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***INTERNATIONAL VISUAL LITERACY ASSOCIATION ANNOUNCES  
2025 AWARDS AT 57TH ANNUAL CONFERENCE:  
Creative Achievement Award***

AGUASCALIENTES, MEXICO: On November 1, 2025, The International Visual Literacy Association named Iryna Z. Molodecky, creator of IZM Visuals and professor of Advertising and Creative Thinking at Sheridan College, Canada, the winner of the Creative Achievement Award. This award honors ongoing creative work that advances visual literacy through design excellence, innovation, and conceptual insight.

With more than 25 years of experience in design, illustration, and creative facilitation, Iryna Molodecky has transformed visual pedagogy through her development of accessible, visually driven learning tools. Her Visual Toolkit for Teaching and Learning Business and Visual Thinking Strategies for Creative Problem-Solving card deck (launched at IVLA's 55th Annual Conference) empower educators to integrate drawing and visualization into teaching and problem-solving.

Her creative leadership, spanning design education, authorship, and conference contributions, embodies the spirit of visual literacy as a catalyst for creativity and connection.

The International Visual Literacy Association (IVLA) proudly announces the recipients of its 2025 Annual Awards, recognizing outstanding scholarship, creativity, and service in the advancement of visual literacy. These distinguished honorees were celebrated during the 57th Annual IVLA Conference, "The Power of Images in Sacred and Festive Practices," hosted by the Autonomous University of Aguascalientes, Mexico.

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Founded in 1968, the International Visual Literacy Association is an interdisciplinary organization of professionals working toward a fuller understanding of the way we derive meaning from what we see and the way we interact with our visual environment. For more information about IVLA, please visit <https://ivla.org/>.