

END OF FUNDING PERIOD REPORT

LAUC Statewide Grants, Research & Professional Development Committee

Primary Applicant(s): *Virginia Allison*
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TITLE OF PROJECT: *Grass Roots Visual Literacy: An Organic Approach*

- Time Period of Grant: *2009-2010*
- Amount of Award Received: *\$500.00*

Original Abstract as Submitted to LAUC:

With the rising use of new media in education, libraries are in a unique position to expand our traditional services into these new environments. New literacy's are needed to navigate, and understand these image rich environments. It seems only natural to extend our efforts in promoting Visual Literacy education within these new milieus. However, library based Visual Literacy initiatives must start within the library if they are to be truly effective. Collaborating with the library's department of Education and Outreach, we are developing a plan for meeting visual literacy needs, first within the libraries, then expanding campus wide. My poster will highlight some of the initial online learning objects that developed out of this plan:

- *Survey Data from peer librarians on perceived frustrations in working with image-based research*
- *Finding and Managing Digital Images Decision Tree*
- *Visual Literacy mind map*
- *Second Life interactive modules/tutorials promoting Visual Literacy skills*
- *Mash-ups for locating images and films online*
- *An RSS feed for all incoming library materials on Visual Literacy*
- *Database widgets to facilitate finding images and advertisements in article and newspaper databases*

Utilizing Visual Literacy tools created specifically for research interests on our campus, I believe the core model we are using, the lessons we are learning, and the resources we are developing will be of interest and value to the arts librarian community at large.

Revised Abstract submitted to ARLIS/NA and published in Conference Proceedings:

My poster demonstrates methods I am using to create a locally grown crop of visual literacy tools and resources for campus wide adoption. I began this project by conducting a survey designed to measure visual literacy knowledge amongst the UC Irvine Libraries' staff; resulting data informed my planning process for developing a training rubric for our librarians. My intention is to meet visual literacy needs in the Libraries so that staff may serve as ambassadors of visual literacy on campus. Concurrently, our Libraries' Department of Education and Outreach and our Second Life Team are combining efforts to develop interactive visual literacy modular tutorials. These tutorials will also reside online as embeddable learning objects on a Visual Literacy Libguide. My poster

showcases the processes we are using to develop and market these tools, and our evolving efforts to root visual literacy initiatives within existing undergraduate curricula at UC Irvine.

I. ACCOMPLISHMENTS and EVALUATION

- **Describe what was achieved during the time period of the grant.**

After receiving IRB approval, I conducted a survey designed to measure Visual Literacy knowledge amongst the UC Irvine Libraries' Reference Staff; resulting data informed my planning process for developing a training rubric for our librarians. Only 25% of librarians surveyed strongly agreed that they were confident in their ability to create and manage digital images

- *See survey and results at:*

<https://webfiles.uci.edu/lallison/Streaming%20Media%20Informal%20Survey%20Summary.%20ARLI%20S.L.pdf>

- *A draft training rubric was developed based on feedback from the survey. See draft and summary of survey results at:*

<https://webfiles.uci.edu/lallison/Rubric%20for%20Providing%20Visual%20Literacy%20Training%20for%20IMT.pdf>

An initial Visual Literacy Libguide was created to host the online learning objects that will later be translated into interactive tutorials in Second Life:

http://libguides.lib.uci.edu/visual_literacy

A separate Visual Literacy Tutorial group was formed including the Education Librarian, a Librarian Assistant III, and an Education and Outreach Librarian in addition to the Second Life Team to help us plan and develop the tutorials.

A poster was developed in collaboration with Design Services Staff, I presented the poster at the ARLIS/NA National Conference in Boston this spring, the poster was very well received. A corresponding handout was created that described our methodology for launching our Visual Literacy project, I ran out of handouts as I had unanticipated crowds.

- **What aspects were completed as proposed? If your study could not be completed as proposed, explain how your plans were altered.**

The poster was conceived and presented as proposed at the ARLIS/NA National Conference in Boston

The poster reflects a work in progress where plans are constantly fluctuating to meet many variables, funding levels, and participating skill needs associated with the project.

I am reformulating the poster to be a presentation at the next ARLIS/NA National Conference in 2011.

- **Did the project accomplish what it intended? Did it make a difference?**
Yes, I had strong crowds throughout the time I was presenting. Others were generally excited about the project and very interested in discussing strategies for launching Visual Literacy projects in a time of limited resources and cut services.
- **Include any relevant quantitative data, if applicable (e.g. How many individuals have benefited from this project? In what way? This may include various output measures such as circulation, reference transactions, program attendance, survey responses, etc. as appropriate.)** *N/A*
- **Include any anecdotes, if applicable.** *Images of presentation are attached*
- **What would you do differently next time, if anything?**
I would have practiced talking aloud about my work more and I would have started the IRB process sooner. I would have made more copies of handouts than I thought I would need.
- **What advice do you have for others applying for LAUC research grants?**
Your local LAUC chapter for Research and Professional Development is there to assist you, don't be afraid to ask questions. If you are applying for IRB approval, start early and be persistent.

II. IS YOUR PROJECT COMPLETED? Yes X No

- **If No, what is needed to complete the project? Is more time needed? Or more funds?**

III. FINANCIAL STATEMENT

Please explain how the funds received were spent. Attach your original budget and indicate how well your estimates matched with actual expenditures. Receipts are not necessary.

<i>Hotel (\$75 X 4 nights)</i>	\$363.00
<i>UCI Prof.Dev.</i>	-\$300.00
<i>Balance</i>	\$63.00

Registration fee/tuition:	\$225.00
<i>UCI Prof. Dev.</i>	-\$225.00
<i>Balance</i>	\$0.00

Airfare:	\$458.00
<i>UCI Prof. Dev.</i>	-\$300.00
<i>Balance</i>	\$158.00

Shipping fee:	\$40.00
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Poster Printing:	\$66.23
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Printing Handouts: \$ 20.00

Meal cost (four days): \$260.00

Taxi: \$35.00

Total: **\$1, 467.23**

-UCI Prof. Dev. \$825.00

-LAUC Grant **\$500.00**

Balance \$142.23

IV. SHARING YOUR PRODUCT/RESULTS

What are your plans for disseminating the results of your work? If it will be a web page or product, or published article or book, when will it be available to the public? Include citations/URLs if known.

- *Will be made available via ARLIS/NA conference proceedings by this fall at the latest:*
http://www.arlisna.org/news/conferences/conf_index.html
- *Will submit poster image to UCI's eScholarship digital archive:*
http://escholarship.org/uc/uci_libs
Poster image will also available on my blog with updates about the project:
<http://www.myartsresearch.info/>

V. NOTE

- **Information included in this report may be reprinted or posted on the web for dissemination to UCOP, other UC Libraries, and future potential LAUC grant applicants.**