



**IVLA12**  
**WASHINGTON, D.C.**

# INTERNATIONAL VISUAL LITERACY ASSOCIATION

12TH ANNUAL CONFERENCE ON VISUAL LITERACY  
NOVEMBER 5-8, 1980  
WASHINGTON, D.C. -- THE CITY, A VISUAL EXPERIENCE

CENTER OF ADULT EDUCATION, UNIVERSITY OF  
MARYLAND UNIVERSITY COLLEGE, COLLEGE PARK, MARYLAND

## PROGRAM EVENTS

### Wednesday, November 5

- 1:00- 6:00 p.m. Registration at the Center of Adult Education, University of  
Main Concourse Maryland University College, College Park, Maryland.  
For information see registrar Frank Murphy.
- 2:45- 4:00 p.m. President's meeting and IVLA Board meeting.  
Room 1109/11 Robert Routh and Mary Stieglitz
- 4:00- 5:00 p.m. Conference Committee meetings  
Room 1109/11 Chairpersons of working groups will disseminate necessary  
information to conference assistants.  
For information contact LaVerne Miller.
- 5:30- 7:00 p.m. Dinner on your own in the Mount Clare Room
- 7:45- 9:00 p.m. Opening Session -- LaVerne Miller, Conference Chairperson  
Volunteer What we do with seeing  
Firefighters Processing Visual Data for Organization of Behavior  
Room  
Robert H. Wurtz, Ph.D., Chief, Laboratory of Sensorimotor  
Research, National Eye Institute, National Institutes of Health.  
Chemist, psychologist, physiologist, writer, expert in behav-  
ioral and neurophysical mechanisms of vision and movement.
- 9:15-10:00 p.m. Wine and Cheese Get-Together  
Regents Room Courtesy of the Eastman Kodak Company  
Hosts: Richard Ball, Eastman Kodak Company  
James Sucey, Eastman Kodak Company  
Hostess: Josephine Gallagher, Montgomery College

### Thursday, November 6

- 7:00- 8:00 a.m. Breakfast on your own available in Mount Clare Room
- 8:00- 9:00 a.m. Registration  
Main Concourse
- 8:30-10:15 a.m. Defining a new field of concern for visual literacy  
Volunteer Psychobiology: The Contributions of Modern Research to Mind/  
Firefighters Brain  
Room  
Richard Restak, M.D. Author of the best seller, The Brain:  
The Last Frontier (Doubleday, 1979, hardback, to appear in

Thursday, November 6

Warner paperback 1980) and Premeditated Man: The Bioethics and Control of Future Human Life. Humanist, writer, psychiatrist, neurologist.

Dr. Restak will be at the conference and available for questions or conversation throughout the day.

10:15-10:30 Coffee break - corridor outside Volunteer Firefighters Room

10:30-12:30 p.m. Architecture and the arts as visual experience  
The East Wing of the National Gallery -- A Visual Experience

David W. Scott, Ph.D. Planning Consultant, The National Gallery of Art, Washington, D.C. Teacher, artist, editor, author of a biography of John Sloan. David Scott coordinates architectural and program planning of the Gallery's East Building and remodeling of the West Building.

Discussion based on the film: "A Place to Be" produced by the National Gallery of Art.

12:45- 2:00 p.m. Lunch: Presiding - Robert Routh, Incoming President IVLA  
Founders Room IVLA awards: Lida Cochran, Past President  
Conference awards: Frank Dwyer, Past President

2:00- 3:00 p.m. On being visually literate at the National Air and Space Museum  
Volunteer Perceptions of Aerospace Technology  
Firefighters Room

Richard Hallion, Ph.D. Former Curator of Air and Space, Technology and Space Science and Exploration, The National Air and Space Museum, Washington, D.C. Writer, historian of technology, university professor. Author of Supersonic Flight; The Legacy of Flight: The Guggenheim Contributions to American Aviation; the Wright Brothers: Heirs to Prometheus; Apollo, Ten Years Since Tranquility Base.

3:00- 4:00 p.m. Interdisciplinary relationships of art and social sciences  
Volunteer Perception in a Cross-Cultural Context  
Firefighters Room

Warren M. Robbins, Director and founder of the Museum of African Art and of the Center for Cross-Cultural Communication, an interdisciplinary integration of the resources of social sciences and the arts for education. The Center is a prototype for the Museum of African Art founded by Mr. Robbins in 1964 and now a part of the Smithsonian Institution. Author of African Art in American Collections.

5:00- 6:00 p.m. On your own - Cash Bar is in Constellation Room.

6:30- 8:30 p.m. Dinner

Founders Room

Uses of right-brain visual research for industry  
Applied Creative Thinking

William E. (Ned) Herrmann, Manager, Management Education, Management Development Institute, General Electric Company  
Croton-on-Hudson, New York

8:45- 9:30 p.m. What Do We See Tomorrow?

Volunteer  
Firefighters Room

Prep Session for Friday  
Ron Sutton

Friday, November 7 - Seeing in the City

- 8:45 a.m. Assemble at the main portico of the Center of Adult Education. Find your group leader. Use the list and the Bus Badge in your conference packet. Look for color and shape. You will stay with your group for the entire day. You pay for your own lunch. Air and Space Museum has fast foods.
- 9:00 a.m. Bus pick-up in front of the Center promptly at 9:00 a.m.  
Bus trip to the Museum of African Art, the East Wing of the National Gallery, and the Air and Space Museum.
- Bus #1 10:00-11:15 a.m. East Wing of National Gallery  
11:15 Bus leaves East Wing for tour of Museum of African Art.  
Return by bus to Air and Space for lunch and in time for  
2:15 or 3:55 Imax film: To Fly  
2:55 Imax film: The Living Planet  
3:45 Einstein Spacearium: New Eyes on the Universe  
4:30 Leave for Center of Adult Education
- Bus #2 10:00 Arrive at East Wing of National Gallery  
11:15 Walk to Air and Space Museum  
11:35-12:00 Imax film: To Fly  
12:00 Lunch  
12:45 Einstein Spacearium: New Eyes on the Universe  
1:35 Imax film: The Living Planet  
2:10 Leave on bus for Museum of African Art  
4:30 Leave for Center of Adult Education
- 7:00 p.m. Dinner at the Center of Adult Education  
Founders Report and Discussion Session  
Room  
Small groups will report on their experiences and impressions  
Chairperson: Ron Sutton

Saturday, November 8 - Conference Center

7:00- 8:00 a.m. Breakfast on your own available in Mount Clare Room.

8:00 a.m. Film: What If You Couldn't Read?

9:00 a.m. - Papers in Concurrent Sessions

3:15 p.m. There are three main areas:

- |              |  |
|--------------|--|
| Room 1109/11 | (1) On the Practice of Visual Literacy and Communication                     |
| Room 1105    | (2) On Two-Hemisphere Theories and Applications and Visual Literacy Research |
| Room 1123    | (3) Visual Literacy Theory and Research                                      |

See the separate Saturday Concurrent Sessions Program for times, topics, people, places, and abstracts. This program is in your conference packet.

12:00- 1:15 p.m. Lunch  
Founders Room

3:30 p.m. Grand Finale: Stan Vanderbeek, The University of Maryland at Baltimore

Volunteer  
Firefighters  
Room Dimensionality in Visualization - a multi multi-media presentation which demonstrates

- (a) the role of computer graphics and the state of that art for producing images.
- (b) "steam screens," a form of 3-D illustrationistic movie projection system.
- (c) videotapes that explore the "dream-state" and dream visualization.

Equipment used: four 16 mm. projectors; stereo reel/reel playback; 35mm. slide projector; color video and monitors; steam screens.

CONFERENCE CREDITS

CONFERENCE CHAIRMAN

LaVerne Miller

CONFERENCE REGISTRAR AND TREASURER

Frank Murphy

Assisted at registration by Joan Allerton  
Elizabeth D'Entremont  
Josephine Campa  
Nancy Kaufman  
John Shaw  
Elizabeth Thompson

PROGRAM OF PAPERS AND MEMBER PRESENTATIONS

Frank Dwyer

INTRODUCTION OF SPEAKERS

Robert Routh, President of IVLA  
Mary Stieglitz, Outgoing President of IVLA  
Paul Azaroff, IVLA Board Member, Canada  
LaVerne Miller, IVLA Board Member and Conference Chairman  
Donald Fork, Vice President of IVLA

CONFERENCE SITE VISITS AND EQUIPMENT

Ron Sutton

Assisted by Ron Huberman  
James Royalty  
John Shaw  
and American University students

ELECTRONICS AND EQUIPMENT

Benjamin Brown

SATURDAY MULTI-MEDIA PRESENTATION

Stan Vanderbeek

EXHIBIT MATERIALS

Peter Deekle and Susan Cooper  
Assisted by Lida Cochran  
Clarence Williams

AWARDS LUNCHEON

IVLA Awards

Lida Cochran and John Debes

Conference Awards

Frank Dwyer

PHOTOGRAPHY

Ron Huberman

CONFERENCE COMPUTER PROGRAM COVER

Computer Graphics, Bill Kolomyjec

WINE AND CHEESE PARTY

Eastman Kodak Company Hosts

Richard Ball

James Sucey

Montgomery College Hostess

Josephine Gallagher

CONFERENCE ARRANGEMENT FOR THE CENTER OF ADULT EDUCATION, UNIVERSITY OF  
MARYLAND UNIVERSITY COLLEGE

Sallie Holder

INTERNATIONAL VISUAL LITERACY ASSOCIATION, INC.

Executive Committee  
1979-80

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PRESIDENT-ELECT

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