

Title of Session: ArtsSites - Visual Literacy

Moderator: BJ Berquist

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BJB2: We usually start all the Tapped In discussions with introductions. Please tell me where you are located, what you teach or hope to teach, and if you are familiar with the term "Visual Literacy"

EricaB: I am from Houston, TX and I hope to teach Kinder or 1st grade, and not real familiar w/ the term visual literacy

AngelaRP: Houston, 2-4 grades, no I am not familiar with the term visual literacy

CherylBC: I'm Bethie, from UH, hoping to teach 2nd or 3rd... and I think I am vaguely familiar with the term!

LiziP: u of Houston, social studies/Spanish, not totally...

AmandaMG: Hi! My name is Amanda from University of Houston and I'm currently a pre-service teacher.

BJB2 . o O (congratulations to anyone who is graduating, btw!)

JasmineN: I live in Houston, TX and I want to teach 3rd or 4th

EricaB: next weekend

AngelaRP: Thank you

CarrieNP: Houston, TX !!! I hope to teach Middle School History..... I think I may have some knowledge of visual literacy

EricaB: thanks

CherylBC: thanks!

MiguelR: I will be graduating from the University of Houston this May and my content is social studies

StephaniSa: I am Stephanie and I am also from u of Houston...I am a preservice teacher and hope to teach 2-4

CarrieNP . o O (hurray for graduating)

BJB2 . o O (remember that it's called commencement for a reason...it's only the beginning of your wonderful adventures)

CherylBC . o O (yay!)

EricaB: Hope the adventure begins soon!!

AngelaRP: I hope so toooooo

BJB2: Looks like not too many people interested in the art teacher view of visual lit, so let's look at it from an educator's p.o.v.

BJB2: what do you 'think' visual literacy might be?

LiziP: all views are helpful

CarrieNP: Being about to understand a visual "aid" from many different views?!?!

CherylBC: maybe how art work can tell a story?

AngelaRP: Knowing why a something is art and understanding its components

EricaB: taking literature and making it tactile

MiguelR: From what I briefly read, visual literacy is the study of how images can become art?

LiziP: I'm thinking political cartoons, little written, lots of symbolism

AmandaMG: I think it is being able to teach hands-on

BJB2 smiles. Lots of great answers!

BJB2: literacy is usually the ability to decode a language or image, yes?

AmandaMG: I agree

EricaB: I agree with that

StephaniSa: yes I agree

SusanR: It is the ability to comprehend and create images in a variety of media in order to communicate effectively.

BJB2: when you decode a language you are able to construct meaning from what is presented

CarrieNP: nice

EricaB: but it does not always have to come directly from a book

BJB2: cool, Sue...communication is an important part of visual literacy

SusanR: It's the ability to understand and use images. This includes to think, learn, and express oneself in terms of images.

BJB2: right, Erica...that's why I said an image or language

MiguelR: A picture is worth a thousands words, and some images or worth more.

BJB2: so, we SEE lots of stuff in our everyday lives

AngelaRP: Like Nike

BJB2: and we are constantly being bombarded with images, words, sounds

AmandaMG: McDonald's

BJB2: where do you see McDonald's stuff?

CarrieNP: billboards

AngelaRP: in the toy store, on tv, on every corner

StephaniSa: commercials

AmandaMG: commercials, television, movies,

MiguelR: Everywhere

LiziP: too many places, children's toys, gross

JasmineN: commercials

BJB2 smiles and nods.

CarrieNP: isn't that terrible..... toys.... blah

DeborahKM: Sounds Interesting. I have done Web Graphics: does that count?

AmandaMG: my two year old sees the arches and knows that it is McDonald's. It's bad

BJB2: with all this bombardment of visual input, we need to teach our children how to make sense of all the input

CarrieNP: So do my little nieces and nephews... and if they do catch a glimpse there's no where else they want to go

LiziP: as long as he/she knows that it isn't healthy

CherylBC: that's good that your daughter recognizes it, it's environmental print

DeborahKM: Environmental print is important.

EricaB: true but doesn't it help their communication when they do recognize popular symbols as like McDonalds

AmandaMG: she knows that's where she can get a toy

DeborahKM: Especially for those that are dyslexic

BJB2: is McDonalds the only organization that does this?

LiziP: it's all around we have to teach people to be critical

EricaB: definitely not

BJB2: ahhh...critical thinking. Good, Lizi

LiziP: swoosh, nike

DeborahKM: Rebok

CarrieNP: just do it

MiguelR: PS2

DeborahKM: PSP

AngelaRP: Dell

EricaB: I work at Chilis and I have noticed when some see the chili pepper they think of Chilis

BJB2: the advertisers are just doing their job

MiguelR: What is PSP

CherylBC: yes, symbols are everywhere... not just advertisers... we all know that red means stop

BJB2: ahhh...cool comment, Cheryl

BJB2 . o O (that is a cultural thing, btw)

DeborahKM: And that an octagonal is represents a stop sign

CherylBC: oh ok

CherylBC smiles

BJB2: have to be careful with colors. Different cultures have different meanings for color

CarrieNP: good to know

BJB2 . o O (but I know what you meant)

StephaniSa: what is an example of that?

BJB2: so far, we have collaborated and come up with communication, symbols, decoding...anything else?

LiziP: imagine, color for the Inuit

BJB2: Red in China is good luck and a powerful symbol

CherylBC: hmmm, so they "read" red differently

BJB2: right

DeborahKM smiles

AngelaRP: I am a big fan of Russian propaganda art, it was effective for focusing the people on the goals they were trying to strive for

EricaB: on Chinese new year they get money in a red envelope for a year worth of good luck

BJB2: is Russia the only country that did/does that, Angela?

BJB2 nods to Erica

AngelaRP: No

AngelaRP: Italy did it with their fascist propaganda

BJB2: ever looked at the WWII posters? Or the Disney training films?

CherylBC: we have propaganda in political cartoons

AngelaRP: The US did it with the uncle Sam wants you

LiziP: futurism, great stuff

CherylBC: yeah

AngelaRP: and many other countries use the same tactics

DeborahKM: Definitely in WWi

DeborahKM: or was that II

CarrieNP: interesting stuff!

AngelaRP: They just did it on a much larger scale

JasmineN: that's interesting

MiguelR: Cool

BJB2: I just brought that up to point out that visual literacy can be used for a variety of purposes...but, our job as educators is to help our students learn to be intelligent consumers of that culture

BJB2 . o O (visual culture)

DeborahKM: Good point

DeborahKM: Thanks for letting me sit in

CarrieNP: Which isn't always an easy task

LiziP: super essential, materialism is crazy these days

CherylBC: yes, we did something like that in social studies class... we watched a short cartoon, and counted how many commercials it had

EricaB: yeah that was amazing

JasmineN: I remember that- on the Disney channel

CherylBC: and that's a project we could do with our own students, to make them more aware

CherylBC: yeah!

AmandaMG: I remember that also

EricaB: Disney also had their logo in the bottom of the screen the whole time

BJB2: speaking of consumerism, what about industrial design?

CherylBC: what do you mean?

MiguelR: Many of the lessons that I taught were on PowerPoint, and I showed my students different images of WWII and other historical events. The outcome was great.

LiziP: architecture

BJB2: the design of goods used in our daily living...including architecture. Thanks, Lizi

AngelaRP: like metal lunch boxes?

MiguelR: Tractors?

AngelaRP: What about the styles of cars

BJB2: tea kettles, utensils, plates,

EricaB: how about T shirts

BJB2 grins...CARS...excellent!

CherylBC: ohhh cars, good one!

LiziP: who decides,...bling bling

AmandaMG: appliances

CherylBC: and that visual culture would look a lot different in Europe (cars)

AngelaRP: You can see a clear distinction from year to year when you look at a mustang and can relate it to the styles of other vehicles of that time

AmandaMG: You always want to buy the newer stuff, the newer model

BJB2: Cars don't make the major changes in designs that they used to

AngelaRP: Industrial design.... what about the grocery store check out... now we get to do it ourselves instead of having someone check us out

MiguelR: Cars are looking more retro.

CarrieNP: Everything seems to go in a circle

AmandaMG: I agree

BJB2 nods to Carrie

JasmineN: yeah like the new mustang

LiaoB joined the room.

BJB2: welcome, Liao

AngelaRP: It is looking better, I still like the older ones though

BJB2: we're discussing visual literacy

LiaoB: thanks

BJB2: although you are not art teachers, do you think that visual literacy has anything to do with the arts?

CarrieNP: of course

LiaoB: nice to met you

CherylBC: yes

AmandaMG: of course

AngelaRP: yes

LiziP: this is all very well, but who actually decides what is cool, the majority or a minority

EricaB: well obviously

StephaniSa: of course

MiguelR: yes

JasmineN: yes

MiguelR: So, is every image art?

BJB2: hmmm...good question, Mike

BJB2: what say you?

LiziP: yes, depends on who is looking at it

StephaniSa: yes

CarrieNP: I think every image can be perceived as art

MiguelR: art is in the eye of the beholder

StephaniSa: it is all in the way someone looks at it

CherylBC: there are many types of art... some people call things art and that I don't consider art

AmandaMG: I believe every image is art and how good it is is up to that person

LiaoB: oh I am sorry , I just a freshman in English ,so ~~~~~

EricaB: I do not think a plain white canvas is art

BJB2: may I draw a line in the sand? What about commercial art and fine art?

MiguelR: Is a cardboard box art? Is it worth a million dollars? Well, the Menill in Houston thinks it is.

CarrieNP: haha

CherylBC: haha

EricaB: lol

CherylBC: good one

CarrieNP: seriously though

AngelaRP: I think they both have their place and they both tell a story about what is happening in society at the time

BJB2: good answer, Angela.

EricaB: then I should be a millionaire

BJB2: commercial art serves the consumer

LiaoB: hah good

MiguelR: What makes one piece of art worth more than another?

BJB2: fine art serves the soul

CarrieNP: Whom ever is buying it

LiaoB: yes

LiziP: we consume too much

CarrieNP: one of my bartenders sold one of his paintings (very small) for \$345

CarrieNP: and he's a nobody in the art world, someone just really liked his painting

MiguelR: cool

CarrieNP: It's not only what you have to sell, but how you sell it

AngelaRP: I think you are right BJ, I think art is, in most cases, an outlet for the artist before it is art to anyone else

BJB2: price is determined by supply and demand.

LiaoB: every thing is

LiziP: a few tend to dictate demand

CarrieNP: Supply and Demand is crazy in the art world... since everyone wants something unique

BJB2: the artist is communicating, but he/she may be communicating an idea, a thought, a viewpoint which you may not agree with

AngelaRP: I think that is why both commercial and fine art tell such a vivid story about the time in which it is created

CherylBC: yes, art is often interpreted differently than the artist perceived

MiguelR: What makes one person's opinion worth a million dollars?

CarrieNP: I think society dictates that

AngelaRP: ones appreciation for the expression

LiaoB: the other people's mind

BJB2: . o O (deep pockets)

BJB2: Van Gogh could barely give away some of his work

LiaoB: it make one person's opinion worth a million usd

AmandaMG: so the more expensive it is the more people who think it is better

BJB2: ahhhh...Amanda!

BJB2: we're back to education

LiaoB: you are a teacher?

BJB2: . o O (and intelligent consumers)

CarrieNP: good call

BJB2: Liao, all of us are educators

CarrieNP: Society as a whole.... unfortunately... yes

CarrieNP: a small group of "elite" tell the "cows" what they should like and shouldn't like... and we tend to follow

LiaoB: I am still a student from china

LiaoB: and will be graduate

AmandaMG: Carrie, good comment

CarrieNP: so it is our job as educators to break this chain

MiguelR: yup

CarrieNP: tough

AngelaRP: Who remembers that exhibit at the college art gallery that we all had to endure

EricaB: I do

MiguelR: I don't think you can

AmandaMG: I do

JasmineN: I remember

CarrieNP: I know Mike..... it's a long, dark road

BJB2: yes, it is tough, Carrie...critical thinking is the hardest thing we have to teach..and something that isn't high on the list of mandated testing for NCLB

AngelaRP: I can't believe they wasted electricity to power the lights for people to see it

CarrieNP: heck, I'm still a victim in some sense

CarrieNP: wow

LiziP: any body seen body worlds, fabulous

AmandaMG: I want to see it so bad

CarrieNP: Oh, I am so jealous

LiziP: is that art to anyone or just anatomy

EricaB: was it good

CarrieNP: totally art

AmandaMG: it think it is art

CarrieNP: well, I haven't seen it yet, but that's what I think

LiziP: Super

EricaB: why isn't art

LiziP: it is he is a bit of a nutter though, saw him interviewed.

CarrieNP smiles

BJB2: The movie industry follows the same rules of advertising in making you want to see a particular movie.

CarrieNP: Yup, I'm ready for The DaVinci Code

EricaB: yea and most of the time the movie is not great or they show too much

LiziP: true, so much of it is art too, love budget film

StephaniSa: very true

MiguelR: Johnny Strocino

CarrieNP: especially when it comes after the book

LiziP: just saw Basquiat...pretty good

JeffC: <http://www.imdb.com/title/tt0102164/>

JeffC: Johnny Stecchino

MiguelR: Thanks

MiguelR: Same goofy Italian

JasmineN: who is Johnny Stecchino?

MiguelR: Roberto Bellini. The actor from La vita e bella.

JeffC: movie directed by roberto benini

MiguelR: Benini okay

JeffC: Benigni

JasmineN: oh thanks

BJB2: anyone want to summarize what we've learned from the discussion?

EricaB: visual literacy is all around and our responsibilities as educators is to teach students how to interpret it

EricaB: or to use it

AngelaRP: Everything that we see surrounding us from street signs, to soup cans, to movies is part of visual art and it reflects our times and feelings

BJB2: . o O (decode)

BJB2: reflects culture

MiguelR: Carrie and Lizi best of luck to you both!!

BJB2: current culture

AngelaRP: yes

LiziP: visual imagery while it can be welcoming and prove progressive it too can manipulate a great many into eating too many hamburgers

CarrieNP: I think we must first take some time to ourselves and see if we can decode the world around us before we can expect to teach our students to do the same

CarrieNP: Bye Mike!!! You TOO!!

BJB2: or listening to too many bands or viewing too many movies or playing too many video games?

AngelaRP: or too many anything

LiziP: decode, where do we begin. look after yourself Rossi, will e-mail. Say hi to Jenny

BJB2: right

LiziP: thanks all

CarrieNP: not anymore...I heard he had a baby!!

BJB2: looks like the discussion is drawing to a close.

EricaB: thanks to all

CherylBC: bye! thanks for the good info!

JasmineN: Thank you

AngelaRP: Thank you for the discussion

StephaniSa: thank you...I learned what visual literacy is

StephaniSa: how to use it in my classroom

MiguelR: Thanks, peace out!