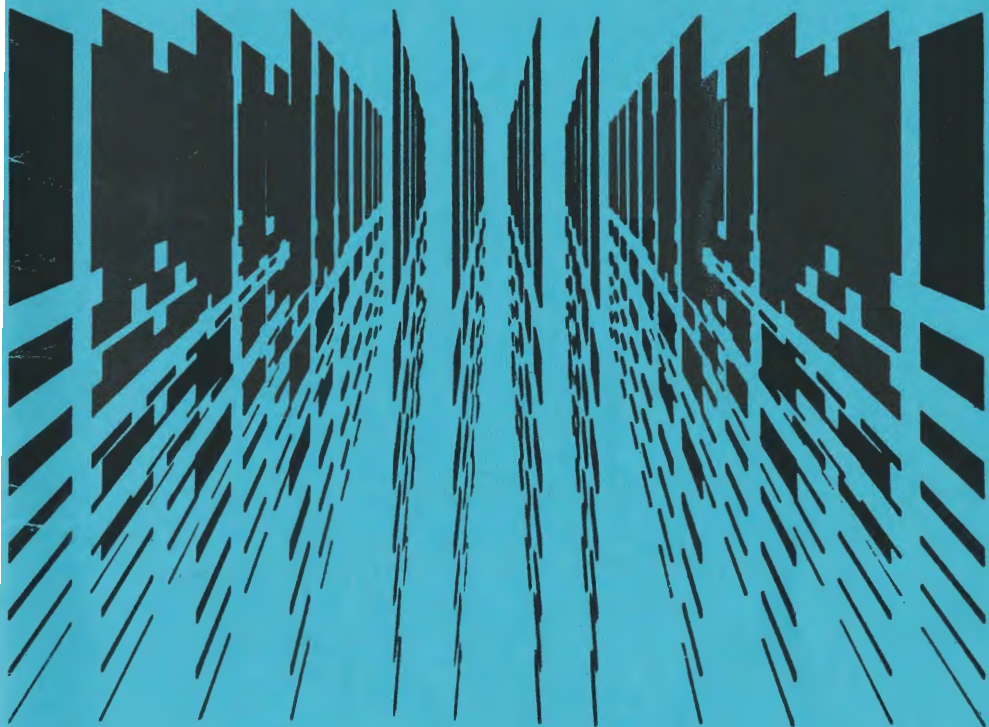


A Dream, A Vision, A Reality



19th Annual Conference

**International
Visual Literacy Association**

"Visual Literacy In Life and Learning"

Tulsa, Oklahoma
October 28-November 1
1987

IVLA-87 Conference Committees

Conference Chair Barbara Duffy
Program Chair Jim Sucsy
Selection-Papers Chair Roberts Braden
Conference Co-Chair Jimmie Ray Terry
Site Arrangements Co-Chair Susan Babbitt
Host Coordinator Vi Bowers
Equipment Coordinator Les Price
Evaluations Margaret Smith
Publicity David Considine

Acknowledgements

Oklahoma State Department of Tourism
Tulsa Chamber of Commerce
Apple Computers-Computers I (Tulsa)
Oklahoma State Department of Education
Oklahoma Beef Commission
Oklahoma Peanut Commission
Oklahoma Wheat Commission
University of Oklahoma
Oklahoma State University
Industrial Video, Inc.
Oklahoma Pecan Commission

Program Design and Layout

Key Graphics (Oklahoma City)

This project was made possible
with the assistance of the

*State Arts Council
of Oklahoma*

and the National Endowment for the Arts

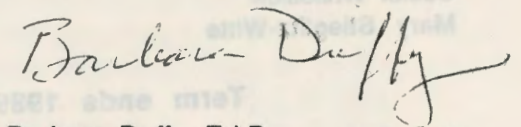
Welcome to Oklahoma!!

We are delighted to have you visit our state, and we hope that your attendance at the 19th Annual Conference of the International Visual Literacy Association will prove both informative and pleasant. Be assured that the conference organizers and the hotel staff will do our best to see that you have a quality experience.

The conference program and activities have been designed to broaden your visual learning experiences, and to increase your appreciation of visual literacy as a whole. We have planned to use a variety of learning/teaching styles, as well as a number of different formats. In doing so, we hope to meet the varied interests and needs represented by those attending the conference.

Please enjoy your stay and return to Oklahoma again at an early date.

Visually and Literately,



Barbara Duffy, Ed.D.
1987 Conference Chair
International Visual Literacy
Association

IVLA Officers

President

Robert Muffoletto

President-elect

Rhonda Robinson

Vice Presidents

Roberts Braden

Martin Oudejans

Richard Sinatra

Board of Directors

Term ends 1987

Dot Farthing

Bob Griffin

Estelle M. Hepburn

Marina McIsaac

Peter Montgomery

Lon Nuell

Rune Pettersson

Howard Silverman

Custer Whiteside

Mary Stieglitz-Witte

Term ends 1988

Roberts Braden

David Considine

Don Desfor

Pris Harden

John Horton

Laverne Miller

Martin Oudejans

Nina Thayer

Alice Walker

Pam Weaver

Term ends 1989

Dick Ball

Ann Becker-DeVaney

Dennis Dake

Phyllis Reynolds-Meyers

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Program Overview 6 & 7

General Information 8

Hotel Information 8

General Sessions . . . 9, 13, 19

Concurrent Sessions . . . 9-32

Presenters List 35 & 36

Map of Hotel 39

The Program . . .

Wednesday, October 28

- 4 p.m. to 9 p.m.: Registration Opens
5:30 to 7 p.m.: Welcoming Reception
6 p.m. to 7:30: Dinner on Your Own
7:30 to 9:30: Board Meeting--open to all

Thursday, October 29

- 8 a.m. to 5 p.m.: Registration Desk is Open
9 a.m. to 10:30: FIRST GENERAL SESSION
Welcoming Remarks
and Keynote Speaker:
Senator Enoch Kelly Haney
(Oklahoma)
- 10:50 to 12 Noon: Coffee Break
12 Noon to 1 p.m.: Concurrent Sessions
Lunch on Your Own
(Box Lunches Available)
12:30 to 2 p.m.: Education Showcases
2:15 to 3:45: SECOND GENERAL SESSION
Nominations
Speaker:
Dr. Grant Venerable
- 3:55 to 4:35: Concurrent Sessions
4:45 to 5:25: Concurrent Sessions
5:30 to 6:30: Concurrent Sessions
6:30 to 8 p.m.: Cocktails
6:30 to 9 p.m.: Tour of Philbrook Museum
9 p.m. to 10:30: Dinner on Your Own
Films and Videos

At A Glance

Friday, October 30

- 8 a.m. to 5 p.m.: Registration Desk is Open
8:30 to 10:20: Concurrent Sessions
10:30 to 12 Noon: THIRD GENERAL SESSION
Election
Speaker:
Dr. Robert Hanson
- 12 Noon to 1:15: Lunch on Your Own
2:30 to 5 p.m.: Concurrent Sessions
Art Deco Architecture
Boston Avenue
Methodist Church
5:30 to 7 p.m.: Reception
7 p.m. on: Dinner on Your Own

Saturday, October 31

- 8 a.m. to 12 Noon: Registration Desk is Open
8:30 to 12 Noon: Concurrent Sessions
12 Noon to 2:30 : AWARDS LUNCHEON
Election Results
Speaker:
Dr. James Marlins
- 2:50 to 5 p.m.: Concurrent Sessions
5:15 to 6:30: Reception and Mask-Making
7 p.m. to 8 p.m.: Dinner on Your Own/
Decorate for Party
8:30 on: Halloween Party

Sunday, November 1

- 9 a.m. to 11:30: New and Old Board Meets
Open to All
12 Noon: Check Out

General Information

Registration & Publication Sales

Wednesday, 4 p.m. to 9 p.m.	Main Lobby
Thursday, 8 a.m. to 5 p.m.	Main Lobby
Friday, 8 a.m. to 5 p.m.	Ballroom
Saturday 8 a.m. to 12 Noon	Corridor

General Sessions--Ambassador Ballroom

Thursday, 9 a.m. to 10:30	Haney
Thursday, 2:15 to 3:45	Venerable
Friday, 10:30 to 12 Noon	Hanson
Saturday, 12 Noon to 2:30	Marlins

Business Meetings

Wednesday, 7 p.m. to 10 p.m.	Board Meeting
Thursday, 2: 15	Nominations from the Floor
Friday, 10:30	Ballots Distributed
Saturday, 12 Noon	Awards & Election Results
Sunday, 9 a.m.	New & Old Board Meets

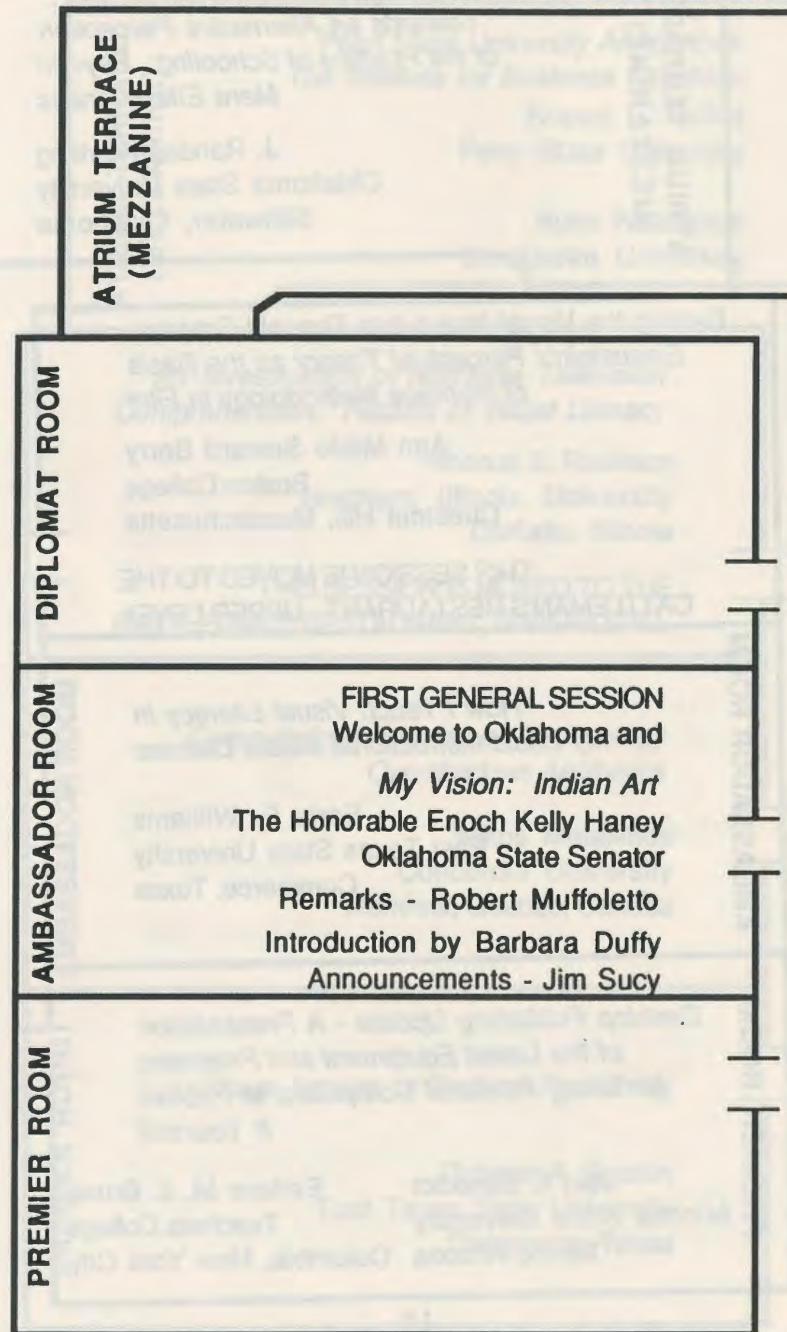
(Everyone is welcome at all meetings)

Hotel Services

Complimentary Cooked-to-Order Breakfast	
Mon.-Fri. 6 a.m. to 9:30	Atrium
Sat.-Sun. 7 a.m. to 10 a.m.	Atrium
Complimentary Cocktail Party	
Every evening 5:30 to 7:30	Atrium
Cattlemen's Restaurant	
Mon.-Fri.	Lunch served 11 a.m. to 2 p.m.
Mon.-Thu.	Dinner served 5 p.m. to 10 p.m.
Fri.-Sat.	Dinner served 5 p.m. to 11 p.m.
Harvey's Lounge	
Mon.-Sat.	11 a.m. to 1 a.m.
Limited Sandwich Menu on Saturdays	

Swimming Pool, Sauna, Steam Room, Sun Deck & Whirlpool open 6 a.m. to Midnight
 Gift Shop open daily from 8 a.m. to 10 p.m.

THURSDAY 9:00 A.M. TO 10:30 A.M.



THURSDAY 10:50 A.M. TO 11:30 A.M.

**ATRIUM TERRACE
(MEZZANINE)**

*Towards an Alternative Perception
of the Practice of Schooling: Beyond
Mere Effectiveness*

J. Randall Koetting
Oklahoma State University
Stillwater, Oklahoma

*Turning the Visual Image Into Thought Process:
Eisenstein's Perceptual Theory as the Basis
of Montage Methodology in Film*

Ann Marie Seward Berry
Boston College
Chestnut Hill, Massachusetts

THIS SESSION IS MOVED TO THE
CATTLEMAN'S RESTAURANT - UPPER LEVEL

AMBASSADOR ROOM

*How I Teach Visual Literacy in
My Basic Instructional Media Classes*

Earle E. Williams
East Texas State University
Commerce, Texas

PREMIER ROOM

*Desktop Publishing Update - A Presentation
of the Latest Equipment and Programs
for Using Personal Computers to Publish
It Yourself*

Joel A. Benedict Earlese M. J. Bruno
Arizona State University Teachers College
Tempe Arizona Columbia, New York City

THURSDAY 11:40 A.M. TO 12:00 P.M.

**ATRIUM TERRACE
(MEZZANINE)**

*Penn State University Announces
The Institute for Business Graphics*

Robert E. Griffin
Penn State University

Rune Pettersson
Stockholm University

*An Investigation of Narrative Television
Comprehension: Factors of Visual Literacy*

Rhonda S. Robinson
Northern Illinois University
DeKalb, Illinois

THIS SESSION IS MOVED TO THE
CATTLEMAN'S RESTAURANT, UPPER LEVEL

AMBASSADOR ROOM

*Computerized Television: Technology
Overshadows Aesthetics*

Nikos Metallinos
Concordia University
Montreal, Quebec, Canada

PREMIER ROOM

Visual Aspects of Desktop Publishing

Roberts A. Braden
East Texas State University
Commerce, Texas

THURSDAY 12:30 P.M. TO 2:00 P.M.

ALL EDUCATIONAL SHOWCASES IN DIPLOMAT ROOM	
DIPLOMAT ROOM	Desktop Publishing Joel Benedict & Earlese Bruno
	Signal Publishing Company- A Student Business Penny Goldesberry Harmony Elementary Cushing, Oklahoma
Exhibit of Latest Sony Technology Rusty Boyd Industrial Video, Inc.	Working With Forms-- Living Sculpture Freda Flatt and Students Byng High School Ada, Oklahoma
Color-Coded Typing for Kindergarten Students Jane Goetzinger Highland Park School Woodward, Oklahoma	Young Publishers Margaret Barrows & Pamela Workman Liberty Public Schools

THURSDAY 2:15 P.M. TO 3:45 P.M.

SECOND GENERAL SESSION Art as an Instrument of Vision Dr. Grant Venerable Omnitron Associates Introduction by Charles Mohr Oklahoma State Department of Education Business - Jim Sucy	
DIPLOMAT ROOM	
AMBASSADOR ROOM	
PREMIER ROOM	

THURSDAY 3:55 P.M. TO 4:35 P.M.

ATRIUM TERRACE (MEZZANINE)	
DIPLOMAT ROOM	<p><i>People of Vision: Scenes from the 1987 Stockholm Symposium on Visual Literacy</i></p> <p>Lida Cochran Iowa City, Iowa</p>
AMBASSADOR ROOM	<p><i>Art as an Instrument of Vision - A Discussion</i></p> <p>Grant Venerable Omnitron Associates Boyes Hot Springs, California</p>
PREMIER ROOM	<p><i>Stereotypes, Human Relationships and Their Visual Meaning</i></p> <p>Judith Jaye Tanzman Cal Poly Pomona Los Angeles, California</p>

THURSDAY 4:45 P.M. TO 5:25 P.M.

ATRIUM TERRACE (MEZZANINE)	
DIPLOMAT ROOM	<p><i>Interactive Video in the Classroom</i></p> <p>Merton E. Thompson University of Wisconsin Stevens Point, Wisconsin</p>
AMBASSADOR ROOM	<p><i>"The Eloquent Object"--A Film</i></p> <p>Cathy Edwards Film Producer Tulsa, Oklahoma</p>
PREMIER ROOM	<p><i>The Use of Visuals on Television and in the Printed Media in Support of 'News' Presentations</i></p> <p>Larry Shapiro Chatsworth, California</p>

THURSDAY EVENING

ATRIUM TERRACE
(MEZZANINE)

LEAVE FROM FRONT ENTRANCE
AT 6:30 P.M. FOR
PHILBROOK MUSEUM TOUR

DIPLOMAT ROOM

Films will be shown in the Diplomat Room
starting at 9:00 p.m. including . . .

Academy Award Winner
Songs of Wool:

Vena Tipton's Hooked Rugs
Cathy Edwards

Ballet Robotique
Computer Magic
Something Special

Secondary Student

Recruiting (segment)

Host - Les Price

Francis Tuttle Vo-Tech

AMBASSADOR ROOM

PREMIER ROOM

FRIDAY 8:30 A.M. TO 9:30 A.M.

ATRIUM TERRACE
(MEZZANINE)

*Architectural Photographs Promote Student
Awareness and Aesthetic Appreciation*

Joyce Phillips
Hoover School
Oklahoma City, Oklahoma

DIPLOMAT ROOM

*Cable Television--Public Schools--
Visual Literacy: A K-12 Workshop*

Lesley Johnson
Marblehead Public Schools
Marblehead, Massachusetts

AMBASSADOR ROOM

*Beyond the Three R's: Reality,
Reflections, Responsibilities*

Bruce A. Petty and C. D. Payne, Jr.
Oklahoma State University
Stillwater, Oklahoma

PREMIER ROOM

Computer Generated Graphics

A Panel Discussion Chaired By . . .
Robert E. Griffin
Penn State University

Alan Whiteside and Mary Whiteside
University of Arkansas-Little Rock

FRIDAY 9:40 A.M. TO 10:20 A.M.

**ATRIUM TERRACE
(MEZZANINE)**

The Telecourse Student--Who She Is and What She Wants from Telecourses: A Demographic Study of Telecourse Students and Their Characteristics

LaVerne W. Miller
Montgomery College, Maryland

DIPLOMAT ROOM

Using Filmstrips in the Classroom to Develop Comprehension Skills

Inez L. Ramsey
James Madison University
Harrisonburg, Virginia

AMBASSADOR ROOM

Teaching Visual Literacy to Teachers

Robert Muffoletto
California State Polytechnic University
Pomona, California

PREMIER ROOM

Desktop Literacy--Merging Literacies

Pris Hardin
Corvallis, Oregon

FRIDAY 10:30 A.M. TO 12:00 P.M.

**ATRIUM TERRACE
(MEZZANINE)**

DIPLOMAT ROOM

AMBASSADOR ROOM

PREMIER ROOM

THIRD GENERAL SESSION
Learning Styles and Visual Literacy
Dr. Robert Hanson
Hanson, Silver, Strong & Associates
Moorestown, New Jersey

Introduction by Barbara Duffy
Business - Jim Sucey

FRIDAY 1:15 P.M. TO 2:15 P.M.

**ATRIUM TERRACE
(MEZZANINE)**

Workshop on Scripting

Barbara Roos
Grand Rapid State College, Michigan

DIPLOMAT ROOM

*Video - Friend or Foe in Teaching
the Reading of Seeing?*

Barbara Dobbs
Aurora Public Schools, Colorado

AMBASSADOR ROOM

*Learning Styles and Visual
Literacy--A Discussion*

Robert Hanson
Hanson, Silver, Strong & Associates
Moorestown, New Jersey

PREMIER ROOM

Visual Literacy for the Non-Artist

Deborah Curtiss
Deborah Curtiss Studio
Philadelphia, Pennsylvania

FRIDAY 2:30 P.M. TO 3:10 P.M.

**ATRIUM TERRACE
(MEZZANINE)**

*Sparking Learning in Middle Schools
with Interactive Videodiscs*

Lisa Novemsky
New Jersey Institute of Technology
Newark, New Jersey

DIPLOMAT ROOM

AMBASSADOR ROOM

TOUR LEAVES FROM FRONT ENTRANCE

Art Deco Architecture Tour

(Return at 5:00 p.m.)
Hostess - Jimmie Ray Terry

PREMIER ROOM

*Hypertext and Elaboration Theory:
Use of Visual Epitomes for Learning
Complex, Multitopic Complex Materials*

Randy Rezabek and Tillman Ragan
University of Oklahoma, Norman

FRIDAY 3:25 P.M. TO 4:05 P.M.

ATRIUM TERRACE
(MEZZANINE)

DIPLOMAT ROOM

Videodiscs for Learning Physics

Ronald Gautreau
New Jersey Institute of Technology
Newark, New Jersey

AMBASSADOR ROOM

PREMIER ROOM

*Research on Electronic Text:
Accessing Words and Illustrations*

Andrew R. J. Yeaman
University of Wisconsin
Whitewater, Wisconsin

FRIDAY 4:20 P.M. TO 5:00 P.M.

ATRIUM TERRACE
(MEZZANINE)

DIPLOMAT ROOM

*Microcomputer Graphics: The Production
of 35MM Slides and Overhead Transparencies
for Teaching and Research Presentations*

J. Thomas Head
Virginia Tech
Blacksburg, Virginia

AMBASSADOR ROOM

PREMIER ROOM

Thinking Skills and Visual Literacy

Lyn Lacy
Minneapolis Public Schools
Minneapolis, Minnesota

FRIDAY EVENING

**ATRIUM TERRACE
(MEZZANINE)**

DIPLOMAT ROOM

5:30 p.m. - 7:00 p.m.
Reception

AMBASSADOR ROOM

**EVENING IS
OPEN FOR
NETWORKING**

PREMIER ROOM

SATURDAY 8:30 A.M. TO 9:30 A.M.

**ATRIUM TERRACE
(MEZZANINE)**

*The Use of Visuals in the Turkish
Distance Education Program*

Marina McIsaac
Arizona State University
Tempe, Arizona

DIPLOMAT ROOM

*Young Adult Learners and Electronic
Education: Integrating Media Studies
Into the Curriculum*

David Considine
Appalachian State University
Boone, North Carolina

AMBASSADOR ROOM

*The Use of Graphics to Conceptualize
Meaning in Language Arts CAI*

Richard Sinatra
St. John's University
Jamaica, New York

PREMIER ROOM

Interpretation of Image Content

Rune Petterson
Stockholm University
Stockholm, Sweden

SATURDAY 9:40 A.M. TO 10:00 A.M.

**ATRIUM TERRACE
(MEZZANINE)**

A Two Continua Approach to Slide and Tape Presentations, the Affective Versus the Cognitive Domains

Darrell Beauchamp
East Texas State University
Commerce, Texas

DIPLOMAT ROOM

*An Analysis of Learning Styles:
Academic and Vocational Students*

Beverlee Kissick
Virginia Commonwealth University
Richmond, Virginia

AMBASSADOR ROOM

*See Jane, See Jane Compute?: Perceived
Credibility of Adolescent Female Talent
in Visual Presentations on Computer Use*

Landra Rezabek
The University of Wyoming
Laramie, Wyoming

PREMIER ROOM

*Wayfinding in Computerized Card Catalogs:
Library of Congress vs. Gallaudet University*

Sandra Wright Sutherland
University of Washington
Seattle, Washington

SATURDAY 10:10 A.M. TO 11:10 A.M.

**ATRIUM TERRACE
(MEZZANINE)**

*A Reality: Visual Literacy's Connection
to Literacy in the Language Arts*

Janice J. Wilson
Texas A&M University
College Station, Texas

DIPLOMAT ROOM

Dynamics of Aesthetic Perception

Richard W. Lind
Tulsa University
Tulsa, Oklahoma

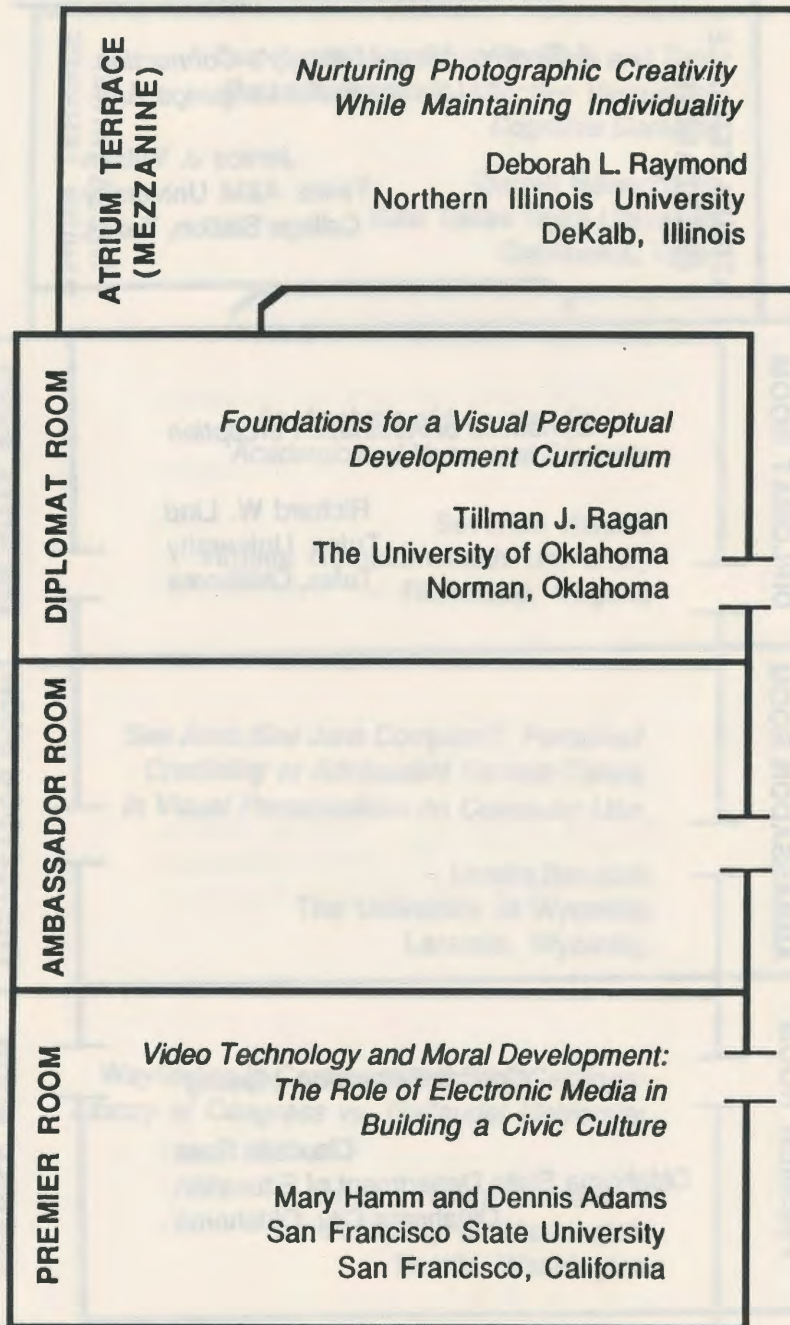
AMBASSADOR ROOM

PREMIER ROOM

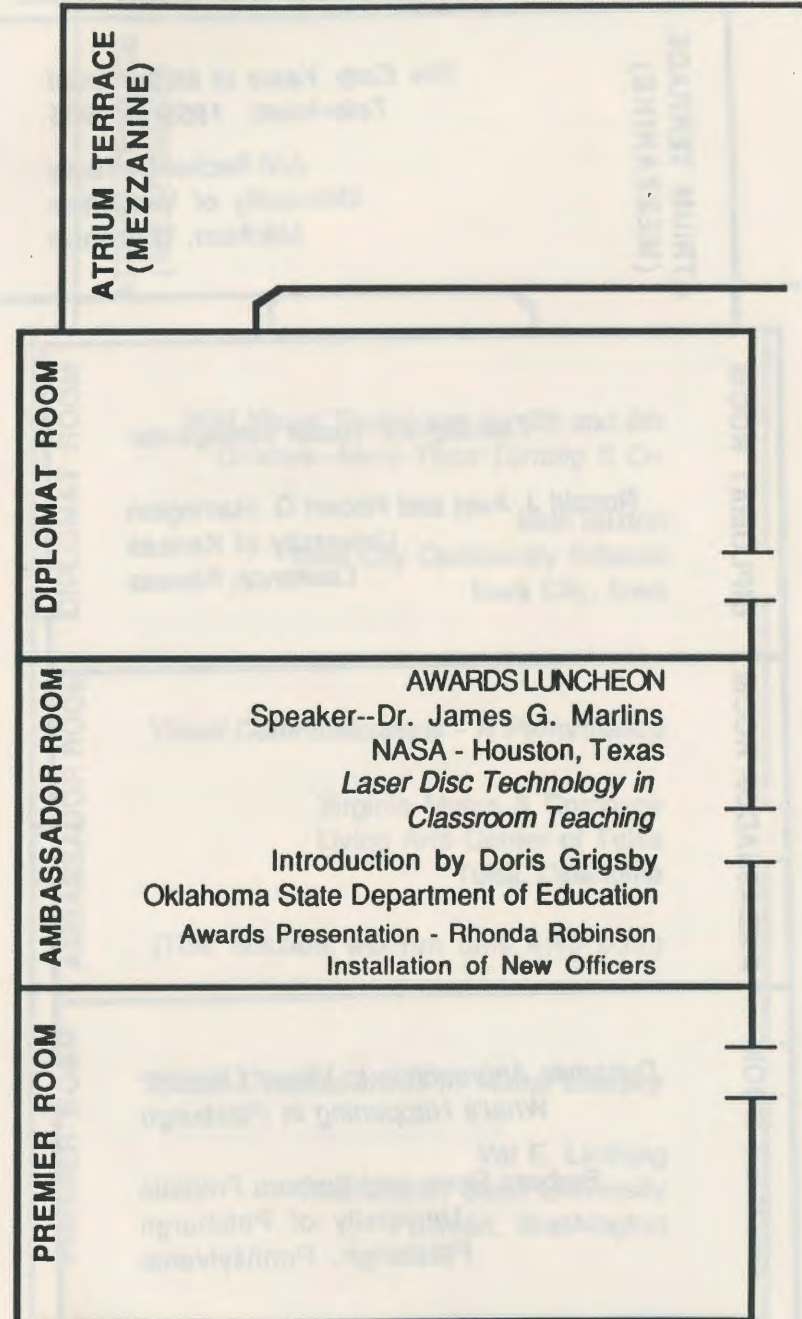
Critical Television Viewing

Claudette Goss
Oklahoma State Department of Education
Oklahoma City, Oklahoma

SATURDAY 11:20 A.M. TO 12:00 P.M.



SATURDAY 12:00 P.M. TO 2:30 P.M.



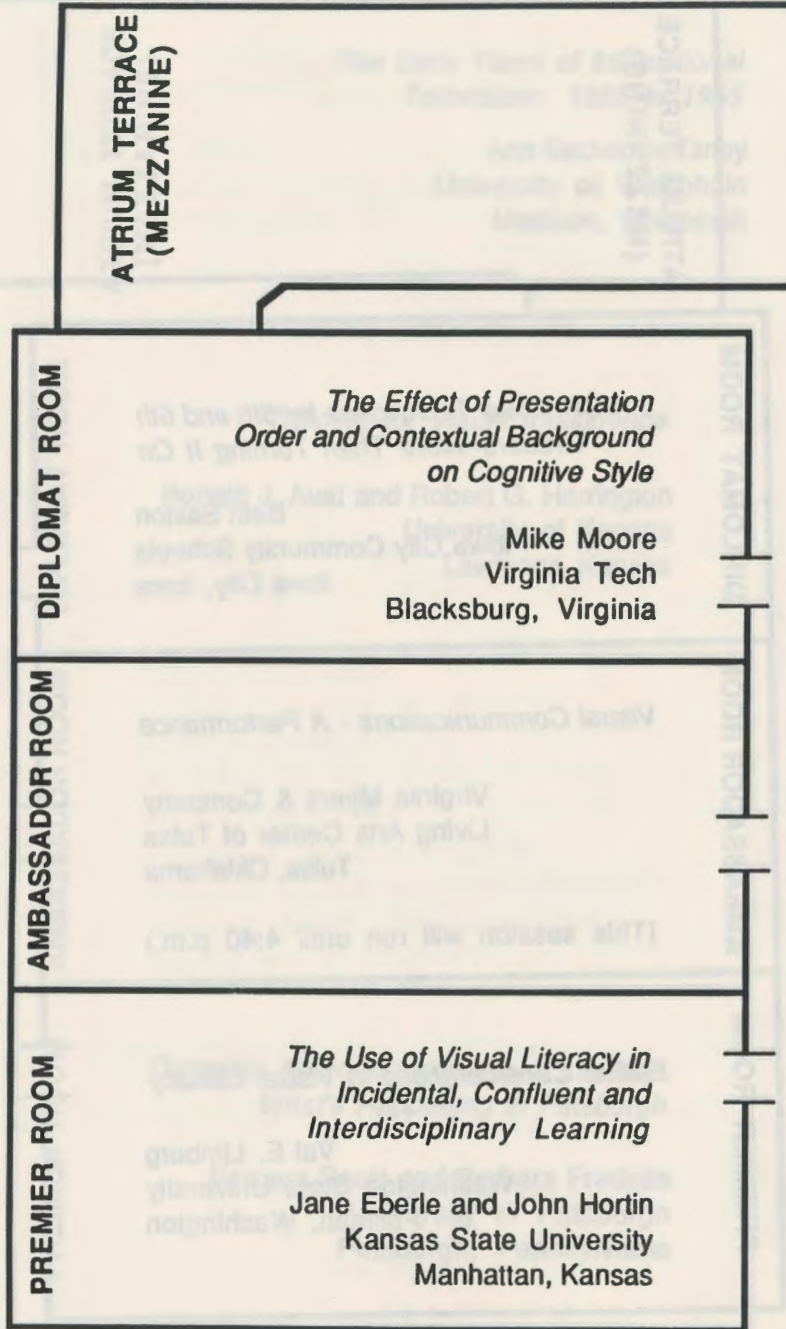
SATURDAY 2:50 P.M. TO 3:30 P.M.

ATRIUM TERRACE (MEZZANINE)	<p><i>The Early Years of Instructional Television: 1955 to 1965</i></p> <p>Ann Becker DeVaney University of Wisconsin Madison, Wisconsin</p>
DIPLOMAT ROOM	<p><i>Training for Visual Intelligence</i></p> <p>Ronald J. Aust and Robert G. Harrington University of Kansas Lawrence, Kansas</p>
AMBASSADOR ROOM	
PREMIER ROOM	<p><i>Dynamite Approaches to Visual Literacy: What's Happening in Pittsburgh</i></p> <p>Barbara Seels and Barbara Fredette University of Pittsburgh Pittsburgh, Pennsylvania</p>

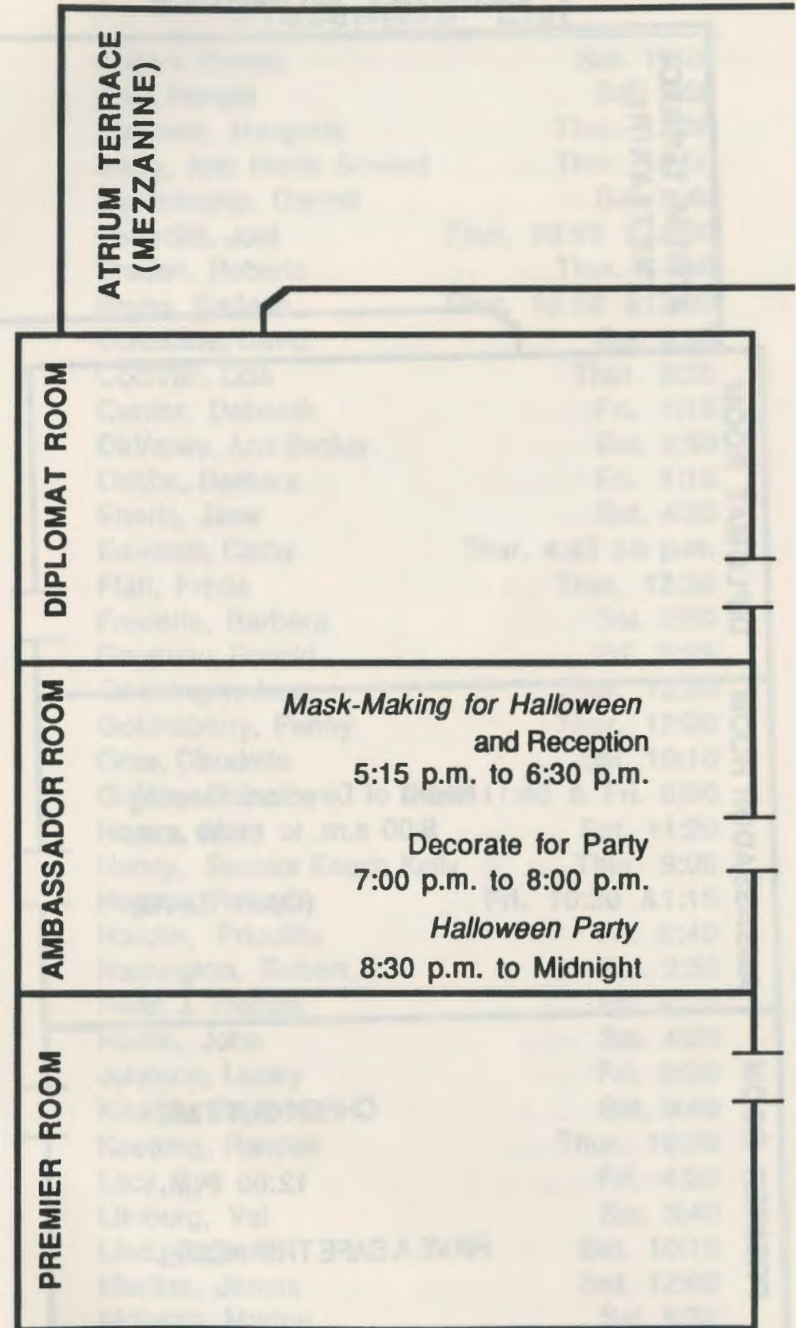
SATURDAY 3:40 P.M. TO 4:20 P.M.

ATRIUM TERRACE (MEZZANINE)	
DIPLOMAT ROOM	<p><i>VCR Visual Techniques for 5th and 6th Graders--More Than Turning It On</i></p> <p>Beth Saxton Iowa City Community Schools Iowa City, Iowa</p>
AMBASSADOR ROOM	<p><i>Visual Communications - A Performance</i></p> <p>Virginia Myers & Company Living Arts Center of Tulsa Tulsa, Oklahoma</p> <p>(This session will run until 4:40 p.m.)</p>
PREMIER ROOM	<p><i>Ethical Considerations in Visual Literacy</i></p> <p>Val E. Limburg Washington State University Pullman, Washington</p>

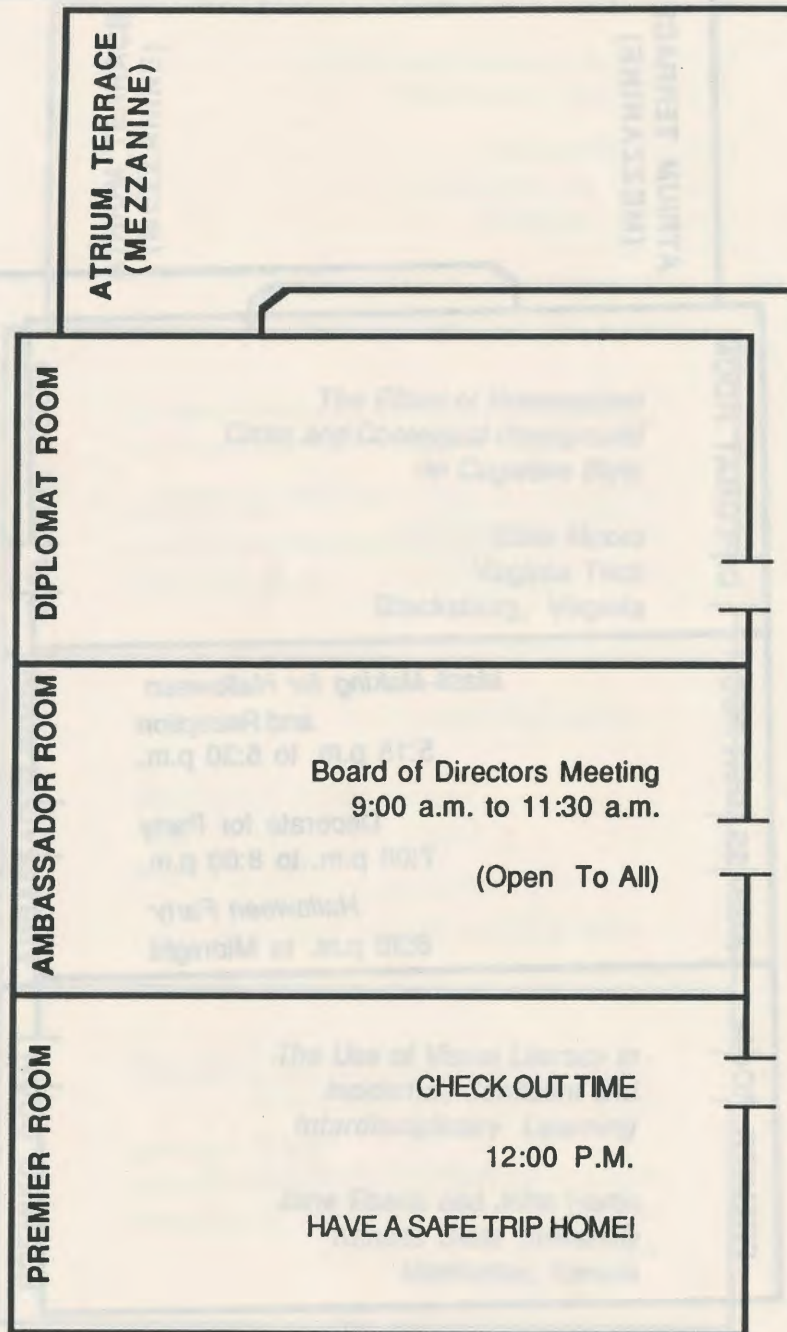
SATURDAY 4:30 P.M. TO 4:50 P.M.



SATURDAY EVENING



SUNDAY MORNING



Presenters List

Adams, Dennis	Sat. 11:20
Aust, Ronald	Sat. 2:50
Barrows, Margaret	Thur. 12:30
Barry, Ann Marie Seward	Thur. 10:50
Beauchamp, Darrell	Sat. 9:40
Benedict, Joel	Thur. 10:50 & 12:30
Braden, Roberts	Thur. 11:40
Bruno, Earlese	Thur. 10:50 & 12:30
Considine, David	Sat. 8:30
Cochran, Lida	Thur. 3:55
Curtiss, Deborah	Fri. 1:15
DeVaney, Ann Becker	Sat. 2:50
Dobbs, Barbara	Fri. 1:15
Eberle, Jane	Sat. 4:30
Edwards, Cathy	Thur. 4:45 & 9 p.m.
Flatt, Freda	Thur. 12:30
Fredette, Barbara	Sat. 2:50
Gautreau, Ronald	Fri. 3:25
Goetzinger, Jane	Thur. 12:30
Goldesberry, Penny	Thur. 12:30
Goss, Claudette	Sat. 10:10
Griffin, Robert	Thur. 11:40 & Fri. 8:30
Hamm, Mary	Sat. 11:20
Haney, Senator Enoch Kelly	Thur. 9:00
Hanson, Robert	Fri. 10:30 & 1:15
Hardin, Priscilla	Fri. 9:40
Harrington, Robert	Sat. 2:50
Head, J. Thomas	Fri. 4:20
Hortin, John	Sat. 4:30
Johnson, Lesley	Fri. 8:30
Kissick, Beverlee	Sat. 9:40
Koetting, Randall	Thur. 10:50
Lacy, Lyn	Fri. 4:20
Limburg, Val	Sat. 3:40
Lind, Richard	Sat. 10:10
Marlins, James	Sat. 12:00
McIssac, Marina	Sat. 8:30

Presenters List continued

Miller, Laverne	Fri. 9:40
Metallinos, Nikos	Thur. 11:40
Myers, Virginia	Sat. 3:40
Moore, Mike	Sat. 4:30
Muffoletto, Robert	Fri. 9:40
Novemsky, Lisa	Fri. 2:30
Payne, C.D. Jr.	Fri. 8:30
Pettersson, Rune	Thur. 11:40 & Sat. 8:30
Petty, Bruce	Fri. 8:30
Phillips, Joyce	Fri. 8:30
Ragan, Tillman	Fri. 2:30 & Sat. 11:20
Raymond, Deborah	Sat. 11:20
Ramsey, Inez	Fri. 9:40
Rezabek, Landra	Sat. 9:40
Rezabek, Randy	Fri. 2:30
Robinson, Rhonda	Thur. 11:40
Roos, Barbara	Fri. 1:15
Saxton, Beth	Sat. 3:40
Seels, Barbara	Sat. 2:50
Shapiro, Larry	Thur. 4:45
Sinatra, Richard	Sat. 8:30
Sutherland, Sandra	Sat. 9:40
Tanzman, Judith Jaye	Thur. 3:55
Terry, Jimmie Ray	Sat. 5:15
Thompson, Merton	Thur. 4:45
Venerable, Grant	Thur. 2:15 & 3:55
Whiteside, Alan	Fri. 8:30
Whiteside, Mary	Fri. 8:30
Williams, Earle	Thur. 10:50
Wilson, Janice J.	Sat. 10:10
Workman, Pamela	Thur. 12:30
Yeaman, Andrew R. J.	Fri. 3:25

Notes . .

Also note:

1988 IVLA Conference
October 21-24, Blacksburg, VA

The International Visual Literacy Association, Inc.

Membership

Regular Membership

U.S.	\$ 25.00	_____
Canada (U.S. Equivalent)	\$ 25.00	_____
Other Nations (U.S. Equivalent)	\$ 27.50	_____
Student	\$ 15.00	_____
Life	\$200.00	_____

Comprehensive Membership Add \$10
 (Includes Journal Subscription) to above _____

Optional Publications

Journal (2 issues \$5.00 ea.)	\$ 10.00	_____
Conference Readings	\$ 17.50	_____

(Prices may vary with issue)

Total \$ _____

Send to: Alice D. Walker
 Educational Technologies
 Virginia Tech
 Blacksburg, VA 24061

Organization _____

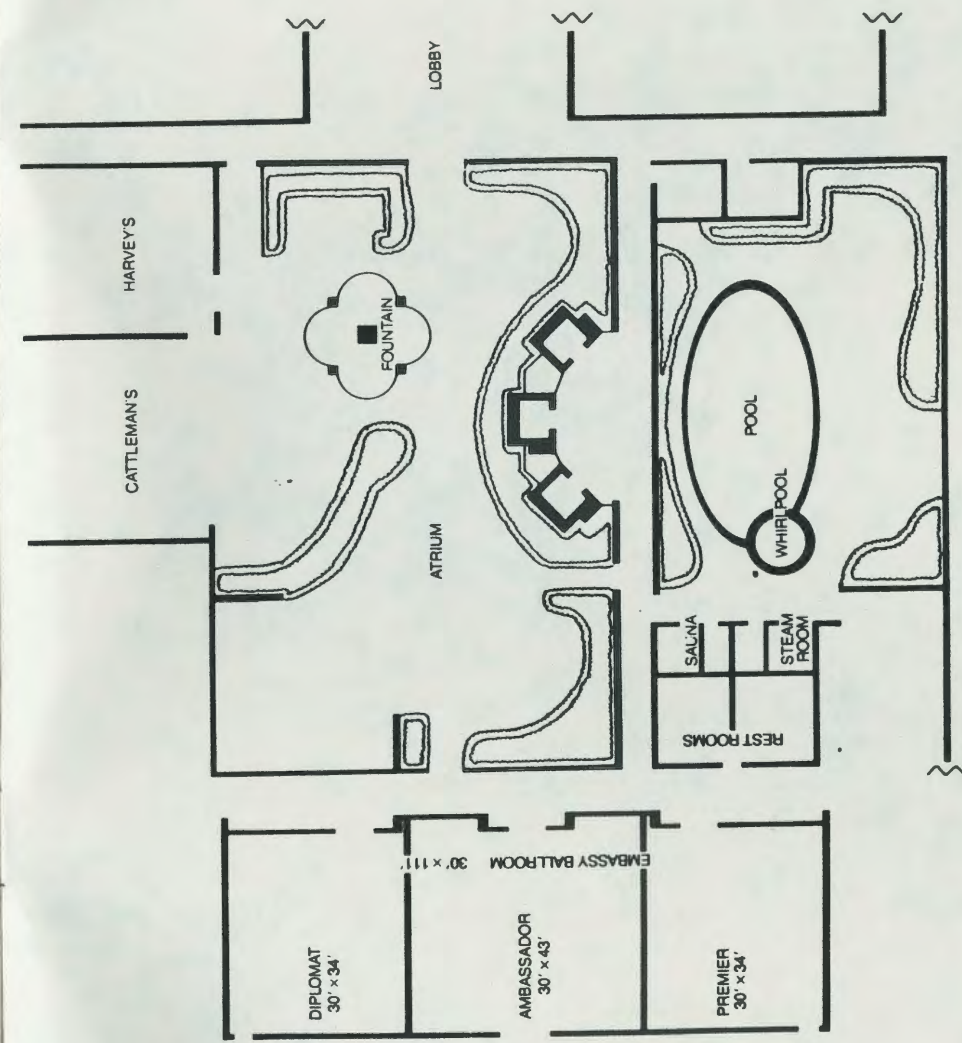
Name _____

Address _____

City/State _____ Zip _____

Embassy Suites Hotel

3332 S. 79 East Avenue
 Tulsa, Oklahoma 74145



The International Visual Literacy Association, Inc.

IVLA, Inc. was established to provide a multi-disciplinary forum for the exploration, presentation, and discussion of all aspects of visual communication and their applications through the concepts of visual languaging, visual literacy, and literacies in general. It serves as the organizational bond for professionals from many diverse disciplines who are creating and sustaining the studies of the nature of languaging and literacies and their cognitive bases and who are developing new means for the evaluation of learning through visual languaging methods.

IVLA, Inc. is a non-profit association incorporated in the State of New York. Officers and board members are elected by the members at the annual meeting usually held during the annual visual literacy conference.