



sparking innovative
learning & creativity

NMC Online Conference

Visual Literacy
April 5 – 6, 2005

Conference Program



Tuesday, April 5

Keynotes

View-Anytime Keynote Presentations

Each of our keynoters has prepared a view-anytime presentation. Attendees planning to participate in the live components of these sessions should view the presentation in advance.

Future Literacy, Future Identities: The Role of Visual Literacy.

Contemporary culture has become increasingly dependent on visuals to communicate instantly and universally. Yet imagery is not neutral. It is easy to be fooled by the adage "seeing is believing". The seeming ease with which we 'read' visuals belies the depth of understanding required to interpret the layers contained within visual imagery. Visuals simultaneously represent both truth and illusion and can persuade and evoke emotional responses. Technology allows the manipulation and layering of visual images, creating highly complex frameworks for the cognitive and affective perception of these mediated images. This presentation addresses issues of identities, culture and agency within visual literacy and provides ethical frameworks for understanding the global impact of ICT.

Anne Bamford

*Institute for Interactive Media & Learning – Centre for Research in Education & the Arts
University of Technology, Sydney*

21st Century Literacy -- A Vision for Education

Media is changing the way people work and communicate in every profession. It's not enough for students to be able to read and write, they need to be visually literate. Educational institutions need to integrate visual learning into academics to appropriately train the 21st Century workforce. The session will describe how to integrate visual and digital literacy into the curriculum and what standards and technologies are required to be successful.

Mike Looney

Senior Director, Education & Solutions Marketing; Adobe Systems, Inc.

Live Sessions with the Keynoters

LearningTimes will be hosting live sessions with each of the days keynote speakers at the following times:

10:00 – 10:30 am (Pacific Time)

Anne Bamford will be available from London via in a live teleconference call to dialog with conference attendees and to answer questions. All participants are invited to join in this live component of Bamford's keynote presentation.

2:00 – 2:30 pm (Pacific Time)

Mike Looney will be available via a special voice-over-IP link to dialog with conference attendees and to answer questions. All participants are invited to join in this live component of Looney's keynote presentation.

Tuesday, April 5 (continued)

Featured Sessions

Each of these sessions are viewable at anytime during the conference. A dialog and discussion forum, as well as additional materials supporting each session, are available as part of each session's "virtual conference room."

Aesthetics in Adolescence and the Construction of Meaning

The session will present a pilot study conducted with New York City High School Students responding to works of art from the Whitney Museum of American Art's "Learning Whitney" web site, which is currently under major redevelopment. The research indicates that adolescents react to online images of museum collections with a full spectrum responses—somatic, discursive, and affective—and the structure of these responses should guide the development of supporting material for these images.

Scott Howe

Project Director; Columbia University, Teachers College

History & Anthropology: The Life and Death of Visual Literacy

The modern world bombards us with media and images. What was once presented as stills, prints, and statuary are now depicted via television, film, and multimedia. The ubiquity of mass communication has deflated the effects of diverse cultural and societal backgrounds on visual literacy. This presentation will examine historical and anthropological factors that tend to maintain, change, or expand our conception of visual literacy in today's world.

Jared Bendis

Creative Director; Case Western Reserve University

Mace Mentch

Manager; Case Western Reserve University

Madison Digital Image Database

The Madison Digital Image Database (MDID 2) is a freely distributed open source system that allows instructors to teach with digital images online and in the classroom. MDID 2 supports multiple image collections with customizable catalog data structures, cross-collection searching and browsing, image annotating, slideshow packaging, personal image uploading, etc. This presentation will address the development and implementation of MDID 2 at James Madison University, accompanied by a brief demonstration of the software's features.

Christina Updike

Visual Resources Specialist; James Mason University

Kevin Hegg

Senior Programmer Analyst; James Mason University

Andreas Knab

Computer Systems Engineer; James Mason University

Tuesday, April 5 (continued)

Visual Literacies in History

This presentation details efforts to introduce visual thinking and visual literacy skills in history courses. Examples will be given of: images as primary sources; the juxtaposition of images for purposes of visual analogy and visual comparison ; “sequential narratives:” visual stories that convey an historical narrative as a meaningful sequence of images; and visual projects assigned to students, in lieu of a written essay.

David J. Staley

Director; The Ohio State University

Live Chat Events

“Happy Hour”

3:00 – 3:30 pm (Pacific Time)

Howe, Bendis, Mentch, Smith, Updike, Hegg, Knab, and Staley will co-host a live chat session in the Online Meetings area. Join us as we end the day with some fast-paced fun!

Asynchronous Event

Exhibition Hall

The Exhibition Hall is your connection to NMC partners and conference sponsors. Each participant in the exhibition has an important interest in visual literacy and much to contribute. Learn about each company’s vision, products and services, and participate in both live chat and threaded discussions.

Wednesday, April 6

Keynote

View-Anytime Keynote Presentation

Wednesday's keynoter has prepared a special view-anytime presentation. Attendees planning to participate in the live components of this session should view the presentation in advance.

The Gates: A Visual Literacy Case Study

Christo and Jeanne-Claude's Central Park "Gates" captivated public attention like no other recent work of visual art. Yet as countless reviews and news articles made clear, it generated considerable confusion among viewers uncertain of what to make of it, what it "meant," and whether the project was in fact art at all. "The Gates," like all of Christo and Jeanne-Claude's projects, provides a useful starting point for an exploration of how slippery notions of visual literacy may be when applied to a moving target like contemporary art.

John Weber

Director; Tang Teaching Museum and Art Gallery

Live Session with the Keynoter

LearningTimes will host a live session with John Weber at the following time:

10:00 – 10:30 am (Pacific Time)

John Weber will be available via a special voice-over-IP link to dialog with conference attendees and to answer questions. All participants are invited to join in this live component of Weber's keynote presentation.

Featured Sessions

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Taking Risks: The Digital Media Minor Program at Cal Poly Pomona University

"You want students to take a risk so they can learn; and that's what they've done." As students explore new ways of communicating with digital technologies, will an increase in visual literacy skills lead to enhanced critical thinking skills? See examples of student projects and video interviews as instructors, students and support staff address first-year challenges and rewards of implementing a digital media program. Resource issues, technical support, time constraints and pedagogy will be discussed.

Karen Brzoska, *Media Designer; California State Polytechnic University, Pomona*

James Manley, *Professor of Philosophy; California State Polytechnic University, Pomona*

Claudia Espiritu, *Student; California State Polytechnic University, Pomona*

Erik Garcia, *Student; California State Polytechnic University, Pomona*

Wednesday, April 6 (continued)

Talking with the People: Public Art and the Hybrid Course Model

Students in an advanced visual art course addressed the social, cultural and aesthetic issues of the urban environment and public art. Through the effective application of the hybrid course model, students traveled throughout the city to experience people and places outside the traditional classroom. The culminating project was the creation of a collaborative public art piece which engaged both students and audience in a process of self-reflection, questioning, and confirmation of personal and communal identity.

Amy Mangrich

Instructional Design Consultant; University of Wisconsin-Milwaukee

Tracks in the Snow: Patterns, Maps, and Visual Literacy

From the Stone Age to the present, maps have provided an essential tool for speaking about the world. In doing so, they have created a rich lexicon to draw upon when thinking about things non-geographical. This presentation will discuss the state of the art in both the theory and craft of mapmaking, and how they can illuminate all forms of visual communication, from the abstract mapping of concepts, to the concrete representation of the landscape.

Ruben R. Puentedura

President; Hippasus

Vodcasting 101: The impact of video on Demand in the hands of our students

Step aside podcasting! Vodcasting is here. Vodcasting follows hot on the tail of podcasting but demands much more in terms of media literacy. What are the implications of video capture, packaging and streaming within the reach of all students? This presentation will explore the emerging phenomenon of vodcasting (or vlogging) by contrasting the perspectives of the renowned University of Missouri School of Journalism with experiences of bloggers from the University of British Columbia

Cyprien Lomas

NLII Fellow 2004/Director, Learning Centre; Educause/University of British Columbia

Jennifer Reeves

KOMU-TV Executive Producer/Asst Professor; University of Missouri

Live Panel Discussion

LearningTimes will be hosting a special live panel discussion to close the conference. This session will be held at the following times:

2:00 – 2:30 pm (Pacific Time)

Join Rachel Smith, John Weber, Amy Mangrich, Ted Kahn, and Ruben Puentedura in a live panel discussion that will focus on “take aways” from the two days of the conference. Conference attendees will have the chance to interact with the panelists via chat or voice-over-IP.

Wednesday, April 6 (continued)

Asynchronous Events

Threaded Discussions

All sessions presented each day may be viewed at any time. Contribute your perspectives on any topic or session by visiting the session and adding to the threaded discussion. You can contribute to a threaded discussion in any of the Conference Hall meeting rooms.

Exhibition Hall

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About the NMC

NMC: The New Media Consortium is a not-for-profit organization that connects leaders in colleges, universities, museums and advanced technology companies that are working to define and explore new ways of teaching, learning, and creative expression. Founded in 1993, NMC counts almost 200 learning organizations and a dozen visionary companies among its members, each selected for their creativity and expertise in the exploration of new ways of teaching, learning, and creative expression. Member institutions work with NMC Corporate members to develop new tools and techniques in an ongoing series of demonstration projects and related efforts. NMC conferences work to address pedagogical, legal, and technological issues that are emerging along with the new technologies, media forms, and tools while offering attendees cutting-edge staff development. For more information on the NMC, see its web site at www.nmc.org

NMC: The New Media Consortium
2499 S Capital of Texas Highway
Building A, Suite 202
Austin, Texas 78746-7762
(p) 512.445.4200 ♦ (f) 512.445.4205