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INTERNATIONAL VISUAL LITERACY ASSOCIATION ANNOUNCES CREATIVE ACHIEVEMENT AWARD WINNER

Virtual Conference 2021 –Brian P. Kennedy, PhD, Consultant and Former Museum Director was awarded the International Visual Literacy Association’s (IVLA) Creative Achievement Award at the 53rd Annual Virtual Conference hosted by the University of Toledo and the Toledo Museum of Art this November.

The Creative Achievement Award is given only when merited to members of the Association in recognition of their significant professional contribution to visual literacy through exemplary teaching, educational outreach, and/or the development of model curricula and other educational materials.

Dr. Brian P. Kennedy was nominated for IVLA’s Creative Achievement Award for his numerous achievements and impact on the field of visual literacy. During his tenure as Director and CEO at the Toledo Museum of Art (TMA), Dr. Kennedy initiated the adaptation of visual literacy into all aspects of the museum- public programs, art acquisitions, and exhibitions. While Dr. Kennedy was at the TMA, numerous articles about visual literacy were written by TMA staff members and published in notable journals, key immersive art experiences became an annual effort at the museum, and innovative programs and exhibitions emerged with community partners. With Dr. Kennedy’s direction, visit.org as well as “visual literacy cards,” was developed and launched to showcase TMA’s approach to visual literacy, providing curriculum accessible to the wider, academic and school communities.

On behalf of the TMA, Dr. Kennedy’s nominator Michael Deetsch, Senior Director of Learning and Interpretation at the TMA wrote, “Dr. Kennedy has developed significant, creative contributions to the visual literacy field and impacted IVLA in many ways”.

Dr. Kennedy is one of nine people to be awarded the Creative Achievement Award since its inception in 1994. Nominations for the 2022 awards will be announced shortly. For any questions in the meantime, contact Dr. Kazuyo Kubo, Awards Committee Chair, at kkubo@lesley.edu.

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Founded in 1968, the International Visual Literacy Association is an interdisciplinary organization of professionals working toward a fuller understanding of the way we derive meaning from what we see and the way we interact with our visual environment. For more information about IVLA, please visit <https://ivla.org/>.

