

# IVLA

## International Visual Literacy Association



### Join IVLA

Be part of the 21<sup>st</sup> century literacy exploration. Help discover, create, and promote the many aspects of visual literacy and learning with an interesting, friendly, and curious group of professionals.

Founded in 1969, IVLA is dedicated to providing a forum for discussion of the principles and applications of visual literacy in a collegial and scholarly environment.

Members represent a wide range of backgrounds and explore visual literacy from their perspectives as researchers, educators, teachers, designers, media specialists, and artists.

Join others in a multidisciplinary association dedicated to investigating and promoting visual literacy, and linking visual literacy to other literacies within communication, education, and aesthetics.

### Benefits of Membership

- Networking with other scholars
- Virtual communications through e-list and blog participation
- Development of new skills and knowledge through workshops and seminars
- Opportunities for publication and professional development
- Participation in annual conference
- Triennial international conference
- Opportunities for leadership within the organization

### IVLA Publications

- ***Journal of Visual Literacy***  
Refereed and published semi-annually
- ***Book of Selected Readings***  
Refereed collection of papers presented at the annual conference
- ***The ReView***  
Our newsletter blog

## What is Visual Literacy?

The term “Visual Literacy” was coined in 1969 by John (Jack) Debes.

Visual literacy is “the ability to decode, interpret, create, question, challenge, and evaluate texts that communicate with visual images as well as words, and use images in a creative and appropriate way to express meaning.” (TheSangoma@Large, 2010)

“Visual literacy refers to a group of largely acquired abilities, that is, the abilities to understand (read), and to use (write) images, as well as to think and learn in terms of images.” (Maria D. Avgerinou, 2001)

We look forward to **SEEING YOU**. Join us in exploring, promoting, and expanding Visual Literacy.

**Go online to learn more and join IVLA today!**

**[www.ivla.org](http://www.ivla.org)**