

## Primer Of Visual Literacy

This book focuses on how to effectively integrate the teaching and learning of visual and media literacies in K-12 and higher education. Not only does it address and review the elements and principles of visual design but also identifies, discusses and describes the value of media in learning diverse and challenging content across disciplines. Finally, this book provides a balanced treatment of how visual and media literacies support deep content learning, student engagement, critical thinking, creativity, problem solving, and production.

In this book Svi Shapiro explores the ideological and attitudinal functions of schools, looking especially at what is called the 'hidden curriculum.' He offers both an analysis of the role of education in producing and maintaining attitudes and values that contribute to our competitive, socially unequal, instrumental, consumerist, and self-oriented culture and a radically different vision for what our schools should be about--a vision that focuses on education's role in supporting a more critically reflective, socially responsible, and compassionate culture. Federal and state legislation have propelled schools today in the direction of an increasingly test-driven, instrumental, and individually competitive regime. Under these legislative mandates, schools are increasingly alienating and stressful places for both students and teachers. Most disturbing is that this form of education is not conducive to providing young people with the capacity to cope with the moral, cultural, spiritual, and political challenges of the world they inhabit. More than only offering a critique of schools, Shapiro proposes a counter-vision that can lead to a different kind of culture and society, and he discusses strategies for advocating and implementing it. Written in a style that is very accessible to a wide range of readers, *Losing Heart: The Moral and Spiritual Miseducation of America's Children* is also carefully researched and draws on relevant theory to make a strong case. This book speaks to a wide range of readers, including academics and students in education, sociology, anthropology, political science, and cultural studies; public school professionals; and the general public interested in education. It will appeal to faculty in schools of education who are looking for a text that offers both a critical language and one that speaks to possibility and change.

In the last decade library collections have rapidly evolved from a predominance of print books and journals to an ever growing mix of digital and print resources. Library patrons are predominately served by support staff that is expected to know how to help patrons select and use digital resources. Yet most library support staff (LSS) has not had training to become proficient in finding, using, and instructing others in the abundance of the digital resources of websites, databases, e-texts, digital libraries and their related technologies. Library Technology and Digital Resources: An Introduction for Support Staff is both a text for professors who teach in library support staff programs and an introductory reference manual for support staff who work in libraries. This book will guide the LSS to be able to: Distinguish key features and enhancements found among vendors and providers of digital libraries, digital collections, databases, and e-texts; Plan, budget, fund and write grants for digital resources; Understand the complexity and options of licensing and usage agreements for digital resources; Know copyright permissions and acceptable use guidelines for digital resources. Understand the basic technologies that support library digital resources including network structures, software applications, and protocols; Distinguish between directories and search engines as they relate to digital resources as well as be able to employ advance search skills effectively; Explore the resources of global, national, and state digital libraries and their collections; Use government databases and other digitized systems and information sources; Find exemplary digital resources though other agencies such as museums, university collections and other sources that librarians can share with patrons. Create local digital resources of primary and historical materials and artifacts with metadata and cataloging for searchable access. Interpret meaning from library digital resources using visual literacy skills. Promote library digital resources through a variety of means including social media and online options.

This volume contains chapters derived from papers presented at the 3rd Global Conference on Visual Literacies: Exploring Critical Issues held in Oxford, UK, July 14th through the 16th, 2009. The conference brought together a broad range of cultural, artistic and academic participants.

Visual Grammar

Visual Literacy and Digital Photography

Using Images to Teach Critical Thinking Skills: Visual Literacy and Digital Photography

Visualizing Learning

The Selected Works of Allan Luke

The Senior Library 2004

Interpreting Visual Texts

*Visual research methods (VRM) comprise a collection of methods that incorporate visual elements such as maps, drawings, photographs, videos, as well as three-dimensional objects into the research process. In addition, VRM including photo-elicitation, photovoice, draw-and-write techniques, and cognitive mapping are being leveraged to great effect to explore information experiences to investigate some of the central questions in the field; expand theoretical discussions in LIS; and improve library services and spaces. Visual Research Methods: An Introduction for Library and Information Studies is the first book to focus on visual methods in LIS, providing a comprehensive primer for students, educators, researchers and practitioners in the field. Contributed chapters in the book showcase examples of VRM in action and offer the insights, inspirations, and experiences of researchers and practitioners working with visual methods. Coverage includes: - an introduction to visual research methods including a discussion of terminology - an overview of the literature on VRM in libraries - methodological framing including a discussion of theory, epistemology, - practical and ethical considerations for researchers embarking on VRM projects - chapters showcasing VRM in action including drawing techniques, photographic techniques, and mixed methods - six contributed chapters each showcasing the results of visual research methods, discussions of the techniques, and reflections on VRM for research in information studies. This book will provide a strong methodological context for the adoption of visual research methods in LIS and feature examples of VRM 'in action.' It will prove to be a must-have reference for researchers, practitioners, instructors, and students who want to engage with visual research methods and to expand their methodological toolkit.*

*Literacy in the twenty-first century means more than just reading and writing. Today's students must learn how to interpret and communicate information through a variety of digital and print-based media formats, using imagery, online applications, audio, video, and traditional texts. In Engaging the Eye Generation, library media specialist and National Board Certified Teacher Johanna Riddle draws on twenty-five years of education experience to show teachers how to update the curriculum for twenty-first century learners. Technology neophytes need not despair. Johanna suggests enhancements ranging from low-tech to high-tech and explains how teachers, even those with limited technology skills, can effectively guide students to proficiency. Each chapter--filled with meaningful and motivating activities--thoughtfully explains how to elevate traditional learning and add new layers to students' reading comprehension, critical thinking, and communication skills. Through proven methods and practical examples, teachers will discover how to: - use multiple literacies to weave together standards and disciplines; - identify and apply appropriate tools to ensure relevant information literacy; - integrate information and research skills; and - design rubrics collaboratively with students so all learners can effectively assess the learning process. To help students meet the challenges of a rapidly evolving world, teachers must become comfortable in the twenty-first-century learning community. Engaging the Eye Generation is accessible, manageable, and inspiring; it will help teachers bridge the generational gap with enthusiasm and savvy. Engaging the Eye Generation takes a fresh approach to infusing twenty-first century skills into the classroom. In addition to practical examples of lessons and units, Johanna shares her own learning process, which will allow the reader to easily adopt the best practices outlined in the book! Her attention to sound pedagogical practices, with an emphasis on both visual and information literacy, will support teachers as they move their students toward the skills they will need to succeed! --Kathy Schrock, Creator of Kathy Schrock's Guide for Educators and Administrator for Technology for the Nauset Public School*

*How Gyorgy Kepes, the last disciple of Bauhaus modernism, became the single most significant artist within a network of scientific experts and elites. Gyorgy Kepes (1906–2001) was the last disciple of Bauhaus modernism, an acolyte of László Moholy-Nagy and a self-styled revolutionary artist. But by midcentury, transplanted to America, Kepes found he was trapped in the military-industrial-aesthetic complex. In this first book-length study of Kepes, John Blakinger argues that Kepes, by opening the research laboratory to the arts, established a new paradigm for creative practice: the artist as technocrat. First at Chicago's New Bauhaus and then for many years at MIT, Kepes pioneered interdisciplinary collaboration between the arts and sciences—what he termed “interthinking” and “interseeing.” Kepes and his colleagues—ranging from metallurgists to mathematicians—became part of an important but little-explored constellation: the Cold War avant-garde. Blakinger traces Kepes's career in the United States through a series of episodes: Kepes's work with the military on camouflage techniques; his development of a visual design pedagogy, as seen in the exhibition *The New Landscape* and his book *The New Landscape in Art and Science*; his encyclopedic *Vision + Value* series; his unpublished magnum opus, the *Light Book*; the *Center for Advanced Visual Studies* (CAVS), an art-science research institute established by Kepes at MIT in 1967; and the *Center's* proposals for massive environmental installations that would animate the urban landscape. CAVS was entangled in the antiwar politics of the late 1960s, as many students and faculty protested MIT's partnerships with defense contractors—some of whom had ties to the Center. In attempting to “undream” the Bauhaus into existence in the postwar world, Kepes faced profound resistance. Generously illustrated, drawing on the vast archive of Kepes's papers at Stanford and MIT's CAVS Special Collection, this book supplies a missing chapter in our understanding of midcentury modern and Cold War visual culture.*

*Teaches educators how to help their students develop skills in interpreting photographs, charts, diagrams, figures, labels, and graphic symbols. --from publisher description*

*Principles of Form and Design*

*Advertising, Graphic Design, 3D Design and Motion Graphics from the School of Visual Arts, New York City*

*Research Literacy*

*Image, Mind, And Reality*

*Losing Heart*

*A Guide to Reading Our Man-made Environment*

*Essentials of Visual Interpretation*

An alphabet board book that introduces the ABCs and ROYGBVs in vibrant rainbow colors to engage young eyes and encourage verbal and visual literacy. Glints of rainbow holographic foil make this a truly special book to behold! From Michael Arndt, award-winning graphic designer and author of the M books: see + read board book series, comes rAinbowZ--a new, mesmerizing alphabet and color primer for kids. Introducing a variety of food and objects, all in the colors of the spectrum, rAinbowZ engages young eyes and makes verbal and visual literacy fun. Fascinating for babies, this board book is an exciting, exuberant, and educational tool that can be used over and over again.

Visual Literacy examines how teachers can use visuals to improve learning for all students. It provides teachers with a foundation in visual literacy, defined as the ability to read, think, and communicate with visually presented information. Results of studies of students' using visual information indicate that most students are clearly lacking in the tools needed to use visuals effectively. The book orients teachers to visual literacy and the world of visuals. It discusses various classroom tested strategies and activities for all students, including second language learners, and students with special needs. Stressing visual literacy skills helps students understand a visual more deeply so they can master the content they are learning. Teachers will learn to employ a literacy triad of reading, thinking, and communicating to aid students in their study of visuals. First, they inquire into the visual, reading it for content and context, including assessing the authenticity of the document. Second, they think about the document by analyzing, interpreting, and evaluating it to come up with answers to their inquiry. Graphic organizers help students decipher the content and understand the meaning of the visual document, connecting it to prior and future instruction. Third, they communicate their findings using visuals.

How do pictures--both moving and still--create for us an almost palpable world of objects and events? With this question in mind, Paul Messaris analyzes the process by which people interpret and respond to visual media (movies, TV, photographs, drawings, and the arts) and discusses the social and political agendas that may underlie the use of visual manipulation.

This book describes the fascinating results of a two year study of children's responses to contemporary picturebooks. Children of primary school age, from a range of backgrounds, read and discussed books by the award-winning artists, Anthony Browne and Satoshi Kitamura. They then made their own drawings in response to the books. The authors found that children are sophisticated readers of visual texts, and are able to make sense of complex images on literal, visual and metaphorical levels. They are able to understand different viewpoints, analyse moods, messages and emotions, and articulate personal responses to picturebooks - even when they struggle with the written word. With colour illustrations, and interviews with the two authors whose books were included in the study, this book demonstrates how important visual literacy is to children's understanding and development. Primary and Early Years teachers, literacy co-ordinators and all those interested in children's literature will find this a captivating read.

Engaging the Eye Generation

Undreaming the Bauhaus

An Introduction for Support Staff

Teaching Visual Literacy in the Primary Classroom

A Design Handbook (Visual Design Book for Designers, Book on Visual Communication)

An Introduction for Library and Information Studies

Media Literacy in the K-12 Classroom

English Language Arts offers both undergraduates and starting-graduate students in education an introduction to the connections that exist between language arts and a critical orientation to education. Because language influences all aspects of education, English teachers have a unique responsibility to create opportunities for learners to cultivate literacy practices that will empower them to reach their potential. Applying critical and theoretical perspectives to teaching English language arts, this primer considers how meanings are made in intersecting spaces of learners, teachers, and texts. Julie Gorlewski shows future and current teachers how critical English language arts education can be put into practice with concrete strategies and examples in both formal and informal educational settings. With opportunities for readers to engage in deeper discussion through suggested activities, English Language Arts' pedagogical features include: Model Classroom Scenarios Extension Questions Glossary of Key Terms

Learn how to teach visual literacy through photography—an easy way for you to combine student interest with resources at hand to enhance a key learning skill. • Discusses visual literacy, critical thinking, and photography • Shows that librarians are often key to teaching and supporting visual literacy • Provides a nontechnical approach anyone can use • Fits with the popular makerspace movement • Offers activities with standards and essential questions to help teachers insert these suggested activities into their lesson plans

Preparing students to become informed, critical consumers of research, this accessible text builds essential skills for understanding research reports, evaluating the implications for evidence-based practice, and communicating findings to different audiences. It demystifies qualitative, quantitative, and mixed methods designs and provides step-by-step procedures for judging the strengths and limitations of any study. Excerpts from real research reports are used as opportunities to develop methodological knowledge and practice analytic skills.

Based on sound pedagogic principles, the text is structured for diverse learning styles: visual learners (concept maps, icons), active learners (building-block exercises and templates for writing), and story learners (examples, reading guides, and reflections). Pedagogical Features • Rubrics, checklists of steps to take, and reading guides that walk students through analyzing different types of research articles. • Journal abstracts with questions that home in on key aspects of a study. • Exemplars of each type of study, with descriptions of methodological and design choices. • End-of-chapter skills-building exercises that lead up to writing a research review essay. • Chapter appendices featuring sample responses to the exercises.

Reading the Visual is an essential introduction that focuses on what teachers should know about multimodal literacy and how to teach it. This engaging book provides theoretical, curricular, and pedagogical frameworks for teaching a wide-range of visual and multimodal texts, including historical fiction, picture books, advertisements, websites, comics, graphic novels, news reports, and film. Each unit of study presented contains suggestions for selecting cornerstone texts and visual images and launching the unit, as well as lesson plans, text sets, and analysis guides. These units are designed to be readily adapted to fit the needs of a variety of settings and grade levels.

Gyorgy Kepes

Perceptual, Cognitive and Compositional Bases

Teaching Visual Literacy

Critical Literacy, Schooling, and Social Justice

Theory and Research in Graphic Design

A Spectrum of Visual Learning

Beyond Textual Literacy: Visual Literacy for Creative and Critical Inquiry

*"The average 8-18 year-old spends over 10 hours a day consuming media. Unfortunately their minds are often "shut off" as they watch TV, surf the web, or listen to music. Help your students "tune in" so they can begin to analyze messages and understand techniques used to influence them. By incorporating media literacy into the curriculum you can teach your students to question marketing, recognize propaganda, and understand stereotypes, and you'll also be teaching them valuable critical thinking skills they need for a successful future.*

*'The Language of Graphic Design' provides graphic design students and practitioners with an in-depth understanding of the fundamental elements and principles of their language, what they are, why they are important and how to use them effectively. In an age of globalization and connectivity, the idea of "mainstream culture" has become quaint. Websites, magazines, books, and television have all honed in on ever-diversifying subcultures, hoping to carve out niche audiences that grow savvy and more narrowly sliced by the day. Consequently, the discipline of graphic design has undergone a sea change. Where visual communication was once informed by a designer's creative intuition, the proliferation of specialized audiences now calls for more research-based design processes. Designers who ignore research run the risk of becoming mere tools for communication rather than bold voices. Design Studies, a collection of 27 essays from an international cast of top design researchers, sets out to mend this schism between research and practice. The texts presented here make a strong argument for performing rigorous experimentation and analysis. Each author outlines methods in which research has aided their designwhether by investigating how senior citizensreact to design aesthetics, how hip hop culture can in?uence design, or how design for Third World nations is affected by cultural differences. Contributors also outline inspired ways in which design educators can teach research methods to their students. Finally, Design Studies is rounded out by ?ve annotated bibliographies to further aid designers in their research. This comprehensive reader is the de?nitive reference for this new direction in graphic design, and an essential resource for both students and practitioners.*

*Your go-to guide for using classroom assessment as a teaching and learning tool! Using seven strategies of assessment for learning and five keys of quality assessment as a foundation, this book presents a model that focuses on assessment to help students understand their progress on their learning journey and the next steps needed to get there. Full of high-impact classroom practices, this book also offers: - Clear and relevant examples of assessment for learning strategies in specific subject matter contexts - Visual learning progressions for use in a self-assessment checklist and professional development - Additional material and examples on an author-created website*

Visual ""literacy""

English Language Arts

Perception, Image, and Manipulation in Visual Communication

Television Aesthetics

Principles of Two-Dimensional Design

A Critical Introduction

Using Comic Books, Graphic Novels, Anime, Cartoons, and More to Develop Comprehension and Thinking Skills

**USE FIRST TWO PARAGRAPHS ONLY FOR GENERAL CATALOGS...** This volume offers a response to three ongoing needs: \* to develop the main composition principles pertinent to the visual communication medium of television; \* to establish the field of television aesthetics as an extension of the broader field of visual literacy; and \* to promote television aesthetics to both students and consumers of television. Based on effective empirical research from three axes -- perception, cognition, and composition -- the

aesthetic principles of television images presented are drawn from converging research in academic disciplines such as psychology (perceptual, cognitive, and experimental), neurophysiology, and the fine arts (painting, photography, film, theater, music, and more). Although the aesthetics of the fine arts were traditionally built on contextual theories that relied heavily on subjective evaluation, on critical analyses, and on descriptive research methods, the aesthetics of today's visual communication media consider equally valuable empirical methodologies found in all sciences. Investigations in these different academic disciplines have provided the constructs and strengthened the foundations of the theory of television aesthetics offered in this book. Special features include: \* a great variety of pictures supporting the topics discussed; \* a thorough, up-to-date, and specifically related bibliography for each of the major parts of the book; \* computer drawings illustrating the concepts examined in the text; \* scientific data -- tables and charts -- documenting the research findings cited; \* simplified explanations of the processes of visual, auditory, and motion perceptions of images, enhanced by specific diagrams; \* detailed analyses of the threefold process of stimulation, perception, and recognition of televised images; and \* workable, easy-to-understand and use rules of picture composition, visual image evaluations, and television program appreciation.

Cuts across perceptual psychology, art, television, film, literature, advertising, and political communication to give the reader critical insight into the holistic logic and emotional power of the images that dominate our lives.

This primer is designed to teach students the interconnected arts of visual communication. The subject is presented, not as a foreign language, but as a native one that the student "knows" but cannot yet "read." Responding to the need she so clearly perceives, Ms. Dondis, a designer and teacher of broad experience, has provided a beginning text for art and design students and a basic text for all other students; those who do not intend to become artists or designers but who need to acquire the essential skills of understanding visual communication at a time when so much information is being studied and transmitted in non-verbal modes, especially through photography and film. Understanding through seeing only seems to be an obviously intuitive process. Actually, developing the visual sense is something like learning a language, with its own special alphabet, lexicon, and syntax. People find it necessary to be verbally literate whether they are "writers": or not; they should find it equally necessary to be visually literate, "artists" or not. This primer is designed to teach students the interconnected arts of visual communication. The subject is presented, not as a foreign language, but as a native one that the student "knows" but cannot yet "read." The analogy provides a useful teaching method, in part because it is not overworked or too rigorously applied. This method of learning to see and read visual data has already been proved in practice, in settings ranging from Harlem to suburbia. Appropriately, the book makes some of its most telling points through visual means. Numerous illustrated examples are employed to clarify the basic elements of design (teach an alphabet), to show how they are used in simple syntactic combinations ("See Jane run."), and finally, to present the meaningful synthesis of visual information that is a finished work of art (the apprehension of poetry...).

In the World Library of Educationalists series, international scholars themselves compile career-long collections of what they judge to be their finest pieces – extracts from books, key articles, salient research findings, major theoretical and/or practical contributions – so the world can read them in a single manageable volume. Readers will be able to follow the themes and strands of their work and see their contribution to the development of a field, as well as the development of the field itself. Allan Luke's work on critical literacy, schooling, and equity has influenced the fields of literacy education, teacher education, educational sociology, and policy for over three decades. This volume brings together Allan Luke's key writings on literacy and schooling. Chapters cover a range of topics and theories, including the development and application of a social and cultural analysis of literacy education and schooling; a primer on literacy as a social construction; classroom-based case studies of literacy teaching and learning; major theoretical and philosophic essays; practical programmatic work on school reform and enabling curriculum policies; and classroom approaches to teaching critical literacy and multiliteracies.

The Moral and Spiritual Miseducation of America's Children

A Primer of Visual Literacy

Comic Books, Film, Television and Picture Narratives

An Introduction to Teaching Multimodal Literacy

The Orbis Pictus of John Amos Comenius

RAINBOWZ

Children Reading Pictures

*Teaching Visual Literacy in the Primary Classroom shows how everyday literacy sessions can be made more exciting, dynamic and effective by using a wide range of media and visual texts in the primary classroom. In addition to a wealth of practical teaching ideas, the book outlines the vital importance of visual texts and shows how children can enjoy developing essential literacy skills through studying picture books, film, television and comic books. Designed to take into account the renewed Framework for Literacy, each chapter offers a complete guide to teaching this required area of literacy. Aimed at those who want to deliver high quality and stimulating literacy sessions, each chapter contains a range of detailed practical activities and resources which can be easily implemented into existing literacy teaching with minimal preparation. In addition, each chapter gives clear, informative yet accessible insights into the theory behind visual literacy. Containing a wealth of activities, ideas and resources for teachers of both Key Stage 1 and Key Stage 2, this book discusses how children's literacy skills can be developed and enhanced through exploring a range of innovative texts. Six chapters provide comprehensive guides to the teaching of the following media and literacy skills: picture books film and television comic books visual literacy skills genre adaptation. Teaching Visual Literacy in the Primary Classroom is an essential resource for all those who wish to find fresh and contemporary ways to teach literacy and will be useful not only to novices but also to teachers who already have experience of teaching a range of media. Students, primary school teachers, literacy co-ordinators and anyone who is passionate about giving pupils a relevant and up-to-date education will be provided with everything they need to know about teaching this new and ever-expanding area of literacy.*

*What does it mean to be visually literate? Does it mean different things in the arts and the sciences? In the West, in Asia, or in developing nations? If we all need to become "visually literate," what does that mean in practical terms? The essays gathered here examine a host of issues surrounding "the visual," exploring national and regional ideas of visibility and charting out new territories of visual literacy that lie far beyond art history, such as law and chemistry. With an afterword by Christopher Crouch, this groundbreaking collection brings together the work of major art and visual studies scholars and critics to explore what impact the new concept of "visual literacy" will have on the traditional field of art history.*

*Contributors: Matthias Bruhn, Vera Dünkel, Jonathan Crary, Christopher Crouch, Peter Dallow, James Elkins, Henrik Enquist, W.J.T. Mitchell, Richard K. Sherwin, Susan Shifrin, Jon Simons,*

*Barbara Maria Stafford, William Washabaugh*

*Rev. ed. of: How to see. Boston: Little, Brown, 1977.*

*Both a primer on visual language and a visual dictionary of the fundamental aspects of graphic design, this text deals with every imaginable visual concept, making it an indispensable reference for beginners and seasoned visual thinkers alike.*

*The Language of Graphic Design*

*Teaching Strategies That Create Assessment-Literate Learners*

*Visual Research Methods*

*A Primer for Understanding and Using Research*

*Reading, Thinking, and Communicating with Visuals*

*Why Fonts Matter*

*Visual Literacy Strategies for the K-5 Classroom*

*An unprecedented package that gives readers the content of three important references by one of today's most influential design writers. This is a master class in the principles and practical fundamentals of design that will appeal to a broad audience of graphic artists and designers.*

*Essentials of Visual Interpretation explains how to talk and write critically about visual media and to examine how evolving visual environments, media, and technologies affect human self-understanding and culture formation. Lively and accessibly written chapters provide a solid foundation in the tools and ideas of visual meaning, familiarizing readers with a growing, cross-cultural subfield, and preparing them to pursue thoughtful work in a variety of related disciplines. The authors include rich examples and illustrations--ranging from cave paintings to memes, from optical science to visual analytics, from ancient pictographs to smart phones--that engage students with the fascinating complexity of visual interpretation. Each chapter introduces students to key terms and concepts relevant to visual analysis, with ideas for short individual or group exercises to enhance understanding. The book is ideal as a primer in visual analysis and visual communication for students in courses within communication studies, cultural studies, digital humanities, semiotics, media studies, and visual anthropology. Online support materials include multimedia activities for students and links to additional resources for students and instructors.*

*Presents articles that describe how teachers and literacy specialists can use visual media, including graphic novels, cartoons, and picture books, to motivate reading.*

*We all constantly interact with type in almost every aspect of our lives. But how do fonts affect what we read and influence the choices we make? This book opens up the science and the art behind how fonts influence you. It explains why certain fonts or styles evoke particular experiences and associations. Fonts have different personalities that can create trust, mistrust, give you confidence, make things seem easier to do or make a product taste better. They're hidden in plain sight, they trigger memories, associations and multisensory experiences in your imagination. \* Fonts can alter the meanings of words right before your very eyes. \* See what personalities fonts have, and what they reveal about YOUR personality. \* Explore how you respond to fonts emotionally and can make fonts work for your message. \* Be amazed that a font has the power to alter the taste of your food. This book is for anyone who is interested in giving words impact, who loves words and how they influence us.*

*Visual Literacy*

*The Age of the Image*

*Developing Visual Literacy in Science, K-8*

*Design Studies*

*Redefining Literacy in a World of Screens*

*Visual Intelligence*

*Library Technology and Digital Resources*

*A toolkit for visual literacy in the 21st century A New Program for Graphic Design is the first communication-design textbook expressly of and for the 21st century. Three courses--Typography, Gestalt and Interface--provide the foundation of this book. Through a series of in-depth historical case studies (from Benjamin Franklin to the Macintosh computer) and assignments that progressively build in complexity, A New Program for Graphic Design serves as a practical guide both for designers and for undergraduate students coming from a range of other disciplines. Synthesizing the pragmatic with the experimental, and drawing on the work of Max Bill, György Kepes, Bruno Munari and Stewart Brand (among many others), it builds upon mid- to late-20th-century pedagogical models to convey contemporary design principles in an understandable form for students of all levels--treating graphic design as a liberal art that informs the dissemination of knowledge across all disciplines. For those seeking to understand and shape our increasingly networked world of information, this guide to visual literacy is an indispensable tool. David Reinfurt (born 1971), a graphic designer, writer and educator, reestablished the Typography Studio at Princeton University and introduced the study of graphic design. Previously, he held positions at Columbia University Graduate School of Architecture, Planning and Preservation, Rhode Island School of Design and Yale University School of Art. As a cofounder of O-R-G inc. (2000), Dexter Sinister (2006) and the Serving Library (2012), Reinfurt has been involved in several studios that have reimagined graphic design, publishing and archiving in the 21st century. He was the lead designer for the New York City MTA Metrocard vending machine interface, still in use today. His work is included in the collections of the Walker Art Center, Whitney Museum of American Art, Cooper Hewitt National Design Museum and the Museum of Modern Art. He is the co-author of Muriel Cooper (MIT Press, 2017), a book about the pioneering designer.*

*Principles of Two-Dimensional Design*

*The Senior Library was established by Richard Wilde, the chair of the graphic design and advertising department at the School of Visual Arts in New York. The intent of the Library was to showcase the best work done by the graduating seniors as well as to give a long-standing senior-portfolio teacher the opportunity (and gift) of designing the book with total creative freedom.*

*An urgent, erudite, and practical book that redefines literacy to embrace how we think and communicate now We live in a world that is awash in visual storytelling. The recent technological revolutions in video recording, editing, and distribution are more akin to the development of movable type than any other such revolution in the last five hundred years. And yet we are not popularly cognizant of or conversant with visual storytelling's grammar, the coded messages of its style, and the practical components of its production. We are largely, in a word, illiterate. But this is not a gloomy diagnosis of the collapse of civilization; rather, it is a celebration of the progress we've made and an exhortation and a plan to seize the potential we're poised to enjoy. The rules that define effective visual storytelling--much like the rules that define written language--do in fact exist, and Stephen Apkon has long experience in deploying them, teaching them, and witnessing their power in the classroom and beyond. In The Age of the Image, drawing on the history of literacy--from scroll to codex, scribes to printing presses, SMS to social media--on the science of how various forms of storytelling work on the human brain, and on the practical value of literacy in real-world situations, Apkon convincingly argues that now is the time to transform the way we teach, create, and communicate so that we can all step forward together into a rich and stimulating future.*

*An Illustrated Handbook for Understanding Fundamental Design Principles*

*Reading the Visual*

*Essentials of Teaching and Integrating Visual and Media Literacy*

*A New Program for Graphic Design*

*How to See*