

5TH ANNUAL VISUAL LITERACY CONFERENCE



BOSTON UNIVERSITY



BOSTON UNIVERSITY

SCHOOL OF EDUCATION
765 Commonwealth Avenue, Boston, Massachusetts 02215

February 28, 1973

Dear Colleagues,

Welcome to Boston and the 5th National Conference on Visual Literacy. We hope your brief stay will be both pleasant and professionally rewarding. In keeping with this aspiration we will be making every effort to see that your visit is unexcelled in providing you new opportunities to learn about and contribute to this growing field of visual literacy.

The conference planning committees have made every effort to design a conference with as much inherent capacity for discussion, interaction and reaction in small-group presentations and workshop sessions as possible. We hope that by Saturday we can all say that the Visual Literacy Conference was successful in meeting its goals.

Again, welcome to Boston--a city with a strong educational heritage to which I know this conference will contribute.

Cordially,

Dr. Gaylen B. Kelley
Boston Conference Chairman

General Information

Registration Information

Registration will extend from 1:00 P.M. to 5:00 P.M. on Wednesday, February 28 in the Stone Lobby on the second floor of the George Sherman Student Union building. On March 1-3, Thursday through Saturday, registration in the Stone Lobby will be from 8:00 to 9:30 A.M.

Opening Reception, Cocktails and Buffet

The opening session will be held in the Union Ballroom on Wednesday from 5:30 P.M. until 9:30 P.M. Cocktails will be served from 5:30 to 6:30 in the ballroom, followed by dinner, opening remarks and presentations. Tickets for the reception and buffet will be sold at the registration desk.

Exhibits

The exhibit gallery will be open on Wednesday from 1:30 until 5:00 P.M. and from 9:00 A.M. to 5:00 P.M. on Thursday, Friday and Saturday. Free coffee will be served at 10:30 A.M. and 3:00 P.M. in the exhibit gallery for all conference registrants. One table will be set up for distribution of free literature for participants. Also, an evening session on Thursday has been set aside for discussions and presentations of new products and services by exhibitors.

Convention Office

The conference office is located off of the Ziskind Main Lounge in the Music Lounge (Room 241) and will be open from 9:30 until 4:30 for presenters, participants and the press.

Message Center

A message board will be located next to the registration area in the Stone Lobby. The Sherman Union information desk (located off the lobby) will receive calls at (617) 353-2921.

Equipment Pool

Equipment used by presenters will be coordinated in the conference office. Should any changes in requested services or equipment be necessary, please check immediately with the equipment coordinator. Please check your meeting room in advance to see that it is set up as requested and report discrepancies to the coordinator or call Media Services (X3227)

Meeting Rooms

Should sessions be oversubscribed, alternate rooms may be assigned at the last minute. The main ballroom and the terrace lounge may be used to accommodate unexpectedly large groups.

Future Conferences

Toronto -- 1974
Portland, Oregon -- 1975

Notes

Wednesday - February 28, 1973

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|-----------|--|-----------------|
| 1:00 | Registration Opens
Registration Hours:
1:00 - 5:00 Wednesday and
8:00 - 9:00 a.m. Thursday, Friday, Saturday | Stone Lobby |
| 2:30 | Exhibits Open
2:30 - 5:00 Wednesday and
9:00 - 5:00 Thursday, Friday, Saturday | Exhibit Gallery |
| 2:30-4:30 | Demonstration-Workshops: A series of informal "how-to-do-it" visual literacy workshops | |
| | 1. I-CSIP: Sharing the Vislit Wealth
An in-service education program of daily activities, instructional materials and evaluation, with special attention to providing adequate management and support systems (repeats Friday evening)
M.L. Willardson and Ralph T. Nelson | Room 315 |
| | 2. An Overview of the Production Process:
Illustration, Mounting and Preserving, Lettering, Coloring, Layout and Duplication
Dennis W. Pett | Room 314 |
| | 3. How to Take, Develop, Print, and Enlarge Black and White Pictures On a Very Low Budget and Without a Darkroom or Running Water (repeats Friday evening)
Alan G. Oddie | Room 310-311 |
| | 4. How to Prepare Families for the Developmental Stimulation of Young Children with Disabilities by Using a Media-Based Parent Training Program (repeats Thursday evening)
Harriet Klebanoff | Room 322 |
| | 5. Planning and Setting up a K-12 Curriculum in Visual Communication (repeats Thursday evening)
Roy Ferguson and Jon Shorr | Room 320-321 |
| | 6. The Enfield Social Science Lab
Dennis Corso | Room 312 |

WEDNESDAY - February 28, 1973 (continued)

7. Teaching A First Film Course at Elementary and Secondary Level (repeats Thursday evening)
Chuck McVinney
Auditorium
- 5:30-8:00 Cocktails and Buffet Dinner
Dinner Program: Conference Welcome
Gaylen Kelley
Ballroom
- Opening Address: "Great Expectations: Visual Literacy - Today, Tomorrow and The Day After"
Roger Fransecky

Thursday - March 1, 1973

- 8:00-9:30 Registration
- 8:30-9:30 Student Produced Presentations
Auditorium
- 9:30-10:30 Panel: The Process of Attention and Visual Literacy
Auditorium
1. The Relationship among Attention, Visual Literacy, and Academic Achievement
Francis M. Dwyer
 2. The Camera and the Patient: An Approach to Treatment and Rehabilitation
Jerry Griffith
 3. Psychological Impact and Fadeout of Visuals
Thomas B. Mulholland
- 10:30-11:00 Coffee Break
Exhibit Area
- 11:00-11:30 Panel-Audience Discussion
Jerry Griffith presiding
Auditorium
- 11:30-12:00 Seminar Previews: 3 minute previews of afternoon sessions
Jerry Griffith presiding
Auditorium

THURSDAY - March 1, 1973 (continued)

- 12:00-1:00 Lunch: on your own
- 1:00-3:00 Seminar Sessions: Hour A 1:00-2:00; Hour B 2:00-3:00
- 1A: An Experimental Study of the Relationship of Varied Experiences with Visuals to Shape Discrimination in College Students
Mary G.M. Stieglitz
Room 312
Hour A
- 1B: How a Child's Ability to Capture a Visually Perceived Object on Paper Relates to Age, Ability, and Achievement
Jan Loney
Room 312
Hour B
- 2A: Visual Literacy Program in Nursery Schools for Young Retarded Children
Harriet Klebanoff and Dorothy Tucker
Room 320-321
Hour A
- 2B: Establishing Foundations for Visual Literacy in Young Children: Building Perceptual and Cognitive Connections
Hillel A. Schiller
Room 320-321
Hour B
- 3A: Discovering Visual Learning Ability: A Demonstration of Concept Formative and Communicative Abilities Among Pupils of Intermediate Grade Levels
Don L. Brigham
Room 310-311
Hour A
- 3B: Visual Shorthand
David Demartini
Room 310-311
Hour B
- 4A: Two American Film Languages: Chaplin's The Vagabond (1916) and Griffith's The Battle at Elderbush Gulch (1913)
John Ashmead
Room 314
Hour A
- 4B: Photograph Sequencing as a method of evaluating the Knowledge and Conceptualizations gained from a Film by Primary and Intermediate Educable Mentally Retarded Children
John Anastasio
Room 314
Hour B
- 5A: The Relationship Between Visual Literacy and Styles of Learning
Paul R. Wendt
Room 315
Hour A

THURSDAY - March 1, 1973 (continued)

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| 5B: The Sensory, Social, Psychic, Rational, and Spiritual-Esthetic Dimensions of Perception Inherent in Language and Literature
Ronald L. Lycette | Room 315
Hour B |
| 6A: Beyond Reality: The Case for Abstract Television
Eric Somers | Room 322
Hour A |
| 6B: Methodological Strategies for Studying the Process of Retention, Learning, and Visual Literacy
Bikkar S. Randhawa | Room 322
Hour B |
| 7A-B: Short Films on the Process of Attention: Analysis and Discussion | Auditorium |
| 3:00-3:30 Coffee Break | Exhibit Area |
| 3:30-4:30 Seminar Report-Back: Seminar Reporters Will Give 5 Minute Summary of Significant Points
Jerry Griffith presiding | |
| 4:30-5:30 Student Produced Visual Presentations | Auditorium |
| 5:30-7:30 Dinner: on your own | |
| 7:30-9:30 Demonstration-Workshops | |
| 1. Planning and Setting up a K-12 Curriculum in Visual Communication (repeat of Wednesday session)
Roy Ferguson and Jon Shorr | Room 314 |
| 2. Developing a New Course of Study for Secondary Students in the Area of Media Study and Designing a Companion Course to Train Teachers (repeat of Wednesday session)
Ron Curtis | Room 310-311 |
| 3. How to Prepare Families for the Developmental Stimulation of Young Children with Disabilities by Using a Media Based Parent Training Program (repeat of Wednesday session)
Harriet Klebanoff | Room 322 |

THURSDAY - March 1, 1973 (continued)

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| 4. Stimulating Creativity in School Media Programs: Exercises to Develop Focus and Concentration
Jack H. Herman | Ballroom |
| 5. Teaching a First Film Course at Elementary and Secondary Level (repeat of Wednesday session)
Chuck McVinney | Room 315 |
| 6. Informal Idea Exchange
Jack Debes | Room 320-321 |
| 7. Presentations by exhibitors: Discussion of Products and Services
Michael Mears | Room 312 |

Friday - March 2, 1973

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| 8:00-9:30 Registration Continues | |
| 8:30-9:30 Student Produced Visual Presentations | Auditorium |
| 8:30-9:30 Special Visual Literacy Orientation Session for One-Day Boston Area Educators
Sam Ross and Richard Ingalls presiding | Room 314 |
| 9:30-10:30 Panel: The Development of Self-Concept Through Visual Literacy | Auditorium |
| 1. And God Saw That It Was Good
Samuel Bernard Ross, Jr. | |
| 2. Visual Literacy: Toward a Grosser National Garbage:
Alan G. Oddie | |
| 3. What Research Suggests for the Designer of Visual Literacy Experiences
Robert E. Hedges | |
| 10:30-11:00 Coffee Break | Exhibit Area |

FRIDAY - March 2, 1973 (continued)

11:00-11:30	Panel-Audience Discussion Sam Ross presiding	Auditorium
11:30-12:00	Seminar Previews: 3 minute previews of afternoon sessions Sam Ross presiding	Auditorium
12:00-1:00	Lunch: on your own	
1:00-3:00	Seminar Sessions: Hour A 1:00-2:00; Hour B 2:00-3:00	
1A:	Project SEE: A Kindergarten Program Designed to Develop Visual Perception Engender Gestalt Understanding, and Establish a Skill Base for Learning Milton Knobler	Room 310-311 Hour A
1B:	The Importance of Graphics and Symbolism Roland Mergener and Roy A. Fry	Room 310-311 Hour B
2A:	Are Little Black Sambo and Tecumseh Visually Literate? Jane M. Singh	Room 312 Hour A
2B:	Photo-Poetry: Cinquaints Kenneth S. Tydings	Room 312 Hour B
3A:	Visual Literacy Experiences that Improve Pupil Learning and Self-Concept Development Robert C. Whitsitt	Room 314 Hour A
3B:	A Photographic Approach to Self-Concept Modification in Juvenile Delinquents Lon Nuell and Jerry Fryrear	Room 314 Hour B
4A-B:	Film in the Classroom: An Approach to Teaching Film Aesthetics Ralph J. Amelio and John Mostacci	Room 315 Hour A repeats Hour B
5A-B:	An Experience in Alienation John C. Williams	Room 320-321 Hour A repeats Hour B
6A-B:	Ideas From A Community Project in Photographic Education Alan Teller	Room 322

FRIDAY - March 2, 1973 (continued)

7A-B:	Short Films on Self-Concept: Analysis and Discussion	Auditorium
3:00-3:30	Coffee Break	Exhibit Area
3:30-4:30	Seminar Report-Back: Seminar Reporters Will Give 5 Minute Summaries of Significant Points Sam Ross presiding	Auditorium
4:30-5:00	Annual Business Meeting Roger Fransecky presiding	Auditorium
5:00-5:30	Student Produced Visual Presentations	Auditorium
5:30-7:30	Dinner: on your own	
7:30-9:30	Demonstration-Workshops	
1.	Training Teachers in Visual Literacy Jack Debes and Clarence Williams	Room 310-311
2.	I-CSIP: Sharing the Vislet Wealth - An Inservice Education Program M.L. Willardson and Ralph T. Nelsen	Room 320-321
3.	Coordinated Instructional Systems: California Community College Method of Applying Visual Literacy Instruction to Education Richard E. Ingalls	Room 322
4.	Storyboarding: The Basis for Production William C. Holland	Room 312
5.	How to Take, Develop, Print, and Enlarge Black and White Pictures on a Very Low Budget and Without a Darkroom or Running Water (repeat of Wednesday session) Alan G. Oddie	Room 314
6.	Film Through Comics James Morrow	Room 315
7.	Informal Idea Exchange Roger Fransecky	Terrace Lounge

Saturday - March 3, 1973

8:00-9:30	Registration Continues	
8:30-9:30	Student Produced Visual Presentations	Auditorium
9:30-10:30	Panel: The Process of Communication and Visual Literacy	Auditorium
	1. Closing the Gap to Open Access	
	Sister Bede Sullivan	
	2. Structure and Understructure: The Content in Visual Form	
	Donis Dondis	
10:30-11:00	Coffee Break	Exhibit Area
11:00-11:30	Panel-Audience Discussion	Auditorium
	Sister Bede Sullivan presiding	
12:00-1:00	Lunch: on your own	
1:00-3:00	Seminar Sessions: Hour A 1:00-2:00; Hour B 2:00-3:00	
	1A: Visual Communication Develops Children's Language Abilities	Room 322 Hour A
	Homer J. Dietmeier	
	1B: Using Visuals to Develop Communication Skills with Three-Year Olds	Room 322. Hour B
	Miriam R. Weiss and Jackqueline Slivko	
	2A-B: The Visually Oriented Medican Record: A New Dimension in Patient Care	Room 312 Hour A repeats Hour B
	Kenneth T. Bird and Marie E. Kerrigan	
	The Camera and the Patient	
	Jerry Griffith	
	3A-B: Celebration of the Ordinary: A Production by Alienated High School Students	Room 310-311 Hour A repeats Hour B
	William A. Olsen, Jr.	
	4A-B: Pragmatic Visuals: Prologue to Social Responsibility	Room 315 Hour A repeats Hour B
	John Stampfli	

SATURDAY - March 3, 1973 (continued)

	5A-B: Dynamic Exchanges in Nonverbal Communication Involving Thirteen Countries	Room 320-321 Hour A repeats Hour B
	Maryalice Quick	
	6A-B: Using Information for Better Education Through Pictures	Room 314 Hour A repeats Hour B
	Harry P. Zimmerman	
	7A-B: Short Films on Communication: Analysis and Discussion	Auditorium
3:00-3:30	Coffee Break	Exhibit Area
3:30-4:30	Seminar Report Back: Seminar Reporters Will Give 5 Minute Summary of Significant Points	Auditorium
	Sister Bede Sullivan Presiding	
4:30-5:00	Evaluation - Are We Ready for Today?	Auditorium
	Jack Debes	

CONFERENCE ADJOURNED

Sunday - March 4, 1973

9:00-12:00	Planning Session for Officers and Board of Directors	School of Education Building, IMC - 15th floor
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Conference Participants

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BOSTON CONFERENCE PERSONNEL

Gaylen Kelley--Boston Conference Chairman

Donald Mikes-- Local Coordinator

Maggie Bushnell--Program Coordinator

Donis Dondis--Local Publicity and Promotion Coordinator

Michael Mears--Exhibits Coordinator

Richard Ingalls--Demonstration-Workshop Strand Coordinator

Chuck McVinney--Film Strand Coordinator

Bill Scannell--Public Relations Coordinator

Ron Mistretta--Graphics

Rex Taylor--Equipment

Alan Burgess

Jan McCarthy

Sr. Therese Remy

} Opening Session Arrangements

Officers and Board of Directors

Roger Fransecky
(President)

Sister Bede Sullivan, O.S.B.
(Vice President)

Clarence M. Williams, Ph.D.
(Vice President)

Richard E. Ingalls, Ph.D.
(Vice President)

Samuel B. Ross, Jr.
(Exec. Secretary/Asst. Treasurer)

Robert C. Whitsitt Ed.D.
(Treasurer)

Grace N. Lacy
(Secretary)

Richard G. Bentley

William H. Bristow, Ed.D.

Sister Mary Agatha Burns

Virgil Burns

Miss M. Bushnell

Lee E. Campion

Mrs. Martha Heasley Cox

John L. Debes
(Director, Center for Visual Literacy)

David DeMartini

Mrs. Donis A. Dondis

Joan Downey

Arlie Early (Western)

Roy Ferguson

Sydney S. Field

Dr. Kenneth N. Fishell

William F. Flack

Michael Flanigan

Dr. Charles M. Galloway

G.N. Getman, O.D., D.O.S.

Rev. Robert M. Getschman, (S.E.)

Dr. Jerry Griffith

Robert E. Hedges

Patricia Heffernan-Cabrera

Dr. Robert Heinich

Dr. Gaylen Kelley

L.E. Miner

Frank X. Moakley

Richard G. Nibeck

Dennis W. Pett (Editor of Newsletter)

Dr. Andrew Prather

Daniel J. Ransohoff

William J. Scannell

David A. Sohn

Albert F. Stahl (Central)

Ronald Sutton

William J. Tikunoff

Paul R. Wendt