

# Sources and Readings on Visual Literacy

Compiled by Marianne Wardle, Academic Program Coordinator, Nasher Museum of Art  
August 2011

## Art and Design

Stankiewicz, Mary Ann. "Between Technology and Literacy," *International Journal of Art & Design Education*, vol. 22 no. 3 (2003): 316 – 324.

## Business communications and marketing

Brumberger, Eva R. "Visual Rhetoric in the Curriculum: Pedagogy for a Multimodal Workplace," *Business Communication Quarterly*, vol. 68, no.3 (September 2005): 318-333.

## Interdisciplinary

Eppler, Martin and Christian Milani. <http://www.visual-literacy.org/index.html>  
*An e-learning site for business, communication, and engineering.*

International Visual Literacy Association <http://www.ivla.org/index.htm>  
Members represent a wide range of disciplines including: the arts, sciences, communication theory, semiotics, graphic design, photography, videography, media studies, architecture, business, education, educational technology, instructional design, health, psychology, linguistics, philosophy, cultural anthropology, brain research, and computer applications.

## Media literacy

Natharius, David. "The More We Know, the More We See: The Role of Visuality in Media Literacy," *American Behavioral Scientist* 48 (2004): 238-246.

Messaris, Paul. *Visual "Literacy": Image, Mind, and Reality*. Boulder: Westview Press, 1994.  
*Film, photography, and media representations.*

## Medical training

Naghshineh, Sheila, et al. "Formal Art Observation Training Improves Medical Students' Visual Diagnostic Skills," *Journal of General Internal Medicine* 23 (7): 991-7.

*This study demonstrated that students who participated in a course titled "Training the Eye: Improving the Art of Physical Diagnosis" improved their abilities of perception. The sophistication of their observations increased in comparison with students who participated in fewer sessions.*

Klein, Asher. "Smart doctors." *University of Chicago Magazine* (July/August 2011): 20-21.  
*The Pritzker School of Medicine and Smart Museum of art cooperate for a month-long elective course "Visual Art and Medicine: Using Art to Explore the Practice of Medicine".*

## **Pedagogy**

Blood, Ron. "Visual Literacy in Higher Education," *ELI Explorations* 1 (August 2005): 2-11.

Brumberger, Eva R. "Visual Literacy and the Digital Native: An Examination of the Millennial Learner," *Journal of Visual Literacy*, vol. 30, no. 1 (2011): 19-46.

\_\_\_\_\_. "Making the Strange Familiar: A Pedagogical Exploration of Visual Thinking," *Journal of Business and Technical Communication*, vol. 21, no. 4 (October 2007): 376-401.

Felton, Peter. "Visual Literacy," *Change* Vol. 40, No. 6 (2008): 60-63.

Thomas, Elizabeth, Nancy Place, and Cinnamon Hillyard, "Students and Teachers Learning to See. Part 1: Using Visual Images in the College Classroom to Promote Students' Capacities and Skills," *College Teaching* 56.1 (Winter 2008): 23-27.

\_\_\_\_\_. "Students and Teachers Learning to See. Part2: Using Visual Images in the College Classroom to Enhance the Social Context for Learning," *College Teaching* 56.2 (Spring 2008): 74-77.

Visual Thinking Strategies. <http://www.vtshome.org/>

*Visual Thinking Strategies (VTS) is a research-based teaching method that improves critical thinking and language skills through discussions of visual images.*

## **Science & Technology**

Schönborn, Konrad J. and Trevor R. Anderson. "The Importance of Visual Literacy in the Education of Biochemists," *Biochemistry and Molecular Biology Education*, vol. 34, no. 2 (2006): 94-102.

## **Theory**

Elkins, James, ed. *Visual Literacy*. New York/London: Routledge, 2010.  
*Theoretical essays exploring the idea of visual literacy.*

