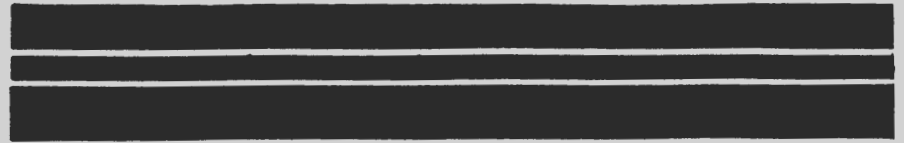


IVLA



**International Visual Literacy
Association
20th Annual Conference**

October 19 - 23

1988

**Virginia Tech
Blacksburg, VA**

Statement of Purpose

The International Visual Literacy Association, Inc.

IVLA, Inc. was established to provide a multidisciplinary 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 held during the annual visual literacy conference.

Conference Hosts

Virginia Polytechnic Institute
& State University

- College of Education
- Learning Resources Center

Acknowledgement of Outstanding Support

Virginia Polytechnic Institute
& State University

- Division of Curriculum and Instruction
- Department of Communication Studies

1988 Conference Planning Committee

Karen De Bord
Tom Head
Mark Hunter
Roy Jones
Mike Moore, Chair
Edd Sewall
Alice Walker
Brenda White

Session Moderators

Rob Branch
Richard Couch
Susan Ferro
Shirley Fortney
Mark Hunter
Jane James
Lynn Miller
Mike Orey
Steve Purcell
Herman Weller

IVLA Officers

Executive Committee

President	Rhonda Robinson	(814) 753-0464
President-elect	Roberts Braden	(214) 886-5496
Vice Presidents	Richard Ball	(716) 377-2391
	Marina McIsaac	(602) 894-0232
	Rune Pettersson	
Immediate Past Pres.	Robert Muffoletto	(714) 598-4653
Executive Treasurer	Alice D. Walker	(703) 961-5879
Recording Secretary	Dot Farthing	(404) 296-2000 x308

Board of Directors

Term expiring 1988

Roberts Braden
David Considine
Donald Desfor
Priscilla Hardin
John Hortin
LaVerne Miller
Martin Oudejans

Term Expiring 1989

Richard Ball
Ann DeVaney
Dennis Dake
Mary Kelly
Phyllis Myers
Tillman Ragan
Beth Saxton

Term Expiring 1990

Darrell Beauchamp
Barbara Duffy
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Robert Griffin
Estelle M. Hepburn
Lyn Lacy
Nikos Metallinos
Michael Moore
Landra Rezabek
Richard Sinatra

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Jim Sucy
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Committee Chairs

Conference 1988
Conf. Proceedings
Newsletter/Archives
Nominations/Elections
AECT Affiliations
Publications
Awards
Membership Records
Membership Recruitment

Michael Moore
Roberts Braden
Dennis Pett
Robert Muffoletto
LaVerne Miller
Andrew Yeaman/Priscilla Hardin
Tillman Ragan
Alice D. Walker
Richard Ball

Schedule Overview

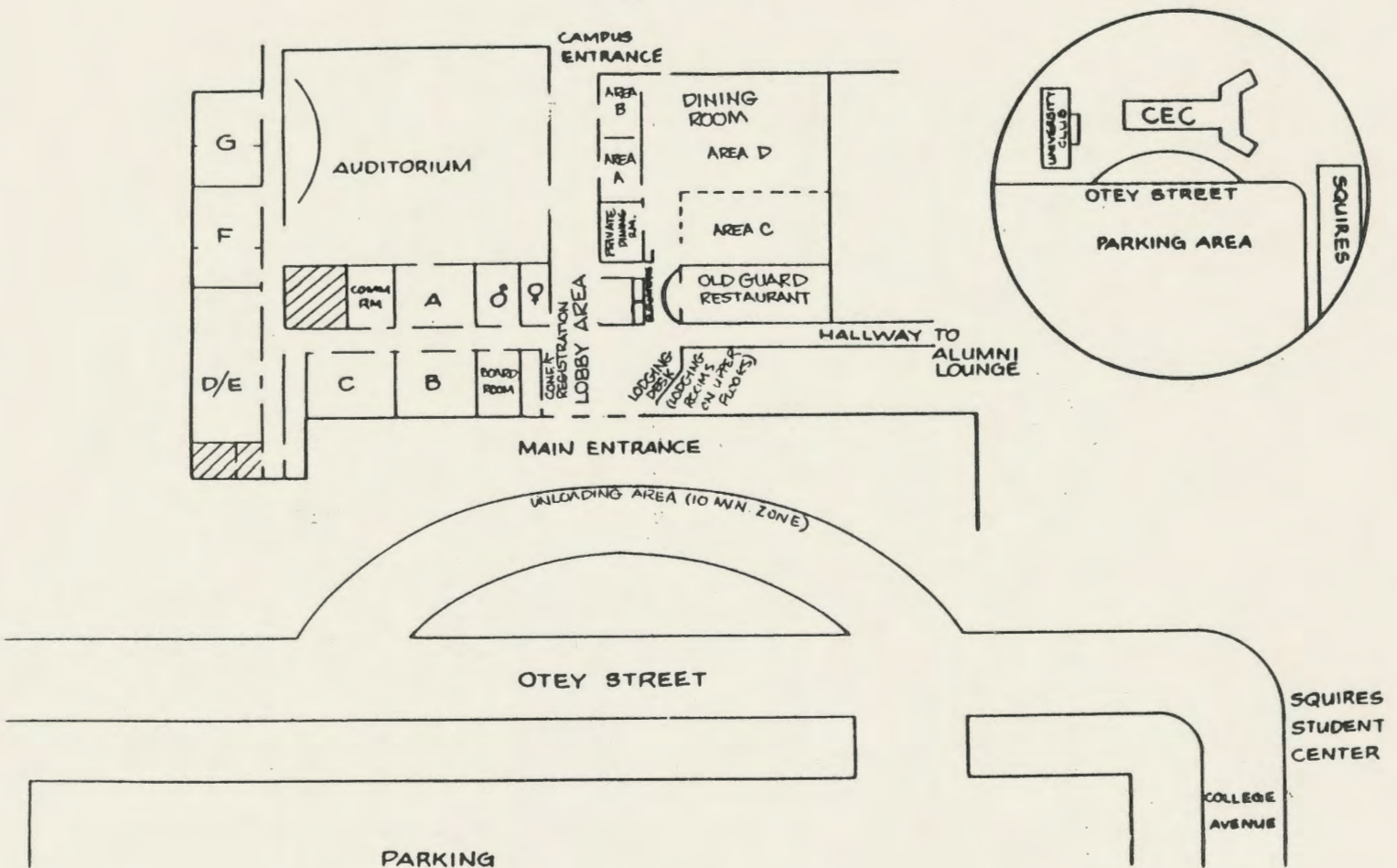
Wednesday Oct 19 Thursday Oct 20 Friday Oct 21 Saturday Oct 22 Sunday Oct 23

	Registration starts each day at 8:00 am				
AM 8:00			Gen. Session & Elections		
		Welcome & Gen. Session	Founders' Panel	Workshops & Concurrent Sessions	New Board Meets ↓
9:00		Concurrent Sessions			
		coffee break	coffee break	coffee break	
10:00		Concurrent Sessions	Concurrent Sessions	Workshops & Concurrent Sessions	
		Keynote & Gen. Session Marshall Fishwick			
11:00					
PM 12:00		Lunch Break 12:00-1:30 on your own		*Awards Luncheon w/ Chef Ron Steckman 12:00-1:45	
1:00					
		Concurrent Sessions	General Session Kate Palmer	General Session Jim Sucey	
2:00					
		coffee break			
3:00			Concurrent Sessions	Tours & Workshops or Concurrent Sessions	
	Board Meets ↓	Concurrent Sessions ↓	↓		
4:00					
5:00					
6:00		Social 6:00-7:00	Social 5:30 - 7:00	*Social @ Head House	
	Welcome Reception				
7:00		*Oktoberfest	Dinner on your own		
8:00	Dinner on you own	Buffet Dinner w/ Polka Band	*Paillard Chamber Orchestra Burruss Hall 8:00	*Our Town Virginia Tech Theatre Arts Burruss Hall 8:00	
9:00					

***Ticketed items: charges not included in registration fee**

Map of CEC

DONALDSON BROWN CONTINUING EDUCATION CENTER (CEC)



Wednesday Evening/ Thursday Morning

Wednesday, October 19

- 3:30 Board Meeting in Board Room**
- 6:30 Welcome Reception in Alumni Lounge**
- 8:00 Dinner on your own**

Thursday, October 20

- 8:30 General Session Auditorium**
Welcome - Dean Robert Smith, College of Education,
Virginia Polytechnic Institute & State University (Virginia Tech).
 - 9:05 Concurrent Sessions**
 - Room A. *Ideas in the Mail: Visual Propaganda on Postage Stamps*
R. Brandon Munday & Edward H. Sewell, Jr., Virginia Tech
 - Room C. *Figure-Ground Anomalies in Commercial Television*
Nikos Metallinos, Concordia University, Canada
 - Room E. *The Effect of the Animation Variable in Computerized Instruction on the Comprehension and Application of Concepts of Perspective Drawing*
Susan Roth, Ohio State University
 - Room F. *Visual Literacy: A Factor of Text Design and Instruction*
Lynce T. Bennett, Penn State University
 - 9:35** Room A. *Audiovisual Education Behind the Dikes*
Jan Ketzer, Ministry of Education,
The Netherlands
 - Room C. *The Effects of Presentation Mode and Cognitive Style on Immediate Recall of Map Information*
Linda Reardon, Clemson University
 - Room E. *Effect of Presentation Rate on Immediate Recall of Concrete Nouns Using Imagery*
Susan Ferro & Herman Weller, Virginia Tech
 - Room F. *Graphics and Text Placement: The Effect of Run-Around and Framed Text on Reading Speed and Comprehension*
Nancy Knupfer & Marina McIsaac, Arizona State University
- 9:55 Beverage Break**

Thursday Morning (cont)

Thursday, October 20 (Continued)

10:10 Room A. *Graphics Tools in the Context of Visual Literacy*
Yvonne Hansen, Consultant, San Antonio, TX

Room C. *Visual Literacy and Political Cartoons: An Overview*
John Mark Hunter, Virginia Tech

Room E. *A Tactile Solution to a Visual-Verbal Instructional Problem*
Roberts A. Braden, East Texas State University

Room F. *Visual Literacy in Media and Technology Texts: A Content Analysis with Implications for Teacher Education*
Landra Rezabek, University of Wyoming

10:30 Room A. *Effects of Prepared Visuals and Ability to Create Visual Images on Immediate Recall in Children*
Jane James, Virginia Tech

Room C. *Mythic Images and Educational Technology*
Randall Nichols, University of Cincinnati

Room E. *Teaching Language Through Film*
Rosa Volpe, University of Texas-Austin

Room F. *Teaching Visual Literacy Through Art History in the High School*
Charles Garoian, Penn State University

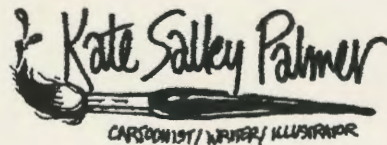
11:00 General Session — Auditorium

Visual Literacy and Popular Culture

Keynote Address by Marshall Fishwick

Dept. of Communication Studies, Virginia Tech

12:00 Lunch. On your own



See and hear political cartoonist Kate Palmer Friday at 1:30

Thursday Afternoon

Thursday, October 20 (Continued)

1:15 Concurrent Sessions

Room A. *The Program of Systematic Evaluation* (1:15-2:25)

A series of four papers presented by Frank Dwyer and associates:

1. *An Overview of the Program of Systematic Evaluation (PSE)*

Frank Dwyer, Carol Dwyer, & James Canelos, Penn State University

2. *The Effect of Overt Response and Visual Feedback in Enhancing Verbal Instruction*

Genevieve Wood & Frank Dwyer, Penn State University

3. *The Effect of Inductive and Deductive Instructional Strategies on Students' Ability to Profit from Visualized Instruction*

Michael Akanbi & Frank Dwyer, Penn State University

4. *Enhancing Visualized Instruction: A Research Overview*

Frank Dwyer & Carol Dwyer, Penn State University

Room C. *The Forgotten Typographic Research of Miles Albert Tinker*

Sandra Sutherland, University of Oklahoma

Room E. *Designing Visuals to Complement the Message*

Judith Bogert, Penn State University

Room F. *Critical TV Viewing Skills: A Paradigm for Program Development*

Bob Gray, Kutztown University of Pennsylvania

1:40 Room A. *Program of Systematic Evaluation* (continued)

Room C. *Field Articulation and the Design of Information for Microcomputers*

Merton Thompson, University of Wisconsin-Stevens Point

Room E. *Visual Representations of Menu Items in Computer Systems*

Wayne Nelson, Southern Illinois University-Edwardsville

Room F. *Using the Mask as a Vehicle of Communication*

Joan Durden, Appalachian State University

2:05 Room A. *Program of Systematic Evaluation* (continued)

Room C. *Interpreting 3-D Computer Generated Images*

John Belland, Gary Mayton, Johnetta Goldwaite, Marjorie Cambre, Patti Baker, & Susan Zavotka, Ohio State University (40 minutes)

Room E. *Twentieth Century Child*

Morgan Thomas, Big Sur, CA (40 minutes)

Room F. *Fact versus Fiction in Feature Films: Improving Library Research Skills*

Mark Schaefermeyer, Virginia Tech

Thursday Afternoon (cont)

Thursday, October 20 (continued)

2:30 Room C. John Belland, et al. (continued)

Room E. Morgan Thomas (continued)

Room F. *Using Three-Dimensional Forms to Improve Visual Literacy in College Students*

Craig Vogel, School of Art Institute of Chicago

2:50 **Beverage Break**

3:00 Concurrent Sessions

Room A. *Designing Visual Analogies for Instruction*

Patricia Smith, University of Texas & Tillman Ragan, University of Oklahoma

Room C. *Strategy for Perceptual Change*

Mary Witte, University of Wisconsin-Stevens Point

Room E. *Pre-electronic Illusionary Devices: 19th Century Tricks on the Eye*

Ralph Wileman, University of North Carolina

Room F. *Creative Super High Resolution Images on an Apple II GS Using a Digitizer and a Point Program, and Some Educational Implications*

Orville Joyner & James Andris, Southern Illinois University-Edwardsville

3:45 Room A. *Using a Visual Metaphor to Represent Command Language Syntax*
Steven Tripp, University of Kansas

Room C. *Computer Generated Instructional Graphics*

John Baylor, University of South Alabama

Room E. *Visual Literacy and the Public Schools: United Video Production and Critical Television Viewing*

Renee Hobbs, Babson College, MA

Room F. *Film Archives: Preserving Our Heritage*

Michelle Branigan, University of Virginia

4:30 Room A. *The Recall of Quantitative Data and Graphic Format: An Experimental Study*

Tom Head & Mike Moore, Virginia Tech

Room C. *Rhetoric, Reflection, and Reflexivity: The Message in the Image*

Gregory Jones, Hampshire College, MA

Room E. *More than Meets the Eye: Aesthetics and the Printed Instructional Materials*

Deborah Frazier, University of Virginia

Room F. *Thick Light: Photographs and Commentary*

Ralph Payne, Virginia Tech

Thursday Evening

Thursday, October 20 (continued)

6:00 Social Hour - Dining Room

7:00 Oktoberfest— Buffet Dinner with Polka Band — (Ticketed Event)



UVA Oktoberfest

Speisekarte

Menu

Gurken Marinert

Marinated Cucumbers

Weiss Salat

Cole Slaw

Konstanzer

Fleischkaeseschmitten

Meatloaf Konstanz Fashion

Erdanfel Salat Adlon

Potato Salad Aldon

Knockwurst with Sauerkraut

Knackwurstmit Sauerkraut

Spaetzl

Spaetzle

Kaninchen Gefluegel

Fried Chicken

Rothkohl mit Wein

Red Cabbage with Wine

Rotor Bohnensalat

Mitzwibeln

Red Bean Salad with Onions

Kartoffel Pfannkucken

Potato Pan Cakes

Geduenstete Apfelspalten

Baked Apples

Suess-Speisen

Dessert

Reisauflauf

Rice Pudding

Rotrueben Fladen

Carrot Cake

Apfelstrudel

Apple Strudel

Friday Morning

Friday, October 21

8:15 General Session Auditorium. IVLA Business, elections

9:00 Founders' Panel Auditorium. Moderator, Richard Ball, Fairport, NY;
Paul Wendt, Frank Dwyer, Lida Cochran, Dennis Pett,
& Joel Benedict

9:45 Beverage Break

10:00 Concurrent Sessions

Room A. *Developing a Core of Courses in Visual Communication*
Forrest Wisely, Dorothy Kennett, & James Bradford, Illinois State
University

Room C. *Developing Visual and Verbal Literacy: A Program at First and
Fifth Grade Levels in Urban and Suburban Schools*
John Warren Stewig, University of Wisconsin-Milwaukee

Room E. *Young Adult Learners and Electronic Education: Integrating
Media Studies into the Classroom*
David Considine, Appalachian State University

Room F. *NDEA and the Development of Instructional Television*
Ann DeVaney, University of Wisconsin-Madison

11:00 Room A. *Movie Terms*

Sandra Mason, William Fleming H.S., Salem, VA

Room C. *Produce Your Own Desktop Videos By Combining Your Computer,
VCR, and Camcorder*
Joel Benedict, Arizona State University

Room E. *Teaching Visual Literacy with Films and Video*
LaVerne Miller, Montgomery College, MD

Room F. *Education from the Sky: The Virginia Tech Experience with Satellites*
Stanley Huffman, Virginia Tech

12:00 Lunch on your own

Friday Afternoon

Friday, October 21 (continued)

1:30-2:30 **General Session - Auditorium.** Kate Salley Palmer, nationally syndicated political cartoonist. Clemson, SC

3:00 **Concurrent Sessions**

Room A. *The Effect of Varied Levels of Elaboration on Achievement of Different Educational Objectives Using CAI*
Daniel Wilshire, Penn State University

Room C. *The Anatomy of the Business Presentation: Concerns about the Visual Portion of the Message*
Robert Griffin, Penn State University

Room E. *Infology and Desktop Publishing: Is There a Relationship?*
Mary Ellen Larson, Penn State University

Room F. *Image Formats*
Rune Pettersson, Stockholm University, Sweden

3:45 Room A. *As You See It: Visual Literacy for Adults*
Beverlee Kissick, Kansas College of Technology

Room C. *Toward a Still/Motion Theory for Multi-Image Production*
Ron Nicoson, Ithaca College, NY

Room E. *Providing Access to Visual Information*
Betty Cleaver, Ohio State University

Room F. *Visual Patterns in Curricula*
Peggi Hunter, University of Virginia

4:30 Room A. *Teaching Visual Literacy Through Newspeak: A Unit Model for Integrating Visual Literacy Principles and Practices in the Secondary English Classroom*
Ann Barry, Boston College & Ann Leaver, Marblehead High School, MA

Room C. *The Effect of Cognitive Style and a Supplantation Technique on a Picture Detail Recognition Task*
Tom Blevins, Bluefield State College, WV

Room E. *New Knowledge Networks: Changing the Way We Communicate and Learn*
Mary Hamm, San Francisco State University & Dennis Adams, University of Minnesota-Duluth

Room F. *The Rise and Fall of the U. S. Film Service: Good Films Were Not Enough*
Richard Couch, Virginia Tech

5:30 - 6:30 **Social Hour**

Dinner on your own

8:00 **Paillard Chamber Orchestra** (Ticketed event) Burruss Hall

Saturday Morning

Saturday, October 22

8:45 Concurrent Sessions

Room A. *Evolution of a Vision*

Deborah Curtiss, Philadelphia, PA

Room C. *Using Graphics Correctly: What are the Basic Elements of the Language of Graphs?*

Robert Griffin, Penn State University

Room E. *Using Bulletin Boards to Teach Visual Concepts* (workshop)

Pris Harden, Corvallis, Oregon

Room F. *Using Picture Books to Develop Thinking Skills* (workshop)

Lynn Lacy, Minneapolis Public Schools, MN

9:45 Beverage Break

10:00 Concurrent Sessions

Room A. *Visual Literacy Courses at the College Level: Panel Discussion*

Rhonda Robinson, Northern Illinois University; Barbara Seels, University of Pittsburgh; Nikos Metallinos, Concordia University; Landra Rezabek, University of Wyoming; Frank Dwyer, Penn State University; & David Considine, Appalachian State University

Room C. *Mixing Verbal, Visual, Motoric Elements in Instruction: What's Good and What's Not*

Patricia Baggett, University of Michigan-Ann Arbor

Room E. *Using Filmstrips to Develop Reading Comprehension Skills* (workshop)

Inez Ramsey, James Madison University, VA

Room F. *Visual Learning From Creative Handouts and Worksheets* (workshop)

Pris Harden, Corvallis, Oregon

Saturday Morning (cont)

Saturday, October 22 (continued)

11:00 Concurrent Sessions

Room A. *Visual Impact: Techniques in Video Production and Print Advertising*

James Kenny & Ann Barry, Boston College

Room C. *Photography as an Intervention Strategy in the Verbal Composing Process*

Kathleen Angle, Frank Cox H.S., Virginia Beach, VA

Room E. *Visual Connections to Propel the Writing Process* (workshop)

Richard Sinatra, St. John's University, NY

Room F. *Looking at Pictures-Using Pictures in a Learning Context* (workshop)

Jan Ketzer, Ministry of Education, The Netherlands

Room G. *Cues in Developing Visual Perception for 6 to 9 Year Olds* (workshop)

Estelle Hepburn, Old Saybrook, CT &

Using Visual Literacy to Develop Written Literacy (workshop)

Jan Wilson, Texas A & M University

12:00 Awards Luncheon in Dining Room (Ticketed Event) *Painting with Food*
Chef Ron Steckman.



See Chef Ron Steckman
at the Awards Luncheon.
Saturday at Noon.

Saturday Afternoon/ Sunday Morning

Saturday, October 22 (continued)

1:45 General Session — Auditorium.

The History of the World: Part III

Jim Sucey, Rochester, NY

3:00 Concurrent Sessions

Room A. *Contemporary Strategies in Photographic Education*

Debra Drees, Illinois State University

Room C. *Drawing on the Iconic Process from Within and Without:*

Enhancing Memory, Logic, & Creativity

Mary Woodburn & Robert Woodburn, Longwood College, VA

Room E. *Iterative/Evaluation Research: The Means for the Development of a Visual Literacy Educational Product or Self-Directing Adult Learners*

Yvonne Hansen, San Antonio, TX

Room F. *Look, Think, Act: Minneapolis Public Schools Visual Education Program*

Lynn Lacy, Minneapolis Public Schools, MN

4:00 IVLA-2000 -- Discussion

5:30 Social — The Tom Head House (Ticketed Event)

8:00 Virginia Tech Theatre Arts student production of Thornton Wilder's classic drama, *Our Town*. Group tickets available in advance at \$5.00 each.

Sunday, October 23

8:30 New Board meets in board room

11:00 Have a safe trip Home!

**Plan now for the 21st annual
IVLA conference,
Scottsdale, Arizona, 1989**

List of Presenters

Adams, Dennis
4:30, Fri.

Akanbi, Michael
1:15, Thurs.

Andris, James
3:00, Thurs.

Angle, Kathleen B.
4:30, Fri.

Baker, Patti
2:05, Thurs.

Baggett, Patricia
10:00, Sat.

Barry, Ann Marie
11:00, Fri.

Baylor, John G.
3:45, Thurs.

Belland, John
2:05, Thurs.

Benedict, Joel A.
11:00, Fri.

Bennett, Lynee T.
9:04, Thurs.

Blevens, Thomas E.
4:30, Fri.

Bogert, Judith
1:15, Thurs.

Braden, Roberts A.
10:10, Thurs.

Bradford, James
10:00, Fri.

Branigan, Michelle M.
3:45, Thurs.

Cambre, Marjorie
2:05, Thurs.

Canelos, James
1:15, Thurs.

Cleaver, Betty P.
3:45, Fri.

Considine, David
10:00, Fri.

Couch, Richard
4:30, Fri.

Curtiss, Deborah
8:45, Sat.

DeVaney, Ann
10:00, Fri.

Drees, Debra M.
3:00, Sat.

Durden, Joan S.
1:40, Thurs.

Dwyer, Carol A.
1:15, Thurs.

Dwyer, Francis M.
1:15, Thurs.

Ferro, Susan
9:35, Thurs.

Frazier, Deborah C.
4:30, Thurs.

Garoian, Charles R.
10:30, Thurs.

Goldwaite Johnetta
2:05, Thurs.

Gray, Bob
1:15, Thurs.

Griffin, Robert E.
3:00, Fri.; 8:45, Sat.

Hamm, Mary
4:30, Fri.

Hansen, Yvonne
10:10, Thurs.; 3:00, Sat.

Harden, Pris
8:45, 10:00 Sat.

Head, Tom
4:30, Thurs.

Hepburn, Estelle
11:00, Sat.

Hobbs, Renee
3:45, Thurs.

Huffman, Stanley A., Jr.
11:00, Fri.

Hunter, John Mark
10:10, Thurs.

Hunter, Peggi E.
3:45, Fri.

James, Jane
10:30, Thurs.

Jones, Gregory R.
4:30, Thurs.

Joyner, Orville
3:00, Thurs.

Kenny, James F.
11:00, Fri.

Ketzer, Jan W.
9:35, Thurs.; 11:00, Sat.

Kennett, Dorothy
10:00, Fri.

List of Presenters (cont)

Kissick, Beverlee
3:45, Fri.

Knupfer, Nancy
9:35, Thurs.

Lacy, Lynn
8:45, 3:00, Sat.

Larson, Mary Ellen
3:00, Fri.

Leaver, Ann
4:30, Fri.

Mason, Sandra H.
11:00, Fri.

Mayton, Gary
2:05, Thurs.

McIsaac, Marina Stock
9:35, Thurs.

Metallinos, Nikos
9:05, Thurs.; 10:00, Sat

Miller, LaVerne W.
11:00, Fri.

Moore, Mike
4:30, Thurs.

Munday, R. Brandon
9:05, Thurs.

Nelson, Wayne A.
1:40, Thurs.

Nichols, Randall
10:30, Thurs.

Nicoson, Ron
3:45, Thurs.

Payne, Ralph
4:30, Thurs.

Pettersson, Rune
3:00, Fri.

Ragan, Tillman J.
3:00, Thurs.

Ramsey, Inez
10:00, Sat.

Reardon, Linda
9:35, Thurs.

Rezabek, Landra
10:10, Thurs.; 10:00, Sat.

Robinson, Rhonda
10:00, Sat.

Roth, Susan King
9:05, Thurs.

Schaefermeyer, Mark J.
2:05, Thurs.

Seels, Barbara
10:00, Sat.

Sewell, Edward H., Jr.
9:05, Thurs.

Sinatra, Richard
11:00, Sat.

Smith, Patricia L.
3:00, Thurs.

Stewig, John Warren
10:00, Fri.

Sutherland, Sandra W.
1:15, Thurs.

Thomas, Morgan
2:05, Thurs.

Thompson, Merton
1:40, Thurs.

Tripp, Steve D.
3:45, Thurs.

Vogel, Craig M.
2:30, Thurs.

Volpe, Rosa
10:30, Thurs.

Weller, Herman G.
9:35, Thurs.

Wileman, Ralph
3:00, Thurs.

Wilson, Jan
11:00, Sat.

Wilshire, Daniel T.
3:00, Fri.

Wisely, Forrest G.
10:00, Fri.

Witte, Mary
3:00, Thurs.

Wood, Genevieve
1:15, Thurs.

Woodburn, Mary Stuart
3:00, Thurs.

Woodburn, Robert J.
3:00, Sat.

Zovotka, Susan
2:05, Thurs.

IVLA Membership Form

IVLA Membership

Regular Membership

U.S.	\$ 25.00	___
Canada (U.S. Equivalent)	\$ 25.00	___
Other Nations (U.S. Equivalent)	\$ 27.00	___
Student	\$ 15.00	___
Life	\$200.00	___

Comprehensive Membership

(includes Journal) Add \$10.00 to above \$ 10.00 ___

Optional Publications

Journal (2 issues @ \$5.00 ea.)	\$10.00	___
Conference readings (prices may vary)	\$17.50	___

Total _____

Send to:

Alice D. Walker
Educational Technologies
Virginia Tech
Blacksburg, Virginia
24061-0232

Organization _____

Name _____

Address _____

City/State _____ ZIP _____