

Visual Literacy is Essential

Learning Through the Arts



RESPOND to some facts about visual literacy. Reflect on your experience with mentally processing visuals.



90% of information we process is visual.
The brain processes visuals 60,000 times faster than text.

—3M Corporation



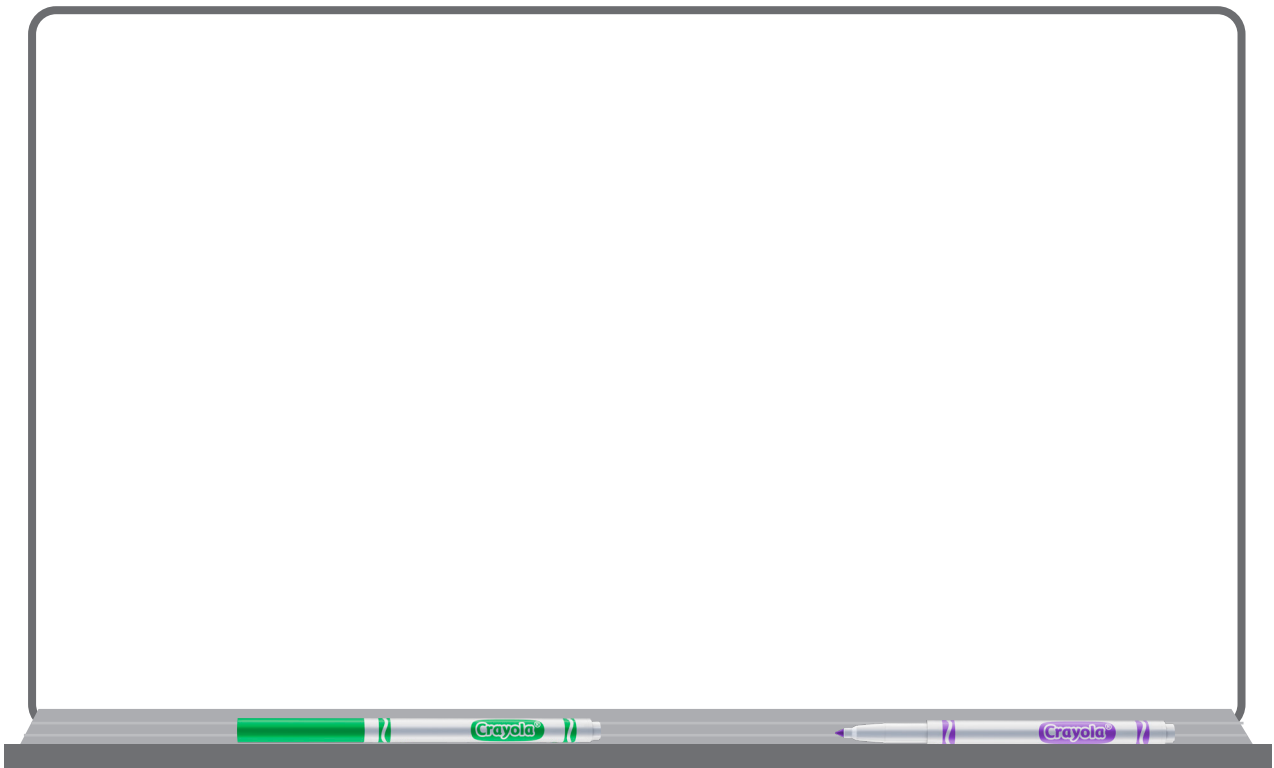
In the digital era reading visuals for meaning is key to effective communication.



CONNECT information you learn about visual literacy with a skill or concept that is difficult for people to understand or remember.



CREATE a visual that helps you understand the difficult concept or skill.



PRESENT the visual as if you were a teacher. Explain why you created this visual and how it helps learners understand the concept or skill. Discuss the meaning of visual literacy and how the arts can be considered universal languages—helping people communicate ideas through the common languages of drawing, dance, and music. Ask your audience to reflect on how sketches, drawings, and three-dimensional models help to make thoughts visible and to share their ideas about visual literacy with you.