



Submission Guidelines for Visual Literacy Today:
Selected readings from the International Visual Literacy
Association conference 2014/2015

Edited by Geri Chesner and Kristen Harrison

INTRODUCTION

The Selected Readings (SR) book is an annual publication derived from papers from the IVLA's annual conference and, over the years, it has been expanded to include some exceptional writings that have not been presented at the IVLA annual meetings. The publication is an important reference point for current research and ideas concerning visual literacy.

CRITERIA FOR SELECTION

All speakers at the annual IVLA conference at Toledo Museum of Art in 2014 and the De Young in 2015 are invited to submit papers for consideration. The editors will select those papers they deem appropriate and relevant for the publication. In order for papers to be considered they must be:

- Presenters' papers from the IVLA conferences 2014 or 2015; **or** Be relevant to the thematic context and scope of the IVLA conference 2014 (The Art of Seeing: From Ordinary to Extraordinary) or IVLA conference 2015 (Visual Literacy and Technology: from Sight to Insight)
- Papers should be concerned with applications of Visual Literacy that are not frequently reported in the literature. Interdisciplinary papers will also be given precedent.
- Submitted for consideration by **30 November, 2015**.
- Formatted to the exact guidelines set out in this document.

EDITORIAL PROCESS

- Every paper will be read by at least two editors.
- The editors will decide to either publish the manuscript as submitted, publish the manuscript with suggested revisions, or reject the manuscript for publication. In

all cases the author will be notified of the decision, and receive the editors' comments via email within approximately four weeks after submission.

- Please remember any manuscripts that do not conform to these guidelines will be immediately rejected.

GUIDELINES FOR SUBMISSION

Please read this document carefully before submitting your paper. Manuscripts that do not conform to these guidelines will not be considered.

Deadline

Papers must be submitted by email to **kristen@thecurvedhouse.com** by no later than **30 November, 2015**.

What to Submit

- Please submit one digital copy of the complete paper that includes the title of the work (preferably not exceeding 40 letters and spaces) followed by an abstract of 150-250 words and a list of 4 or 5 keywords or brief phrases. This copy must have all author information removed.

and

- A separate file with the title of the work (preferably not exceeding 40 letters and spaces) names and contact information for all authors (include name, highest degree, mailing address, phone, fax, e-mail, and institutional affiliation as appropriate).

Formatting

- You may use this document as a template.
- All submissions must be a Microsoft Word .doc or .docx file.
- The styles for formatting headings, body text, footnoting and so on are detailed below and are also provided within the "Styles" menu in this document.
- Submitted papers are deemed final. Please ensure your paper has been edited/proofread and is ready for publication.
- The manuscript should be between 10-20 pages long. Please do not include page numbers.
- Indicate **headings** and **subheadings** for different sections of the paper clearly. Do not number headings.

Styles OP

- Body text: Arial, 12pt, 6pt paragraph spacing
- Document title: Arial, italics, 12 pt
- Author name: Arial, Bold, Italic, 12pt
- Keywords: Arial, 12pt
- Figure titles, legends and captions: Arial, 11pt
- Block quotations: Arial, 12pt, italic, indented 10mm from left margin
- Heading 1 (paper title): Arial, Bold, 16pt, full capitals/uppercase
- Heading 2 (first level heading within text): Arial, Bold, 13pt, full caps/uppercase
- Heading 3: Arial, Bold, 12pt
- Heading 4: Arial, Bold, Italic, 11pt
- Heading 5: Arial, Bold 11pt
- List Paragraph (dot/bullet points): Arial 12pt, plain circular bullet, with white circular bullet for indents.
- Endnote citations: 9pt Arial

Citations

Endnotes

These should also appear on the final page of your document (i.e. as Endnotes not as footnotes at the end of each page). Use the H2 style for the title “Endnotes” and set all citations left aligned, in 9pt Arial. The editorial style should follow APA referencing style.

References

- a) Reference citations in- text. Please follow the APA referencing style (6th ed.) for in-text citations. See <http://owl.english.purdue.edu/owl/resource/560/02/>
- b) Reference list. A full list of references quoted in the text should be given at the end of the paper in alphabetical order of authors' last names (or chronologically for a group of references by the same authors).

Examples of reference styling:

JOURNAL ARTICLE

Herbst-Damm, K. L., & Kulik, J. A. (2005). Volunteer support, marital status, and the survival times of terminally ill patients. *Health Psychology*, 24, 225–229. doi: 10.1037/0278-6133.24.2.225

AUTHORED BOOK

Mitchell, T. R., & Larson, J. R., Jr. (1987). *People in organizations: An introduction to organizational behavior* (3rd ed.). New York, NY: McGraw-Hill.

CHAPTER IN AN EDITED BOOK

Bjork, R. A. (1989). Retrieval inhibition as an adaptive mechanism in human memory. In H. L. Roediger III & F. I. M. Craik (Eds.), *Varieties of memory & consciousness* (pp. 309–330). Hillsdale, NJ: Erlbaum.

For more information about APA styles and formatting see:

<http://owl.english.purdue.edu/owl/resource/560/05/>

Tables and Figures

- a) Remember that this is a visual literacy paper. You are encouraged to add *good quality* pictures to your paper. An electronic version of each figure, table, or graphic should be submitted in the highest resolution and quality available, separate to the main document. A low resolution version should be embedded in the document to show its position.
- b) The Selected Readings will be published online so color images may be used.
- c) Number all tables with Arabic numerals sequentially. Do not use suffix letters (e.g. Table 3a, 3b, 3c); instead, combine the related tables. If the manuscript includes an appendix with tables, identify them with capital letters and Arabic numerals (e.g. Table A1, Table B2). The following image illustrates the basic structure of tables. Table 2 For more information see:
<http://owl.english.purdue.edu/owl/resource/560/19/>
- d) The height of figures should not exceed the top and bottom margins. The text in a figure should be in a san serif font (such as Helvetica, Arial, or Futura). The font size must be between eight and fourteen point. Use circles and squares to distinguish curves on a line graph (at the same font size as the other labels). For figures, make sure to include the figure number and a title with a legend and caption. These elements appear below the visual display. For the figure number, type *Figure X* (in italics). Then type the title of the figure in upper and lowercase letters. Follow the title with a legend that explains the symbols in the figure and a caption that explains the figure. For more information see:
<http://owl.english.purdue.edu/owl/resource/560/20/>

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Also, note that even material that you have originally produced may require copyright release if they have been printed in another source and the copyright has been transferred to that publisher. Normal footnote procedures will be used to quote materials for text. To cite a visual (Figure) and note that copyright permission has been received, please insert a citation in parenthesis following the title of the Figure, indicating that permission has been granted. The editors will deal with copyright violations severely. Finally, it is a condition of publication that authors assign copyright or license the publication rights in their work, including abstracts, to the International Visual Literacy Association. This enables us to ensure full copyright protection and to disseminate the work, to the widest possible readership in print and electronic formats as appropriate. All manuscripts must be accompanied by a statement confirming that the work has not been previously published elsewhere, or if published that permission for reproduction has been received, and that it has not been submitted simultaneously for publication elsewhere. The statement should also indicate your consent for your work to be submitted to ERIC database.

Awards

Each year, outstanding SR submissions are considered for two important awards. These are:

- **Editors' Choice Award:** This award is given to the paper the editor/s consider the best work of all of the contributed papers. The Editors' Choice Award paper is distinguished from the other papers in the book with a distinctive corner marking in the publication. The editors determine this award.
- **Braden/Beauchamp Visual Literacy Award** – This award, named for two previous editors of the Selected Readings, seeks to honor the paper that best helps contribute to the definition of the study of visual literacy. This award is given only in years where sufficient contributions have been made to the Selected Readings in this area. The editors also determine this award.

Summary

We look forward to your submission to the IVLA's 2014/15 book of Selected Readings. If you need any additional assistance, please contact one of the editors:

Geri Chesner: Geri.Chesner@nl.edu

Kristen Harrison: kristen@thecurvedhouse.com

Please see overleaf for a sample formatting, to demonstrate the correct styles to be used in your submission.

READING, WRITING AND SEEING IN THE 21ST CENTURY CLASSROOM: AN INTEGRATED APPROACH TO LITERACY

By Author Name

ABSTRACT

Ours is a visual world, so how can we best equip children to navigate the post-digital age? Designed for primary educators, librarians and literacy coordinators, this 2-hour workshop will demonstrate how visual literacy can be integrated into the teaching of text-based reading and writing skills. Berlin-based publisher, Kristen Harrison, will present a working model for teaching reading, writing and visual literacy at primary level. Not only will participants come away with exciting innovative strategies to put to immediate practical use, they will also receive teaching kits and a gift-pack of books from Curved House Kids.

KEYWORDS

reading, writing, books, literacy, publishing

INTRODUCTION

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ENDNOTES

ⁱ This is an example of an endnote citation. Please use endnotes (not footnotes), styled in Arial 9pt roman text, with roman numbering (i, ii, iii)

ⁱⁱ This is an example of an endnote citation. Please use endnotes (not footnotes), styled in Arial 9pt roman text, with roman numbering (i, ii, iii)

ⁱⁱⁱ A second endnote example.