



SEEING OURSELVES
VISUALIZATION IN A SOCIAL CONTEXT

**THE 14th ANNUAL MEETING
OF THE
INTERNATIONAL
VISUAL LITERACY
ASSOCIATION**

**NOVEMBER 17th - 20th 1982
VANCOUVER CANADA**

Sponsored by:

The International Visual Literacy Association

Capilano College

With a grant from:

**The Ministry of Education, Government of
British Columbia**

Institutional Co-operation:

Capilano College

National Film Board of Canada

North Vancouver School District

Open Learning Institute



PROGRAMME: SPECIAL EVENTS

KEYNOTES

FREEMAN PATTERSON has won many honours for his work in Photography including the National Film Board of Canada Gold Medal. He is one of the major contributors to the development of Canadian Photography.

"On those frosty mornings when I grab my camera and tripod, and head out into the meadow behind my house, I quickly forget about me. I stop thinking about what I'll do with the photographs or about self-fulfillment, and lose myself in the sheer magic of rainbows in the grass; in the multi-coloured prisms of back-lighted crystals. I am lost in a world of glittering lights and dancing colours. I experience myself in what I see, and the result is a tremendous exuberance which helps me make the best use of my camera, and which lasts long after the frost has melted."

Wednesday Evening

JOHN CULKIN, Ed.D., Harvard, now of the Centre for Understanding Media Inc. in New York, is one of the world's leading experts on the work of Marshall McLuhan. He will present a tribute to Marshall McLuhan who helped all us to perceive our invisible environment. Culkin summarises his work by saying, "I am engaged in the reform of the English alphabet, the reform of children's television and the reform of the Chicago Cubs."

Thursday Morning

JOHN HIRSCH, presently Artistic Director of the Stratford Shakespearean Festival has worked as Director of Drama for the Canadian Broadcasting Corporation, and has directed in the Lincoln Centre, New York, in Los Angeles, and throughout the world. John Hirsch has pioneered Community Theatre in Canada, and has devoted his life to giving art and culture to 'everyman' through his work in theatre and television.

John Hirsch will express the conference theme as it applies to the theatre, television, drama, and his own insights.

Thursday Evening

BETTY NICKERSON is a sociologist, author, broadcaster and Founder of All About Us, a non-profit cultural and educational foundation to recognize and encourage creativity among young Canadians. The art of children reveals aspects of the visual environment which frequently go unnoticed by adults. Betty Nickerson will give a presentation on the world as the young perceive it, illustrated by slides and poetry from the archives of All About Us. Included in her slide presentation are representative paintings from 60 nations who responded to the request to "see your country through your children's eyes."

Saturday Morning

EXHIBITIONS

COLD SHOWERS FOR THE MIND. From the National Film Board of Canada, Still Photo Division, this provocative series of 25 photos by Michael Semak is an innovative actualization of Seeing Ourselves: Visualization in a Social Context:

In Semak's words: "Must we continually accept and succumb to the never-ending hot baths for the mind society offers us? I wish my photography and words to disturb the complacent and the sleeper. I offer you cold showers for the mind."

PERCEPTUAL ISOLATION. From the National Film Board Still Photo Collections, an exhibition by Alvin Comiter and Francis Coutellier. Alvin Comiter develops humour in his work. His punch lines are delivered in the detail of his photographs but rendered so delicately that while laughing, the viewer must assimilate a lively visual intelligence. His themes are varied: paradoxical architecture, remnants of signage now inappropriately placed, monstrous natural growths - the inadvertent caricatures and ironies of daily life.

How do we see? How do we select from what is seen? Coutellier sets up in series rather staid, squeeze-bulb, self-portraits where he emphasizes with a gesture one element in the scene. He then records his choice in the immediacy of polaroid, implying the speed with which visual selection can be formalized. With Coutellier we see that, by choice, by influence, by discrimination, by whimsey, we manipulate our own absorption of information.

TOURS

TOUR A: THE PROVINCIAL MUSEUM IN VICTORIA, B.C. Wednesday, November 17th, 1982.

Group Leader: Gerry Blitstein, Capilano College

Bus leaves Hotel Vancouver - 6:30 a.m. Arrives, Victoria - 10:15 a.m.

10:30 a.m. - 12:30 p.m. Address by Jean Andre of the Provincial Museum on "The Language of Visual Display".

12:30 p.m. - 1:30 p.m. Boxed lunch aboard bus and tour of Victoria.

4:40 p.m. Return to Robson Square.

Cost per person: \$48.00 (Canadian)
Includes: bus, ferry (through the Gulf Islands), boxed lunch and Provincial Museum.
LIMIT: 30 - 40 persons.

TOUR B: THE LANGUAGE OF ARCHITECTURE AND LANDSCAPING IN VANCOUVER Thursday, November 18th, 1982.

Group Leaders: Dave Tarrant, University of British Columbia and Anne Rosenberg, Capilano College

Bus leaves Robson Square at 10:30 a.m., returns by 4:30 p.m.

Dave Tarrant is Education Director for the University of British Columbia Botanical Gardens. A frequent lecturer and T.V. guest, Dave has conducted Botanical tours throughout the world.

Anne Rosenberg teaches Art History and Visual Literacy at Capilano College. She is an author and a leading expert on the Architecture of Vancouver.

This all day tour will include many unique architectural features to be found in Vancouver. Vancouver, which is world famous for its year round greenery and beautiful gardens, will be presented to you by these two authoritative and amusing personalities.

Cost per person \$30.00 (Canadian)

Includes bus, lunch and entrance to the Museum of Anthropology.

LIMIT: 30 - 40 persons

TOUR C: THE LANGUAGE OR ARCHITECTURE AND LANDSCAPING IN VANCOUVER Friday, November 19th, 1982.

See Tour B for description. Bus leaves Robson Square at 10:30 a.m., returns by 4:30 p.m.

TOUR D: VISUAL LITERACY IN NORTH VANCOUVER SCHOOLS

Group Leaders: Joan Collins, North Vancouver School District #44 and Anne Morley, Capilano College

Bus leaves Robson Square at 9:00 a.m. and returns by 3:30 p.m.

The school bus tour will include visits to three community schools in North Vancouver:

1. **NORGATE COMMUNITY SCHOOL** is a place where students and teachers use, in the classroom, video tapes that were developed by local Native Indian students to support a curriculum of Native Indian studies.

2. In MAPLEWOOD COMMUNITY SCHOOL family groupings of Grade 3, 4, and 5 children are using student photography to develop positive self concepts. Visual literacy skills are also used in community studies.
3. In RIDGEWAY COMMUNITY SCHOOL television viewing skills are being developed with one group of students and television production skills are being taught to another group.

Cost per person: \$10.00 (Canadian)
Includes lunch and bus.
LIMIT: 10 persons.

TOUR E: THE CANADIAN BROADCASTING CORPORATION, Thursday, November 18th, 1982.

Group Leader: Paul Azaroff, Capilano College

Tour leaves on foot from Robson Square at 10:30 a.m. and returns at 12:45 p.m.

A two hour tour of the new facilities of the Canadian Broadcasting Corporation. The CBC, like the National Film Board, has played a unique role in the development of the Canadian concept of "self". This tour will focus on the facilities and philosophy of this communication giant.

Cost per person: FREE
LIMIT: 15 persons

BANQUETS AND HOSTINGS

Vegetable Patch Buffet Dinner with Wine: Media Centre Lobby, Robson Square, Wednesday, November 17th, 6:00 p.m. - 7:00 p.m. \$10.00.

Wine and Cheese sponsored by the Eastman Kodak Company: Media Centre Lobby, Robson Square, Wednesday, November 17th, 9:00 p.m. - 10:00 p.m. Courtesy Kodak.

Golden Crown Banquet: - 10 course traditional Chinese dinner as the setting for John Hirsch's Keynote Address. Thursday, November 18th, Golden Crown Restaurant, 122 - 126 West Hastings Street. \$13.50.

National Film Board Wine and Cheese: in the Media Centre Lobby, Robson Square, Friday, November 19th, 6:00 p.m. - 8:00 p.m. Courtesy National Film Board.

Awards Buffet Lunch: in the Media Centre Lobby, Robson Square, Saturday, November 20th, 12:00 noon - 1:30 p.m. \$4.00.

NATIONAL FILM BOARD OF CANADA

The National Film Board has been a Canadian cultural institution for over 40 years. It is honouring IVLA '82 with programme highlights including a CANADIAN IMAGES and HERITAGE series.

Filmmakers from across the country will be present to provide insights into Canada's culture as it has been expressed over the years by talented and innovative filmmakers from all regions of Canada.

"NFB Night", Friday the 19th, will start with a wine and cheese party courtesy of the National Film Board of Canada. One of the Film Board's founding filmmakers will present and discuss some exciting works from the National Film Board collection.

GRAND FINALÉ!

Anna Wyman Dancers, one of Canada's most important dance troupes, will perform following a special showing of the National Film Board's new dance spectacular "Gala".*

*(The Anna Wyman Dancers are featured in this film.)

REGISTRATION INFORMATION

For registrations received by October 22, 1982 receipts will be mailed. For registrations received after October 22, 1982 receipts can be collected from the registration clerk at the conference.

Refund Policy:

Refunds are subject to a 20% administration charge. Application for withdrawal and refund will be accepted no later than October 30, 1982. No requests for refunds will be accepted after this date.

Please consult the Registration Form for complete details.

General Inquiries: Dr. Patricia Groves
 Capilano College
 2055 Purcell Way
 North Vancouver, B.C.
 V7J 3H5

Phone: 986-1911

SUMMARY SCHEDULE OF SESSIONS AND EVENTS

WEDNESDAY, NOVEMBER 17TH (Theatre)

2:00 p.m. Registration

PRE CONFERENCE SESSION

2:30 p.m. - 4:30 p.m.

Liba Tyhurst
 with
 Lida Cochran
 and
 Sister Sullivan

Introduction to Visual Literacy

6:00 p.m. - 7:00 p.m.

Vegetable Patch Buffet Dinner

7:30 p.m.

Freeman Patterson Keynote Address

9:00 p.m. - 10:00 p.m.

Kodak Wine and Cheese

THURSDAY, NOVEMBER 18TH 9:30 a.m. Culkin, Keynote Address (Cinema)

10:30	Culkin	Sullivan	Westerkamp	Love & Acheson	Maxham
12:00	Seminar	McLuhan & Rubic Cube	Soundscapes	Telidon	Art & Visual Literacy
	Theatre	Room 1	Room 2	Room 3	Room 4

1:00	Patterson	Pris Hardin	Jack Livesley	Jim Sucy	Hortin
2:30	Seminar	Diagramming	TV Classroom	Photo-research	Imagery
	Theatre	Room 1	Room 2	Room 3	Room 4

3:00	Herzog	Nikos Metallinos	Cahill & Cherrington	Sandra Brizee	Williams & DeCocker
4:30	Photo-Culture	Holography & Stereophonic T.V.	Photo-Classroom	Graphics & Behaviour	Classroom
	Theatre	Cinema	Room 1	Room 2	Room 3

6:30 p.m. John Hirsch, Keynote Address (Golden Crown Restaurant)

FRIDAY, NOVEMBER 19TH

9:00	NFB	NFB Seminar	Liba Tyhurst	Hutton	Pryke	Weiser, Krauss & Jacobs
10:30	Heritage Screening	Bonnie Kreps	T.V. & Psychiatry	Silicon Pictures	Visual Thinking	Photo Therapy
	Cinema	Room 1	Room 2	Room 3	Room 4	Room 5

10:45	NFB	Film Seminar	Rob Tyhurst	Eshpeter, deLeeuw & Carswell	Tom McKeown	Fryrear, Entin & Weaver
12:00	Canadian Images	Al Razutis	Culture & Education	Expressive Photography	Classroom & Visual Techniques	Photo Therapy
	Cinema	Room 1	Room 2	Room 3	Room 4	Room 5

1:30	NFB Screening	T. Ragan	Marsden	Tilroe & Oudejans	Lon Nuell	Nath, Weiser & Jacobs
3:00	"Arthur Erikson" by Jack Long	Computers	Totem Pole-symbols	T.V. & Learning Systems	Art Education	Photo Therapy
	Cinema	Room 1	Room 2	Room 3	Room 4	Room 5

3:15	NFB Screening	Bakony	Sinatra	Joan Bolt	Hilary Clark
4:30	Not a Love Story	Film Aesthetic	Visual Compositions	Media Probe	Fashion
	Cinema	Room 1	Room 2	Room 3	Room 4

6:00 p.m. - 10:00 p.m: National Film Board Evening

SATURDAY, NOVEMBER 20TH 9:00 a.m.: Betty Nickerson, Keynote Address

10:10 11:00	Nickerson Seminar	Braden Verbal/Visual	Montgomery Computers	Desfor Seeing Comparative Values	Repeats
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Room 1 Room 2 Room 3 Room 4 Room 5

11:10 12:00	Hardin Curriculum & Diagramming	Dubinsky Television & the Child	McIsaac Photos & Meaning	Cathy Tyhurst Language/AV	Collins & White NFB Visual Literacy
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Room 1 Room 2 Room 3 Room 4 Room 5

12:00 Noon: Awards Buffet Lunch

1:30 2:30	Hirsch Seminar	Kaufman & Sketches Distance Education	Scroggs Hearing Impaired	Janet Ragan Body Language	NFB Repeats: Canadian Images
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Room 1 Room 2 Room 3 Room 4 Cinema

2:45 4:00	Girsham & Gnizah Image & Word	Bette Hood Classroom	Nan McLeod-Engel Children's Perceptions	Ronald Sutton Visual Literacy Course	Repeats
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Room 1 Room 2 Room 3 Room 4 Room 5

4:00 p.m. - 6:00 p.m.: Grand Finalé with Anna Wyman Dancers and GALA

DETAILED PROGRAMME

Please note: All events take place in the Robson Square Media Centre, unless otherwise indicated.

WEDNESDAY, 17th NOVEMBER

6:30 a.m. Bus departs Robson Square for tour of the Provincial Museum in Victoria. Tour returns by 4:40 p.m. on the same day. (TOUR A)

2:00 p.m. - 6:00 p.m. Registration in the Media Centre Lobby.

2:30 p.m. - 4:30 p.m. **PRE-CONFERENCE SESSION**

Introduction to Basic Concepts of Visual Literacy. Practical applications to be demonstrated and highlighted by group interaction.

Moderator: Libuse Tyhurst, MD, Associate Professor, Department of Psychiatry, University of British Columbia

Resource People: Lida Cochran, Instructional Design & Technology, University of Iowa; Initiator of the Visual Scholars' Programme

Sister Bede Sullivan, O.S.B., M.S., Executive Director of the Thomas More Media Centre, Victoria, B.C.

6:00 p.m. - 7:00 p.m. Vegetable Patch Buffet Dinner, Media Centre Lobby.

7:00 p.m. - 7:30 p.m. Opening Addresses, Cinema.

IVLA President, Don Forks.

Diane Morrison, Ministry of Education, Government of British Columbia.

N.F.B. Address, by James de B Domville, Chairman of the Board, National Film Board of Canada, Film Commissioner, Government of Canada.

Master of Ceremonies: Patricia Groves, Capilano College.

7:30 p.m. - 9:00 p.m. Keynote Address: Freeman Patterson, "Photography and the Art of Seeing", introduced by Jan Clemson of the Vancouver National Film Board.

- 9:00 p.m. - 10:00 p.m. Wine and Cheese party courtesy of the Eastman Kodak Company: Media Centre Lobby.
- 10:00 p.m. - ? a.m. An optional guided tour of spectacular views of the city from some of Vancouver's skyline bars. Groups accompanied by conference hosts.

THURSDAY, 18th NOVEMBER

- 9:00 a.m. Coffee in the Media Centre Lobby.
- 9:15 a.m. - 9:30 a.m. IVLA Address, given by Don Forks President, IVLA, introduced by Chuck Heath, Westover Community School (Cinema)
- 9:30 a.m. - 10:30 a.m. Keynote Address, John Culkin, "Understanding Media ... After McLuhan", introduced by Patricia Groves, Capilano College (Cinema)
- 10:30 a.m. Bus leaves Robson Square for Language of Architecture and Landscaping in Vancouver Tour. Returns at 4:30 p.m. (Tour B.)
- Canadian Broadcasting Corporation tour departs (on foot) with Paul Azaroff hosting. Returns to Robson Square at 12:00 noon. (Tour E.)

10:30 a.m. - 12:00 noon

CONCURRENT SESSIONS

John Culkin: a Seminar (Theatre)

The Rubic Cube: A Post Nuclear Symbol (Room 1)

by Sister Bede Sullivan O.S.B., AB., M.S., Executive Director of the Thomas More Media Centre: Production and distribution of non-print library materials for the Catholic Diocese of Victoria, B.C.

"Whereas chess kept us tied to a 2-dimensional world of highly individualised persons, geared to competition and annihilation, the Rubic Cube calls us to a 3-dimensional view of the world, of corporate structures, aimed at restoring harmony."

Sister Bede Sullivan recalls principles of Marshall McLuhan and Carl Jung as she illustrates how the cube serves to illuminate almost any discipline.

Thursday, 18th November (continued)
10:30 a.m. - 12:00 noon

Listening to Images (Room 2)

by Hildegard Westerkamp, Sessional Instructor, Dept. Communications, Simon Fraser University; Researcher World Soundscape Project.

Although images are silent, they propose sound. In advertising the "sound-making" power of images is consciously played upon in order to enhance effectiveness. The workshop will examine acoustic dimensions of two areas of visual advertising: display ads and television commercials. The issues raised will be explored by consciously manipulating or tampering with the "soundscapes" in which common visual ads occur. This presentation will lead into an innovative soundscape exhibition to continue throughout the day in Room 2.

Distance Education Courses Provided by Telidon (Room 3)

by Linda Love, B.Sc., M.Ed., Course Designer: Educational Technology, Open Learning Institute and Corina Acheson, B.A., Graphic Designer, Acheson-Harris Graphic Design Photography.

Telidon, a videotex system that incorporates the most recent developments in computer graphics and telecommunication technologies, converts a simple television set into a powerful information tool. The Open Learning Institute has adapted and evaluated a variety of instructional material and educational information to the Telidon format. Questions that will be addressed are: How can Telidon be adapted to distance education? What kinds of instruction are best suited to the Telidon format? How does Telidon limit or determine instructional design? Does the technology in any way interfere with learning? How easily can student fears and/or resistance to the technology be broken down?

The educational material created by OLI for Telidon will be on display and delegates will have an opportunity to experiment with the new technology.

In-Sight: Guided Imagery and Art (Room 4)

by Joy Maxham, M.A., Elementary School Teacher and Doctoral Candidate, University of British Columbia.

Thursday, 18th November (continued)
10:30 a.m. - 12:00 noon

A seminar on Visual Literacy using music, art and sculpture to demonstrate the creative process. A video presentation of children's art to demonstrate the results of guided imagery. Discussion of "Super Learning". Demonstration of overhead visuals for concentration exercises (Colour Wheel, the Rainbow Circle, The Axis of Sight). Suggestions and exercises for increasing visual literacy skills. Art work by Helen Radok, Sculpture by Roman De Rhyss, Music by Harry Maxham and by Joel Andrews.

12:00 noon - 1:30 p.m. Lunch Break

1:30 p.m. - 3:00 p.m. **CONCURRENT SESSIONS**

Freeman Patterson: a Seminar (Theatre)

Investigating Visual Communication in Diagrams (Room 1)

by Pris Hardin, Ph.D., Instructional Design Consultant, Production Director, Researcher, and Visualization Specialist, Corvallis, Oregon.

Do variations in the visual elements of a diagram carry meaning? Do modifications in a diagram's shape, connectors, linearity, and symmetry influence its communicative effectiveness? A series of experiments has investigated the relationship between variations in selected design traits and different types of meanings in sets of relationships. Findings suggest that visual communication in diagrams show some languaging characteristics. Innovations in methodology will facilitate further investigation. Applications of findings include diagramming as an instructional strategy.

The Active Television Viewer: Critical Viewing Skills and Curriculum (Room 2)

by Jack Livesley, Educational Development Officer, TV Ontario.

A workshop presentation in which participants will have an opportunity to explore various practical approaches to the critical and creative use of television in the classroom. The session will include the viewing of a variety of programme segments, demonstrations and examinations of various methods of using television in language arts, (including drama and writing) visual literacy, visual arts, and social sciences.

Thursday, 18th November (continued)
1:30 p.m. - 3:00 p.m.

Jack Livesley, a gold medalist in Speech and Drama from the Toronto Conservatory has had many years of experience in teaching, television production and performance, and classroom utilization. He was the designer and host of the Camp TV Ontario project and of Lets Play TV, very successful programmes designed to prove that television viewing need not be a passive activity.

Imagery in Our Daily Lives (Room 3)

by John A. Hortin, Ph.D., Assistant Professor, Kansas State University.

A theoretical paper describing methods and examples of how our imagination can be used to determine and control our future experiences through visual rehearsal, and to recall past experiences that have been successful and also create new experiences in the mind. The images of our minds are elusive, transporting us in our dreams and thoughts to scenes, dramas and places beyond our conscious reality. Images of the mind are also ubiquitous sometimes lying below the level of consciousness and surfacing at just the right cue. Teachers, media educators, and students could visually rehearse their future behaviour as a kind of a mental experiment and carry that behaviour to completion in their imagination. Examples of mental rehearsal that have been used by educators include lectures, meeting deadlines, discovering answers to personality and discipline problems in the classroom, interviewing for a new position, preparing reports, deciding on methodologies, planning lessons, and evaluating teaching.

Visual Effects and Colour Photography (Room 4)

by James G. Sucey, Manager, Educational Markets Services, Eastman Kodak Company.

A demonstration-talk illustrating the effect of light and colour on the quality of colour photographic reproduction. Visual effects and viewing conditions will be covered. Handouts will give details of the demonstrations so that they can be replicated by a photography teacher.

3:00 p.m. - 3:30 p.m.

Coffee in the Media Centre Lobby

Thursday, 18th November (continued)

3:30 p.m. - 5:00 p.m.

CONCURRENT SESSIONS

City Environment As Art (Theatre)

by Fred Herzog, Head, Photo-Cine Division, Department of Biomedical Communications, University of British Columbia.

We are familiar with the art in our galleries, performance art and art reproduced in print. There is yet another art: it is the art incidentally produced by the inhabitants of the city. We are daily exposed to it although we may never see it as art; as with all art, the pleasure of cognition results from awareness and experience. Existing outside the ordered minds of city planners, architects and captains of commerce, this art is raw, juicy, unwashed, personal and ambiguous. You will find this art in shop windows, on building facades, billboards, in homes, gardens, automobiles, clothes and the presentation of foodstuffs. You have to dig it out and let it engage you.

Herzog has preserved some of these visions in a series of photographs to stimulate the viewer to pursue her or his own discoveries.

Fred Herzog is an outstanding and very sensitive photographer whose work is increasingly well recognised.

Loneliness in the Pre-Teens. A Social Comment (Room 1)

by Sheila Cahill, B.Ed., M.Ed., Principal, Northridge Elementary School, Victoria, B.C. and Judi Cherrington, B.Ed., Coordinating Teacher of Gifted, Talented and Creative Services - Northridge Elementary School, Victoria, B.C.

Theoretical discussion and practical application on the following topics: the appropriateness of visual literacy in the classroom and ways of achieving it; the link between visual literacy as a tool in social comment; and the holistic development of the child in terms of visual literacy.

Audience interaction will be sought through the use of slides, videotapes and photographs. Examples of work produced by students in the pre-teens will be exhibited and discussed in terms of the statements made by them about their environment, themselves, aging, and their social milieu.

Thursday, 18th November (continued)

3:30 p.m. - 5:00 p.m.

The Use of Graphics To Influence Behaviour (Room 2)

by Sandra L. Brizee, Photo Archivist, San Diego Museum of Man.

Films, television, indeed all photographic media may themselves be modern, but the use of graphics to influence behaviour is not. The North American Plains Indians, for example, produced numerous pictographic drawings which defined group goals and set standards of behaviour. These simple drawings portrayed religious and social events, visions, and hunting and war expeditions.

Plains Indian pictographic drawings will be used to show so well how the Indians viewed themselves, in terms of their impact on Indian viewers. The Plains Indian pictographic medium as a means of communicating desired behaviours will be compared and contrasted to present day graphics which are also designed to affect behaviour.

Holography & Stereophonic Television: Dimensions in the Future of Visual Communication Media (Cinema)

by Nikos Metallinos, Ph.D., Associate Professor, Communication Studies Department, Concordia University, Montreal, Quebec; Professor M. Malik, Communication Studies, Concordia; Peter Bringolf, Communication Studies, Concordia and Joan Kaller, Radio-Television and Film Department, Temple University, Pennsylvania.

The panel will examine the various implications (social, communicative, economic) that holography and stereophonic television will have in the near future, and discuss the role and application of biometric research instruments (EEG, EKG, GSR) in the development of the visual communication media. Stereophonic television will be introduced through the actual presentation of a visual and sound experience and discussion of research findings on viewers' response to stereophonic versus monophonic programmes. A holographic exhibit, and, if feasible, a brief workshop on the making of holograms will be implemented. A stereophonically produced video tape programme will be available.

Thursday, 18th November (continued)
3:30 p.m. - 5:00 p.m.

Exploring A School: A Visual Adventure (Room 3)

by Lois Williams, M.A., Educational Consultant, Montebello, California and Jean DeCocker, M.A., Teacher, Montebello, California

A visual adventure describes a year long project based upon immediate-oriented curriculum designed to develop visual discrimination in the children's daily environment. A secondary goal is to develop a beginning appreciation of the school as a unique public institution with the involvement of parents and other community people.

6:30 p.m.

Keynote Address, John Hirsch *

"The Stage, The Tube, The Screen and the Search for a Canadian Image", introduced by Nancy Lynch, Associate Dean of Careers, Capilano College.

*At the Golden Crown Resturant in Chinatown, 112 - 126 West Hastings Street (Phone: 685-7939 or 685-1539)

FRIDAY, 19th NOVEMBER

8:30 a.m. - 9:00 a.m.

Coffee in the Media Centre Lobby

9:00 a.m.

Tour of Visual Literacy programmes in the North Vancouver Elementary School System leaves by bus from Robson Square. Returns by 4:00 p.m. (Tour D)

10:30 a.m.

Language of Architecture and Landscaping in Vancouver Tour leaves by bus from Robson Square. Returns by 4:30 p.m. (Tour C)

9:00 a.m. - 10:30 a.m.

IVLA Board Meeting

Friday, 19th, November (continued)

9:00 a.m. - 10:30 a.m.

CONCURRENT SESSIONS

National Film Board: Heritage Screenings (Cinema)

Specifically selected National Film Board films expressing the unique development of the National Film Board as a reflection of Canadian identity. We are very pleased that this series will be hosted by Colin Low who has been a central creative figure throughout the history of the National Film Board.

NFB Seminar - A Woman's Film Aesthetic (Room 1)

Bonnie Kreps who is presently working on a film about farm women in Northern Canada will discuss and show selections from her films.

Bonnie is well-known for her vigorous and challenging perspectives on women in Canada both through her writings and films.

Videotape Methodology in Social and Behavioural Psychiatry (Room 2)

by Liba Tyhurst, MD., Department of Psychiatry, University of British Columbia

Dr. Tyhurst, a pioneer in the area of T.V. and Psychiatry will give an overview of her work teaching students of psychiatry through video observation techniques. An actual demonstration with participants will illustrate the concept of selection of cues that are necessary for understanding communication. It is also basic for the learning of systematic observation necessary in the helping professions and in social and behavioural sciences. A similar session conducted by Dr. Tyhurst last year at the 8th World Congress of Social Psychiatry in Zagreb, Yugoslavia was one of the highlights of the conference.

Silicon Pictures: A Revolution In Visual Literacy (Room 3)

by Deane W. Hutton, Ph.D., M.S. in Ed., B.Sc., Dip.Ed., Dip.T.; Head, Department of Educational Technology, College of Advanced Technology, Salisbury, Australia.

Friday, 19th November (continued)

9:00 a.m. - 10:30 a.m.

This presentation outlines the evolution of the microprocessor or "silicon chip" in revolutionizing visual literacy. The silicon chip is radically changing our ability to manipulate pictures. New communication technologies have resulted in an enormous leap in the capacity of machines to store, transmit and retrieve visual information. We have seen, for example, the development of the optical laser video disc with more than 100,000 separate pictures on a single 12" plastic disc.

The potential and limitations implicit in the new visual communications technologies are discussed. Dr. Hutton suggests that we need to return to some basic issues about visual messages themselves, as well as keeping abreast of technological change. As communicators, we need to consider the function, destiny and meaning level of the messages we use. As members of society, we need to maintain our right to determine the nature of the new technologies which we adopt and the rate at which we adopt them.

Visual Imagery - Visual Thinking - Applied Design (Room 4)

by David S. Pryke, M.Sc., Qualicum Beach, British Columbia

In this practical approach for classroom/workshop adaptation at any level, the essence is challenge through a number of colourful, thought-provoking games and three dimensional constructional materials. Active participation in games, problem solving and discussion is encouraged.

Photo Therapy: Implications of Visual Literacy Skills For Helping Professionals (Room 5)

A series of workshops continuing at 10:45 a.m. and 1:30 p.m. Chaired by Judy Weiser, M.S.W., R.S.W., Registered Psychologist, Phototherapy Centre, Vancouver.

Introduction and Overview by Judy Weiser; and by Amy Jacobs, Ph.D., and David Krauss, Ph.D. of the Centre for Visual Therapies in Cleveland, Ohio.

This series of workshops will introduce the concept and practice of Visual Literacy skills in an inter-personal, communication-/therapeutic level. How a person responds to a photograph, or what and how they choose to photograph tells us as much about the person as about what they are looking at. Phototherapy makes use of information gained in the process of taking and

Friday, 19th November (continued)

9:00 a.m. - 10:30 a.m.

looking at pictures as well as the photo content itself, as effective tools for helping people to grow and change. Professionals using Phototherapy techniques do not interpret people's pictures for them, but rather explore with them their reactions and feelings using photos and video tapes as catalysts to bring forth parts of a person not usually accessible through verbal interchange.

10:30 a.m. - 10:45 a.m.

Coffee Break

10:45 a.m. - 12:00 noon

CONCURRENT SESSIONS

National Film Board: Canadian Images (Cinema)

A hosted screening of films reflecting Canadian Culture.

Film Seminar (Room 1)

Al Razutis, a Vancouver filmmaker and teacher of film at Simon Fraser University, well-known for his experimentally innovative techniques will present and discuss some of his work.

Culture and Education, A Test Case: The Production and Use of A Chilcotin-Language Film (Room 2)

by Robert Tyhurst, Ph.D. Candidate, University of British Columbia.

Chilcotin is an Athapaskin language with approximately 1800 speakers in the west central interior of British Columbia. Robert Tyhurst is in the process of completing the first (in what is hoped to be a series) of Chilcotin language teaching films - a film on salmon fishing and processing. Conditions encountered in the shooting and production of this film, and prospects for its distribution and use raise some interesting questions regarding the production of cultural education materials.

Understanding Expressive Photography - Toward a Model for Visual Thinking and Learning (Room 3)

by B.J. Eshpeter, M.Ed., Calgary Board of Education, and G.J. deLeeuw, Ph.D. University of Calgary, Alberta, and R.J.B. Carswell, Ph.D., Professor of Curriculum and Instruction, University of Calgary, Alberta.

Friday, 19th November (continued)

10:45 a.m. - 12:00 noon

It has been estimated that in 1981 alone 10 billion new images were added to the world's already burgeoning collection of photographs. To help us comprehend this proliferation of photographic images Eshpeter et al have developed a model of visual communication based on James Britton's conception of language development. This model provides, for example, a means for understanding the maturational stages of photographic development from the egocentric images of the child to the more considered and reflective work of the mature photographer.

This model, when combined with McKim's visual thinking paradigm, provides a strong framework for the development of visual studies programmes at all levels of education.

Alladin's Lamp: Visual Techniques for Teaching Academic and Business Writing (Room 4)

by Tom McKeown, M.A., Department of English, Capilano College, North Vancouver.

This workshop involves a slide presentation and communication game to demonstrate the right/left brain theory regarding the four languages of the mind. Mental Alps separate the Right and Left brain and educators explore the "passes" which lead from one side to the other and back.

The workshop provides some approaches to improving learning and attempts to share a teaching technique that allows people to learn writing easily.

Phototherapy 2 (Room 5)

By Jerry L. Fryrear, Ph.D., Human Sciences Programme, University of Huston, Clear Lake City and Alan Entin, Ph.D., Clinical Psychologist, Richmond, Virginia, and Pamela L. Weaver, M.A., Teacher, Photographer, South Pasadena, California

Fryrear will give a presentation entitled "Video Enhanced Human Relations Training" with an active model of a structured human relations training programme which combines video playback, overt and covert behavioural research and group discussion and interaction. Four applications of the model will be presented - assertiveness training of individuals, therapy skills training of clinical psychology practicum students, group therapy skills training of counsellors in a drug abuse programme, and parental skills training of parents.

Friday, 19th November (continued)

10:45 a.m. - 12:00 noon

Alan Entin's topic is "Family Photo Albums: Icons of the Family". Photographs and family photo albums communicate information about individuals and relationship patterns in the family. The use of family albums in psychotherapy is a technique to assist in the understanding of the family system, re-establish contact with family members, and deal with unresolved issues to change one's self. By learning how to "read" photographs using the concepts of family systems theory, it then becomes possible to observe and interpret albums more sensitively to better understand one's own personal and family history.

Pamela Weaver will discuss stages of learning and awareness in photography which are transferable to other experiences. She will discuss methods of teaching the gifted, the brain injured, the learning and developmentally disabled, and "normal" students who feel they are not creative. Participants will be able to experience various exercises which they may apply in various personal and professional situations.

12:00 noon - 1:30 p.m.

Lunch Break

1:30 p.m. - 3:00 p.m.

CONCURRENT SESSIONS

National Film Board Screening: Premiere of Jack Long's film, "Arthur Erikson". (Cinema)

Jack Long, award-winning West Coast photographer and filmmaker who has worked in a variety of subjects (including Bill Reid, Joan Baez, and Ian & Sylvia) has recently completed a film on Arthur Erickson, world renowned West Coast architect. Jack Long and the National Film Board are honouring IVLA '82 with the premiere of this film. If possible, Arthur Erikson will be present to discuss the film.

Visual Literacy and the Micro Computer: Children, The Apple Computer, and Logo (Room 1)

by Tillman J. Ragan, Ph.D., Professor, Educational Technology, The University of Oklahoma and Judith Blicht, Graduate Teaching Assistant, College of Education, The University of Oklahoma

Friday, 19th November (continued)
1:30 p.m. - 3:00 p.m.

From a visual literacy perspective, LOGO, a visually-based computer language for children will be demonstrated. Using the "Turtle Graphics" and other capabilities of LOGO, children acquire knowledge in mathematics, geometry, and computer programming through devising computer commands which make a "turtle" move about on a television screen drawing designs and pictures. LOGO and related micro computer software represent a powerful new way to teach, involving the interaction of children's minds, computer intelligence and visual mediation.

Visual capabilities of micro computers will be discussed within the framework of visual literacy theory and practice. The presentation will involve computer use as well as audience participation and discussion.

The Totem Pole - Symbol of the Sacred Centre (Room 2)

by Susan Marsden, B.A., P.D.P., Native Studies Coordinator and Teacher, Kitwanga, British Columbia.

This presentation will examine the ancient and highly sophisticated form of visual languaging exemplified in the totem pole, and thereby attempt to reveal a dimension of visual literacy common to all culture, and especially relevant in our era. The role of the totem pole as archetype will be explored with its origins in mythic time as "World" or "Cosmic Tree", its consequent use in shamanic ritual and its function as 'bearer of the power of the clan' will be discussed and compared to instances of this archetype in contemporary western culture, with final emphasis on the contrasting educational experiences of the child in each culture and the possible implications of this comparison for our future.

Developing A Broadcast Television-Based Visual Literacy Learning System (Room 3)

by Robert Tilroe, B.A., M.S., Educational Development Officer, TV Ontario and Martin Oudejans, Coordinator of Photography, Conestoga College, Ontario.

A progress report will be presented on the content and status of an educational television-based multi-media project, EYE & BRAIN, proposed for production by TV Ontario. The project includes examination of the need for and approaches to enhancing personal visual intelligence.

Friday, 19th November (continued)
1:30 p.m. - 3:00 p.m.

The essence of visual thinking and critical seeing will be explored as will the process of "unwinding" conditioned responses and conventional viewpoints. The question of how we perceive and interpret what we see measured against the social impact of the process will be examined. The need for visual intelligence and the impact of electronic media on perception is considered.

Brainstorming Visual Literacy in Art Education: Making A Foundation (Room 4)

by Lon Nuell, BFA, MsEd., Ed.D., Chairman, Art Department, Middle Tennessee State University.

A free-wheeling think session for the purpose of arriving at a substantially solid foundation for including visual literacy as a major component in art education programs. This session is geared to those interested in the field of art education at all levels from kindergarten through college.

Phototherapy 3 (Room 5)

by Jyan Nath, M.Ed. University of British Columbia, Teacher of Special Education, Fleming Elementary School, Vancouver and Judy Weiser, M.S.W., R.S.W., M.S.Ed., Director, Phototherapy Centre, Vancouver and Amy Jacobs, Ph.D., Centre for Visual Therapies, Cleveland, Ohio.

Topics for this workshop include "Learning Assistance for the Handicapped in the Classroom", "A Cross Cultural Longitudinal Case Study in Phototherapy" and "Visual Confrontation in Counselling".

The cross cultural case study will introduce the audience to "Debbie", a hearing impaired Native Indian girl with whom Judy Weiser has been working for a number of years. There will be abundant visual material presented of and by "Debbie", demonstrating the effectiveness of phototherapy.

Dr. Jacobs' presentation details experience in using phototherapy and art therapy in a treatment centre for dependent adolescents. The specific rationale for utilizing visual therapy with substance abusers will be examined in the light of the unique role the artistic process plays in concretizing a patient's fundamental feelings and thoughts. A theory of art/photo therapy, based upon the notion that the unconscious reveals itself first in images rather than words, illuminates the power of this modality. An examination of the chemically

Friday, 19th November (continued)
1:30 p.m. 3:00 p.m.

dependent personality will explore the individual's active denial system which is best confronted via the graphic/photographic image. Case studies and slides will be utilized to document patients' artwork in treatment. This workshop will end in a discussion to conclude the phototherapy series.

3:00 p.m. - 3:15 p.m. Coffee Break

3:15 p.m. - 4:30 p.m. **CONCURRENT SESSIONS**

National Film Board Screening: "Not A Love Story" (Cinema)

The acclaimed and controversial documentary on Pornography. The demand for this film is perhaps the greatest in National Film Board history. Bonnie Klein, the filmmaker, will be present to relate her experiences with the film and to lead a discussion.

Meaning in Film Aesthetics (Room 1)

by Edward Bakony, M.A., Faculty of Education, University of British Columbia

Edward Bakony has been a producer, director, writer, actor, commentator on film, television, radio and stage - in Hollywood, for P.B.S., C.B.C., C.T.V. and industry. He has introduced and taught film and television programmes at McGill, Champlain, York and Concordia. The power of form to inform. Can we sensitize ourselves to it? Can enjoyment and learning be increased through film aesthetics? Yes. Illustrations from Ingmar Bergman's feature, THE SEVENTH SEAL, Einstein's Hollywood motion picture on RELATIVITY and other films.

Friday, 19th November (continued)
3:15 p.m. - 4:30 p.m.

Visual Compositions: A Way To Integrate Visual and Verbal Literacies (Room 2)

by Richard Sinatra, Ph.D., Coordinator of Reading Programs, St. Johns University, Jamaica, New York.

The purpose of this presentation is to show how the use of visual compositions can improve the writing and reading development of normal and linguistically disabled learners. The concept of visual literacy will be explored as a powerful means of engaging the holistic, visual/spatial processing mode of the brain's right hemisphere. Research has shown that many of the reading and learning disabled are more proficient with visual/spatial processing than with verbal processing. Research also shows that when both hemispheres are involved in learning, the potential for recall is greater.

The way that viewing organised visual stories aids writing and reading development will be discussed. Seven types of writing styles achieved through visual composition arrangement will be demonstrated.

Media Probe (Room 3)

by Joan M. Bolt, B.A. AMUS, M.L.S., Learning Materials Centre, London, Ontario

A hands-on approach to learning about the medium of television, based on the belief that familiarity with the tools and techniques used in television production lead to more informed and more active viewing.

The session includes a brief look at the development of television and its effects, known and surmised, on the developing child, with particular emphasis on the child's developing self-concept and his/her perceptions of the world. This workshop will provide a unit outline for use with grades 4-6, entitled "Looking at Television", and a collection of materials including films and videotapes for use in the classroom, with an extensive bibliography.

Friday, 19th November (continued)
3:15 p.m. - 4:30 p.m.

Clothing: "An Outward and Visible Sign" - The Symbology of Apparel (Room 4)

by Hilary Clark, B.H.E., Dip.T.T., Retail Merchandising, Capilano College.

Introduced by a brief historical background concerning the use of clothing in Western Civilization, this presentation by discussion and slides, asks a number of questions: What is clothing saying? What do we read into other people's dress? What is the spectrum of roles and personalities expressed in women's and men's dress? How conscious are our clothing choices? and How do we use this information?

Hilary Clark, who initiated the Retail Merchandising Programme at Capilano College, is a most dynamic and insightful analyst of the language of clothing.

NATIONAL FILM BOARD EVENING

6:00 p.m. - 8:00 p.m.

Wine and Cheese party hosted by the National Film Board of Canada (Media Centre Lobby)

8:00 p.m.

National Film Board film presentations organised by Jan Clemson of the Vancouver National Film Board: Colin Low, Producer, Director and veteran filmmaker of the National Film Board will present a programme representing the Film Board's highest achievements.

Master of Ceremonies: Patricia Groves, Capilano College

SATURDAY, 20th NOVEMBER

8:30 a.m. - 9:00 a.m.

Coffee, Media Centre Lobby

9:00 a.m. - 10:00 a.m.

Keynote Address, Betty Nickerson (Cinema)

"First Sight: The Visual Environment through Children's Art", introduced by Anne Morley, Media Resources Department, Capilano College.

10:10 a.m. - 11:00 a.m.

CONCURRENT SESSIONS

Betty Nickerson: A Seminar (Room 1)

Verbalizing the Visual and Visualizing the Verbal (Room 2)

by Roberts A. Braden, Ed. D., Head of Instructional Development and Assistant Director of Learning Resources, Virginia Polytechnic Institute and State University..

The heart of this presentation is a discussion of presentation graphics (sundry illustrations in any of several visual media which are used in conjunction with the spoken word). Examples of both non-linguistic imagery and linguistic components combined in the same illustration are of particular concern. The outline graphic (OG) is central to the theoretical discussion of visual-verbal interplay, and a case is made that OGs appeal concurrently to both brain lobes. Related forms such as flow charts, symbol diagrams, logic diagrams and non-numeric matrix display must be considered in the development of visual-verbal materials designed to stimulate whole-brain involvement.

Practical techniques for achieving visual-verbal discontinuity are the link that ties the theoretical consideration of visual-verbal relationships to the useful topic of presentation graphics.

Mung: Making the Computer Talk Back (Room 3)

by Peter C. Montgomery, Ph.D., Camosun College, Victoria, British Columbia

An effective and simple demonstration of the use of computer graphics to create an interesting visual learning experience that can be self-paced, but still very interactive.

Saturday, 20th November (continued)
10:10 a.m. - 11:00 a.m.

Schweitzer: A Social Dichotomy Two Decades Later (Room 4)

by Donald Desfor, Ph.D., Professor, Cerritos College, Norwalk, California

Life at Dr. Albert Schweitzer's jungle hospital less than two decades ago contrasts sharply with our contemporary electronic computer society. Dr. Desfor's visual presentation offers an opportunity of Seeing Ourselves in a Social Context of comparative values. Dr. Desfor stayed with Dr. Schweitzer at his jungle hospital while on assignment for the Associated Press to evaluate criticisms of Schweitzer during the Nobel Peace Prize Winner's 50th year in Africa.

Repeats (Room 5)

Programme for this space to be announced in response to demand.

11:10 a.m. - 12:00 noon

CONCURRENT SESSIONS

Learning, Thinking, and Communicating Through Diagrams (Room 1)

by Pris Hardin, Ph.D., Design Consultant, Production Director, Researcher, and Visualization Specialist, Corvallis, Oregon

Student participation in diagramming activities supports learning in virtually any curricular area while fostering development of valuable visual communication skills.

After a visualised introduction to instructional diagramming, participants construct diagrams and compare their results. The central focus of the discussion is on practical aspects of integrating diagramming into curricula from elementary grades through adult education. Participants learn how to identify appropriate subject matter for diagramming. Important steps include analysis of concepts and selection of diagram elements. The session concludes with a description of techniques for guiding diagrammers and for interpretation of diagrams.

Saturday, 20th November (continued)
11:10 a.m. - 12:00 noon

The Child's Discovery of Space or "I Saw It On Television" (Room 2)

by Lon Dubinsky, M.A., Lecturer, Media Studies, Dalhousie University, Nova Scotia

Most research about television focuses on the content of programming to determine how the medium influences and mirrors a culture. Lesser consideration is given to the forms and structure of television, the bones, sinews and organs of the medium. These make the content - the surface, the veneer, the skin, so irresistible and accessible.

The presentation will examine certain structures which contribute to the child's discovery and conception of space. Mr. Dubinsky intends to illustrate that certain notions and experience of space, indeed the establishment of a particular sense of place, in one way, confirm how television is a dominant context for a child's view of him/herself.

Inter and Intra Cultural Processes For Deriving Meaning From Photographs (Room 3)

by Marina Stock McIsaac, Ph.D., Assistant Professor, Educational Technology, Arizona State University

Two broad approaches to gathering visual information from photographs can be identified in anthropological terms, as etic and emic. In the first, categories are established "a priori" by an outsider and viewers are asked to identify selected concepts in photographs. In the second, systems and patterns are sought in the categories which emerge as viewers themselves create structures for meaning from photographs. The present research studies inter and intra cultural implications of pre-conceived categories vs. self-generated categories by looking at content analysis, semantic differential and Q-sort techniques.

Language as an "Audio and Visual" System; Strategies in Teaching Unwritten Languages (Room 4)

by Catherine Tyhurst, Ph.D. Candidate, McGill University, Montreal, Quebec

Saturday, 20th November (continued)
11:10 a.m. - 12:00 noon

This presentation focuses on problems encountered with the introduction of writing in a non-indigenous language to a pre-literate society. The fundamental proposition is that a written language is an 'auditory' and 'visual' representation of speech and that there must be a naturally developed relationship between the two in the process of the acquisition of literacy by individuals for whom the graphic representation of sound is a new medium of expression. This is based on observation made during a three year research period in the Solomon Islands. The paper challenges the notion that literacy is necessarily transferrable as a medium of representation apprehended by speakers of different languages. It is hoped that the presentation may open a cross-cultural window on both the potency of language and the impact of literate expression in our own society as well as in those whose exotica make us reflect in order "to see ourselves".

Experimental National Film Board Visual Literacy Programme
(Room 5)

by Joan Collins, M.A., Teacher Education Programme at Simon Fraser University and Don White, B.A., Freelance filmmaker, presently working on a B.C. Ecology series.

The mass media comprises a large part of our children's environment. For this reason it is important that we begin to teach children at a very early age that their eyes and ears are constantly giving them information; that perception is selective and that sound and visual images should be studied throughout a person's schooling. The proposed programme of films would be a very important first phase in helping children to develop a critical sensibility toward visual and oral communication.

12:00 noon - 1:30 p.m.

New IVLA President's Address

Awards Lunch: Buffet in the Media Centre Lobby, catered by the Vegetable Patch.

1:30 p.m. - 2:30 p.m.

CONCURRENT SESSIONS

John Hirsch: a Seminar (Room 1)

Saturday, 20th November (continued)
1:30 p.m. - 2:30 p.m.

Visual Design in Distance Education (Room 2)

by David Kaufman, Ed. D., Director of Educational Technology, Open Learning Institute, British Columbia and Denise Sketches, B.A., Visual Designer, Open Learning Institute, British Columbia

A brief overview is given of the Open Learning Institute, a recently created distance education institution in British Columbia. This is followed by a description of the course development process and the components of a typical course. The creative process of visual design is described as it is carried out at the Institute. A two-dimensional model for classifying visuals is proposed. The dimensions of the model are purpose and mode. The purpose may be instructional, motivational or directional, while the mode may be illustration or photograph. These are defined in more detail and numerous examples are shown (on slides) which fall into each of the cells of the model. Implications for the design of self-instructional materials are outlined and suggestions for further research are given.

An Examination of the Communication Interactions Between Hearing Impaired Infants and Their Parents (Room 3)

by Carolyn Scroggs, Ph.D., Associate Professor, Special Education, Lewis & Clark College, Portland, Oregon

The purpose of this paper is to present the preliminary results of the first phase of a ten year longitudinal project to analyse the developing language of hearing impaired children. The two major purposes of the first year of the project have been: (1) to develop procedures for analyzing communication interactions between hearing impaired infants and their parents; and, (2) to describe some of the communication found between the infants and their parents.

Methodology involves videotaping in play situations and categorized transcriptions. Of particular interest in the analysis is the complexity of rhythmical movements used by the hearing impaired infant and the parent to meet communication needs. Of further interest has been the role of visually observable and tactually cogent imitation behaviours as part of these proto conversations.

Saturday, 20th November (continued)
1:30 p.m. - 2:30 p.m.

Men and Women Speak Different Body Language (Room 4)

by Janet Mills Ragan, Ph.D., Associate Professor, Department of Human Relations, The University of Oklahoma

The purpose of this session is to demonstrate sex differences in nonverbal behaviours and to clarify how statements of gender are fused with statements of power and affiliation. To capitalize on the theme of the conference, participants will be asked to participate in the session by displaying the gender behaviours as they are demonstrated and discussed. That is, participants will be provided with the opportunity to see themselves in the social context of their own and other's gender identity. The consequences of the fusion of gender and power in men and gender and affiliation in women, will be described in the context of the professional and managerial workplace.

National Film Board Repeats (Cinema)

Canadian Images

2:30 p.m. - 3:00 p.m.

Coffee Break

3:00 p.m. - 4:00 p.m.

CONCURRENT SESSIONS

Integration of the Image and the Word (Room 1)

by Rita Girshman, B.A., Media Specialist and Teacher, Ellicott City, Maryland and Eleanor Gnizak, M.A., Teacher, Ellicott City, Maryland

A presentation with visuals will be used to show a unique method of integrating visual literacy and language manipulation, illustrating a film study curriculum for secondary students designed to enrich and enlarge communicative skills in a beginning film unit. The unit details the concrete steps necessary to write, produce and edit a film, but goes beyond the ordinary and expected and explains how students through the use of group dynamics emerge with award winning films that imitate the first steps of the adult film community. Some of the student activities in the unit explore the elements of visual literacy, the importance of point of view, tone and mood in film. Examples of student products resulting from those activities will be presented along with student-produced animated and live action films and a video tape satirizing their filmmaking efforts.

Saturday, 20th November (continued)
3:00 p.m. - 4:00 p.m.

A Classroom Use of Visuals in Teaching Multiculturalism: Exploring Likenesses and Differences With Film (Room 2)

by Bette Hood, B.A., Freelance Teacher, North Vancouver, British Columbia

Bette Hood presents her social studies teaching unit, developed and practiced in the classroom over the past five years. The programme involves an indepth look at the multicultural make-up of Canada. Using film viewing and animated discussion, the students are guided to question and understand cultural stereotypes. This is a practical approach to visual literacy in the classroom. Emphasis is on the use of film as an essential catalyst in focusing on multicultural issues, examining cultural attributes and stimulating discussion.

Children's Perceptions of the Elderly As Portrayed Through North American Commercial Television Programming (Room 3)

by Nan MacLeod-Engel B.S., M.A., Associate Director, International Television Research and Information Centre, University of Alberta

This presentation looks at children's impressions of television's portrayals and identification with specific characters. It discusses the possible interaction effects on children's own behaviour of perceptions of characters and perceptions of attitudes and behaviours expressed by those characters. It reviews the extent to which impressions of television characters are generalized to perceptions of real people. The central focus of the study will be an examination of how children perceive the elderly via television portrayals.

A Report on the College Course, "Visual Literacy: Learning to See" (Room 4)

by Ronald E. Sutton, Associate Professor, School of Communication, The American University, Washington, D.C.

This presentation is a report on a first offering of "Visual Literacy: Learning to See". It includes the syllabus, samples of audio-visual aids used, books assigned, hand-outs employed, field trips report forms and student evaluation sheets. Professor Sutton who developed the course and presented its prospective outline at IVLA '81 will give a summary report and evaluation. The course is being published in the IVLA Curriculum project.

Saturday, 20th November (continued)
3:00 p.m. - 4:00 p.m.

Repeats (Room 5)

Programme for this space to be announced in response to demand.

GRAND FINALE (Cinema)

The Anna Wyman Dancers, one of Canada's Major dance troupes will perform following a presentation from the National Film Board Dance spectacular filmed live at the National Arts Centre in Ottawa

GALA!

Followed by: Social hour, no host bar, Media Centre Lobby

Master of Ceremonies: Nancy Lynch, Capilano College

C R E D I T S

PROGRAMME	Patricia Groves	Capilano College
FINANCE	Nancy Lynch	Capilano College
NFB LIAISON & PROGRAMME	Jan Clemson	National Film Board, Vancouver
PUBLICITY	Anne Morley and Karen Roberts, Trish Grant, Yoskyl Webb	Capilano College
PLANNING & MEETINGS	Chuck Heath	Westover Community School
TOURS & PLANNING	Paul Azaroff,	Capilano College
HOTEL & BANQUETS	Blair Greenwood	North Vancouver School Board
AUDIO VISUAL	Les Szabados Dave Harper	Westover Community School Capilano College
HOSPITALITY	Maureen Newman	North Vancouver School Board
COMMUNICATIONS & PRESS	Baljeet Dhaliwal	Capilano College
SESSIONS HOSTINGS	David Kaufman	Open Learning Institute
REGISTRATION		Capilano College Community Education

Special Thanks to:

The Ridge Theatre	
Pacific Cinemateque Pacificue	
Acadamedia	
Laraine Hamilton	Social Sciences, Capilano College

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PLEASE BRING IT WITH YOU

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