A Big Picture Approach: Using Embedded Librarianship to Proactively Address the Need for Visual Literacy Instruction in Higher Education

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Abstract:

As images become ubiquitous and more accessible in digital culture, their role in the creation and dissemination of knowledge across academic disciplines is growing. Academic institutions need to adapt to this change by introducing new skill sets into the undergraduate curriculum. The term visual literacy encompasses the competencies necessary to critically use, produce, and analyze images. This article surveys the current methods academic librarians are using to introduce visual literacy instruction within their institutions. Each surveyed model focuses on a specific stakeholder group: students, faculty, and librarians. The article advocates for a method of instruction that combines the discussed approaches and stakeholders into a single framework by utilizing embedded librarianship practices.