more. This guide is evolving as the learning objects and resources were developed for the sessions. (Alex Jenkins, an arts librarian intern Jan. 26-May 17, recently developed a comprehensive [guide to citing images](#) for the Visual Literacy Guide).
- **Scenarios** [<http://www.myartsresearch.info/wp-content/uploads/2011/06/Image-Services-Team-Scenarios.pdf>]  
After introducing these concepts, tools, and resources, the team provided example scenarios where the reference staff or librarian would need to determine the appropriate image resource for the patron.

*The Image Services Team delivered our second Visual Literacy training session in the winter of 2011. Our objectives were to introduce the elements and principles of design as well as the anatomy of digital images. (ACRL/IRIG standards 3.3,1.2, 6.3, 6.4, 4.2,6.2, 6.4)*

- **Grammar of Visual Literacy** [<http://libguides.lib.uci.edu/content.php?pid=55242&sid=1537473>]  
We introduced the “grammar of visual literacy” through a slide show on the elements and principles of design (which you may download here [<http://www.myartsresearch.info/2011/03/image-services-team-resources-2011/>]).
- **Flickr Group: Design 101** [<http://www.flickr.com/groups/designinglibrarians/>]  
After presenting the elements and principles of design, we had everyone partner up and work together to tag as many photos in our Flickr group as possible using the elements of principles and design within a ten minute time frame. We were then able to search within the group by tag and find what images had been tagged with a certain element such as texture. The exercise allowed us to review concepts when images retrieved were not quite in line with their assigned element.
- **Image Anatomy 101** [<http://libguides.lib.uci.edu/content.php?pid=55242&sid=1569186>]  
We presented the anatomy of the digital image, explaining and defining file size, resolution, file format, pixels and compression. After the short presentation, we used iClickers to do a “game show” type of quiz. (Download ppt here: <http://www.myartsresearch.info/2011/03/image-services-team-resources-2011/>) We asked our audience to choose the correct definition on the right when presented with a term on the left. This provided an opportunity to clarify any questions audience members had about each term.
- **Innovative Applications for Instructive Outreach: Best Practices for LibGuides & Online Pathfinders** [[http://www.arlisna.org/news/conferences/2010/ws\\_innovativeapps-handout.pdf](http://www.arlisna.org/news/conferences/2010/ws_innovativeapps-handout.pdf)]  
We distributed a workshop handout from Nedda Ahmed, Arts Librarian at Georgia State University on the topic of libguide design. We went over a few basic rules for on designing and writing for the web, making certain to emphasize how the elements and principles of design apply and held two drop in workshops for peer review on each other’s libguides.

The Image Services Team invites you to visit our guide and click through our tools and resources often as our project grows. We look forward to your feedback and questions, and are eager to hear about and learn from your visual literacy education programs. **The Image Services Team:** [libuciimage@uci.edu](mailto:libuciimage@uci.edu)

