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INTERNATIONAL VISUAL LITERACY ASSOCIATION ANNOUNCES 2022 IVLA RESEARCH GRANT RECIPIENT

May 19, 2023 – *Dr. Hernández Nieto, a full-time researcher at the Autonomous University of San Luis (Mexico), is the recipient of the 2022 IVLA Research Grant.*

Dr. Nieto has been awarded an IVLA Research Grant for her project, *Visual Literacy in Higher Education: Modeling and Assessing Visual Competencies of Graphic Design Graduates*. This study seeks to answer the following questions: "What does it mean to be visually competent for a graphic designer, and how does that differ from the visual competencies of other professionals? How can specialized visual competencies be developed and assessed? And, which contextual factors impact the development of professional visual competencies?". Dr. Nieto's study will cover three phases: "1) The construction of a conceptual model of visual competencies specific for visual communication design; 2) the analysis of factors influencing the development of professional visual competencies through a statistical analysis of contextual variables (e.g. demographic or school performance data) complemented with in-depth interviews with selected participants".

The purpose of the International Visual Literacy Association's (IVLA) Competitive Research Grants Program is to encourage and support empirical research in visual literacy. IVLA awards a maximum of three research grants a year of up to \$3,000 USD. For questions regarding the IVLA Competitive Research Grants Program Committee Chair, please contact Eva Brumberger at Eva.Brumberger@asu.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/>.