

**21ST CENTURY SKILLS  
AND VISUAL LITERACY**

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**So What?**



**What does this mean to you personally?**

**What does this mean for your Classroom/School/District?**

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**21<sup>st</sup> Century Skills**

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*"Twenty-first century skills combining technology literacy, critical thinking, creativity and mastery of core subject matter are the lifeblood of a productive workforce in today's global, knowledge-based economy."*

Susan D. Patrick  
Director of Educational Technology  
U.S. Department of Education

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### 21<sup>st</sup> Century Content & Learning Skills

21 <sup>st</sup> Century Content	21 <sup>st</sup> Century Learning Skills
<ul style="list-style-type: none"><li>➤ Global Awareness</li><li>➤ Civic Engagement</li><li>➤ Business, Financial &amp; Economic Literacy</li></ul>	<ul style="list-style-type: none"><li>➤ Critical Thinking</li><li>➤ Problem Solving</li><li>➤ Communication</li><li>➤ Collaboration</li><li>➤ Creativity</li><li>➤ Self-Directed Learning</li><li>➤ Information &amp; Media Literacy</li><li>➤ Accountability &amp; Adaptability</li><li>➤ Social Responsibility</li></ul>

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### What is ICT Literacy?

## Information and Communications Technology (ICT) Literacy

*is the ability to “use technology and communications tools to access, manage, integrate, evaluate and create information in order to function in a knowledge society”*

- 2001 Report of the International ICT Literacy Panel

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### ICT Literacy

Our Vision and Framework:

<u>Tech Literacy</u>  Competency In Technology	<u>ICT Literacy</u>  Competency in 21 <sup>st</sup> Century Skills through the use of Technology
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## So What Are “21st Century Skills”?

### Digital-Age Literacy

- Basic, scientific, economic, and technological literacies
- Visual and information literacies
- Multicultural literacy and global awareness

### Inventive Thinking

- Adaptability and managing
- Self-direction
- Curiosity, creativity, and risk taking
- Higher-order thinking and sound reasoning

### Effective Communication

- Teaming, collaboration, and interpersonal skills
- Personal, social, and civic responsibility
- Interactive communication

### High Productivity

- Prioritizing, planning, and managing for results
- Effective use of real-world tools
- Ability to produce relevant, high-quality products

Each skill cluster is further broken down into representative skill sets, which offer guidance on recognizing student performance in developing the enGauge 21st Century Skills.

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## In Small Groups

- Look at the 4 areas of 21<sup>st</sup> Century Skills

What do you do in your classroom?

How could you modify what you currently do with the tools you currently have to build more competency in 21<sup>st</sup> Century Skills for your students?

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## What is the Framework for 21<sup>st</sup> Century Skills?

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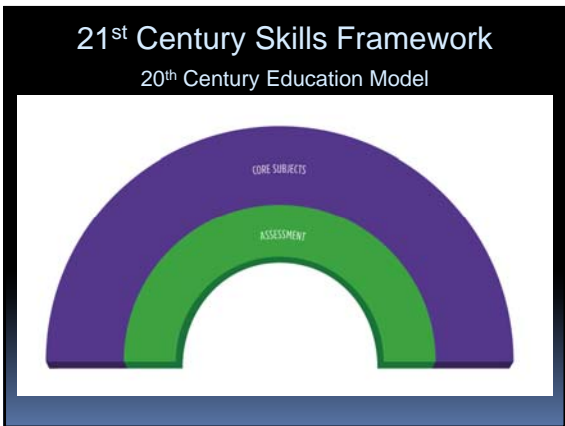
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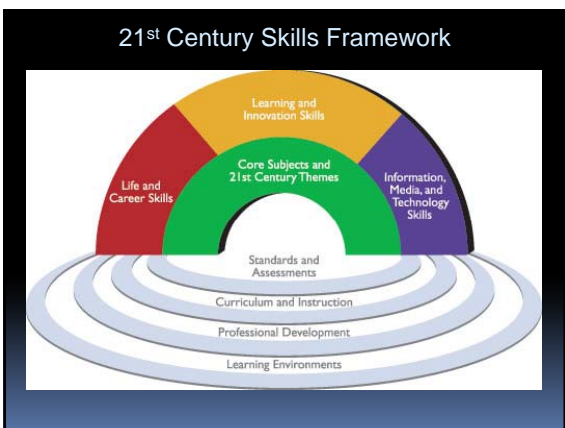
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### CORE Subjects for 21<sup>st</sup> Century Skills

- English, reading /Language Arts
- World languages
- Arts
- Mathematics
- Economics
- Science
- Geography
- History
- Government and Civics

Weaving **21<sup>st</sup> century interdisciplinary themes** into core subjects:

- Global awareness
- Financial, economic, business and entrepreneurial literacy
- Civic literacy
- Health literacy
- Environmental literacy

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## Visual Literacy

What is Visual Literacy?

- The term "Visual Literacy" was first coined in 1969 by John Debes, one of the most important figures in the history of IVLA. Debes' offered (1969b, 27) the following definition of the term:

*IVLA: International Visual Literacy Association*

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## Visual Literacy

"Visual Literacy refers to a group of vision-competencies a human being can develop by seeing and at the same time having and integrating other sensory experiences. The development of these competencies is fundamental to normal human learning. When developed, they enable a visually literate person to discriminate and interpret the visible actions, objects, symbols, natural or man-made, that he encounters in his environment. Through the creative use of these competencies, he is able to communicate with others. Through the appreciative use of these competencies, he is able to comprehend and enjoy the masterworks of visual communication."

*IVLA: International Visual Literacy Association*

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## Visual Literacy

In small groups:  
What is Visual Literacy to you?  
(in more practical terms)

[http://k-8visual.info/exx\\_Text.html](http://k-8visual.info/exx_Text.html)

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### Why Visual Literacy?

- Being visually literate is just as important as reading and writing and should be considered a fundamental literacy of a 21st Century education

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### Visual Communication

- The auditory about 30,000 fibers
- The optic nerve 1 million fibers
- Basically, you've got a dial-up connection from the ear to the brain and broadband from the eye to the brain

*Adapted from David Jakes, <http://www.jakesonline.org>*

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### Emotion, depicted through visual means, sells the message

- Digital storytelling, when done right, can be such a powerful learning experience. Anyone that has recently seen 4 Generations: The Water Buffalo Movie can attest to that. [http://www.t2.com/waterbuffalo/watch/water\\_buffalo\\_flash\\_hi.html](http://www.t2.com/waterbuffalo/watch/water_buffalo_flash_hi.html)
- How many of you wanted to pony up \$250 after viewing that?

*Adapted from David Jakes, <http://www.jakesonline.org>*

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**Emotion, depicted through visual means, sells the message**

- View recent video obituary (called the Final Word) of Art Buchwald at the New York Times where he says "Hi, I'm Art Buchwald and I just died" and they go on to tell his life story. Bizarre, yet powerful because of the intersection of emotion and medium

[http://graphics8.nytimes.com/packages/khtml/2007/01/18/obituaries/20070118\\_BUCHWALD\\_FEATU RE.html](http://graphics8.nytimes.com/packages/khtml/2007/01/18/obituaries/20070118_BUCHWALD_FEATU RE.html)

*Adapted from David Jakes, <http://www.jakesonline.org>*

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**The most powerful producer of visual imagery is the individual**

- Digital cameras, cell phone cameras, citizen journalism, photos of the London subway bombings, of Saddam Hussein's execution, of the sinking of the container ship MSC Napoli and 2,474,956,178 billion photos at Flickr attest to the capability and absolute raw power of the individual to produce visual material and bring the world home. But simply producing this is not enough, because...

*Adapted from David Jakes, <http://www.jakesonline.org>*

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**The most powerful producer of visual imagery is the individual**

- The students have to **do** something with that visual imagery and it has to be done the right way. Create. Remix. [Mashup](#). Post to YouTube. Or use online content creation systems like [JumpCut](#) to create or distribute visual messages.
- What do you use?

*Adapted from David Jakes, <http://www.jakesonline.org>*

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**Visuals, when combined with other multimedia, provide individuals with a competitive voice**

...one that can be heard. One that can be measured. One that says "here I am, and here's what I think, here is what I have to contribute. Now what do you think?"

Where is Matt?  
Where is Matt 2009

Classroom Application....what does this inspire you to do in your classroom?....yes, standards-based ☺

*Adapted from David Jakes, <http://www.jakesonline.org>*

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**Communicating Visually**

- What are some specifics about developing visual support in the classroom for instruction?

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**Visual Literacy Design Principals**

<b>Color:</b>	<b>Text:</b>
<ul style="list-style-type: none"><li>▪ <b>Yellow:</b> of the 16 million plus colors the human eye can perceive, it sees yellow first</li><li>▪ <b>Red:</b> danger, alert, use with caution</li><li>▪ <b>Blue:</b> American's favorite color</li><li>▪ <b>Dark blue:</b> trust</li><li>▪ <b>Green:</b> renewal</li><li>▪ <b>Brown and grey:</b> never use</li></ul>	<ul style="list-style-type: none"><li>▪ Projected text should use a sans serif font (Verdana, Tahoma, Arial)</li><li>▪ This is a serif font</li><li>▪ Written text should use a serif font like Times New Roman, hooks on the letters help the eye move left to right across the page.</li><li>▪ Never use Helvetica with adults-this is the font that that IRS tax forms are in.</li></ul>

*Adapted from David Jakes, <http://www.jakesonline.org>*

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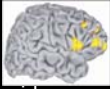
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### Visual Principals



Content:

- Use visuals as much as possible
- Combine visuals and text to engage both sides of the brain.
- 6 X 6 rule
  - no more than six lines of text on a slide
  - no more than 6 words on each line.
- 10/20/30 rule,
  - 10 slides,
  - no more than 20 minutes
  - no less than 30 point font.

*Adapted from David Jakes, <http://www.jakesonline.org>*

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it's not what  
the software does.  
it's what the  
user does.



@hugh

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PowerPoint doesn't kill presentations



Bullet Points do!

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**In the Classroom**

Three Key Elements for Students:

- Navigate
- Evaluate
- Communicate

*Adapted from David Jakes, <http://www.jakesonline.org>*

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**Navigate**

Kids have to find stuff:

- [Flickr](#)
- [YotoPhoto](#)
- [Creative Commons](#)
- YouTube
- MANY others

*Adapted from David Jakes, <http://www.jakesonline.org>*

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**Evaluate**

Kids have to seek meaning in images.

- <http://www.cellsalive.com/howbig.htm>

*Adapted from David Jakes, <http://www.jakesonline.org>*

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## Communicate

Kids have to use images to create meaning, by telling stories, creating content, and contributing.

- [My Maps \(Google\)](#)
- [Digital Storytelling Online](#)

*Adapted from David Jakes, <http://www.jakesonline.org>*

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## Classroom Examples

- Google Earth:
- Google Lit Trips: <http://www.googlelittrips.com/>
- Make your own visual maps: <http://maps.google.com/support/bin/answer.py?answer=68480>
- Periodic Table of Visual Elements:
  - [http://www.visual-literacy.org/periodic\\_table/periodic\\_table.html#](http://www.visual-literacy.org/periodic_table/periodic_table.html#)
  - [Jo Cool or Jo Fool](#)
  - [New York Times](#) (Grades 6-12)
  - [Pacbell](#)

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## Now What?

- What does this mean to you and your daily practice?
- Where do I go for more information?
- Handouts for download on RSAC webpage

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