



pleas



THE CONFERENCE
ON VISUAL LITERACY-1971
MARCH 7, 8, 9, 10 ASILOMAR, CALIF.

THE NATIONAL CONFERENCE ON VISUAL LITERACY ASILOMAR, CALIFORNIA

sunday, march 7

am 9:00 REGISTRATION OPENS
11:00 EXECUTIVE COMMITTEE LUNCHEON

CHAIRMAN — Jerry Griffith, Department of Speech Pathology & Audiology, Eastern Illinois University.
PROGRAM CHAIRMAN — Roger B. Fransecky, Director Educational Media, University of Cincinnati.
LOCAL HOST — Frank Moakley, Director Audiovisual Center, San Francisco State College.

pm 1:30 GENERAL SESSION — "What is Visual Literacy—Implications for the Redesign of Education" Grace Lacy, Director, Project C.U.E., New York State Education Dept.
1:30 FILM SHOWINGS — Frank Moakley, Chairman
6:00 DINNER
8:00 OPENING GENERAL SESSION — Jerry Griffith, Conference Director, presiding
PROGRAM REVIEW — Roger B. Fransecky, Alan G. Oddie, Frank Moakley
SPEAKER — NATHANIEL DIXON Associate Director, The National Reading Center, U.S. Office of Education

monday, march 8

am 9:00 CONFERENCE REGISTRATION
10:45 GENERAL CONVOCATION—FILM "THRESHOLD" comments by J. MAYNARD LOVINS, Director.
10:45 PROCESS GROUPS — Alan Oddie, General Chairman, Film Teacher, Julianne High School, Dayton, Ohio

Editor: Film Nut News. Baudelaire has said: "What a delight to drown one's gaze in the immensity of the sky and the sea . . . all those things think through me, or I through them." The influence of the sea is deeply felt through the arts. The idea of the process groups is to focus on an aspect of visual or tactile communication and show how it can give students — in a unique way — a perception which is not only a life-enhancing experience, but is one which leads to heightened awareness of the total environment, including the perceiver himself. The process groups — each of which is a mini-workshop — will run from approximately 11 a.m. to 4 p.m.

- A. VISUAL APPROACHES TO THE COMPOSING PROCESS — Michael Flanigan, Indiana University
Introduction to collage and picture narratives
Production of Slides/Tapes — Limit 35 — Kathleen Martin, Consultant, Chicago City Schools.
- B. RHETORIC AND TELEVISION COMMERCIALS — A Report of Classroom Experience in Teaching College Composition — Roman Czerwinski, Parsons College, Fairfield, Iowa.
- C. TELEVISION — "From those wonderful folks who brought you the Kennedy Assassination" — Discovering Commercial Television — Joseph Dispenza, Education Department, American Film Institute.
- D. A POEM, A READER, A CAMERA, AND THE SEA — An experimental method for teaching poetry — Charles C. VanCleve, English Teacher, Centralia High School, Centralia, Illinois.
- E. SEA CHANGE: VISUAL APPROACHES TO CREATIVE SELF DISCOVERY — Dona Jean Wilkes, College of Dupage, Glen Elyn, Illinois.
- F. CYCLOPS BY THE SEA: THE STILL CAMERA AS VISUAL LITERIZER — Alan Oddie, Julianne High School, Dayton, Ohio
The creation of still pictures in a single afternoon — limit 25.
- G. TO SEA, TO SELL — Joan Valdes, San Carlos High School, San Carlos, California
How to utilize commercial advertisements most effectively including a practical production workshop.
- H. SEEING AND DEVELOPING STUDENTS AS CREATIVE HUMAN BEINGS AND CHANGE AGENTS — Richard Cassel, Bucknell University, Lewisburg, Penn.
- I. THE CULTURE BIAS AND THE EYE — Visual literacy as an instrument of self-reflexing understanding, Helen Farr, Teaching Research Division, Oregon State System of Higher Education, Monmouth, Oregon.
- J. VISUAL TECHNOLOGY — Classroom experience to grow literate on — Fred Munich, East Washington State College, Pittsburg City Schools.
- K. TESTING: WHAT FOR AND HOW? — Clarence Williams, University of Rochester
- L. VISUAL LITERACY TECHNIQUES IN SCHOOL-WIDE PROGRAM — Samuel B. Ross, Green Chimneys School, Brewster, New York., Robert C. Whitsitt, Lakeside School, Spring Valley, New York.

pm 12:00 BOX LUNCH
4:00 "POETRY ON FILM" — Herbert Adams, Graduate School of Education, Harvard University
"CONCERTO NO. 1 FOR EYE AND EAR" — Robert F. Blaine, Vice President, Acoustifone Corporation
6:00 DINNER
8:00 GENERAL SESSION — COMPUTER ANIMATION: A NEW DIMENSION OF VISUAL COMMUNICATIONS — Francis Honey, Computer Image Corp., Denver, Colorado

tuesday, march 9

am 9:45 "THE CONVENTIONAL CONVENTION"
PROGRAM SESSION A
1. REFLECTIONS ON THINGS THAT ARE — Richard E. Ingalls, Director, A-V Services, College of San Mateo, San Mateo, California
2. A "SIXTH" SENSE SUPPORT TO VISUAL LITERACY — Robert D. Kline, Director, Instructional Media Services, University of Mexico, Albuquerque, New Mexico.
3. THE SYMBOL — USING ANIMAL AS A VISUAL LITERATE — Bryant Fillion, College of Education, University of Illinois
4. A PILOT PROJECT IN VISUAL LITERACY — From Headaches to a Sense of Wonder — Mrs. Arlien Early, Director Photography Program, San Francisco Unified School District.
10:45 PROGRAM SESSION B
1. VISIBLE LANGUAGE — Merald E. Wrolstad, Editor, The Journal of Typographical Research, The Cleveland Museum of Art, Cleveland, Ohio
2. NEW THEORIES OF THE LANGUAGE AND RHETORIC OF FILM — John Ashmead, Professor of English, Haverford College, Haverford, Penn.
3. VISCOM "New Visual Learning Opportunities on the College Level" — Philip Macomber, Kent State University, Kent, Ohio
4. VISUAL LITERACY AS A PRODUCT OF VISUAL SPEED: VISUALOCITY — M.R. Halgren, O.D. and Virgil A. Burns, St. Paul, Minn.
5. THE SYNTAX OF SEEING — Donis Dondis, Boston University, Boston, Mass.

pm 12:00 LUNCH
1:15 SESSION A PROGRAMS REPEATED
2:15 SESSION B PROGRAMS REPEATED
3:15 BUSINESS MEETING — Dr. Kenneth Fishell, Syracuse University, Presiding
REMARKS — Richard Nibeck (AECT); William Scannell (NCTE); Joseph Dispenza (AFI).
6:00 BARBECUE
8:00 SYNERGISTIC CINEMA — Frank Moakley, Chairman
"AFFECTIVE COMMUNICATION THROUGH FILMS" — DAVID ADAMS, President, Pyramid Films

wednesday, march 10

am 8:30 DISCIPLINE LEVEL SESSIONS
EARLY CHILDHOOD EDUCATION — Joel Milgram, Child Development Center, University of Cincinnati
READING — Harold Herber, Syracuse University
ELEMENTARY EDUCATION — Samuel B. Ross, Green Chimneys School, Brewster, New York
SECONDARY EDUCATION — Roy Ferguson, Milford School System, Milford, Ohio
VISUAL TECHNOLOGY — COMPREHENSIVE EDUCATION — to be announced
SPECIAL EDUCATION — to be announced
ART EDUCATION — Donis Dondis, Boston University
SOCIAL STUDIES — Franklin Gross, Enfield, Mass.
BI-LINGUALISM — Patricia Heffernan-Cabrera, University of Southern California, Los Angeles, California.
HEALTH EDUCATION — to be announced
TEACHER EDUCATION — HIGHER EDUCATION — Roger B. Fransecky, University of Cincinnati

pm 12:00 LUNCHEON
GENERAL SESSION " 1971: New Possibilities, New Promises, New Directions" — John L. Debes, Director, The Center for Visual Literacy.
Executive Committee Report — Samuel B. Ross, Executive Secretary
Post-Conference Program — Frank Moakley, Local Host
Announcements —
1:30 TASK FORCE COMMISSIONS: 1971-72
Current Practices
Curriculum Development
Research
Teacher Training
1972 National Conference
Regional Development Program
Material Production and Dissemination
Evaluation — Testing
Project Report — 1971

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