<div align="center">

Visual and Media Literacy Hub
Work Plan
2018
Draft 1

</div>

VML Hub's mission is to support faculty and students in their creative and instructional endeavors, and to advocate and support visual and media literacy across disciplines. The VML Hub provides media based instruction, programs, technologies, and a media repository through its multi-disciplinary collaborative workspace and services.

VML Hub

In 2004, the VRC (now known as VML Hub) was mandated to provide the first all college resource for CVPA, expanding its services beyond the Art History Department and transitioning the college's slide library to the largest digital repository of images and media on campus. Since that time, the VRC has transformed from a place that passively handed out images and to a multi-service facility that provides content and instructional support for all aspects of visual and media literacy.

In 2006, the VRC acquired a $50,000 grant to develop a digitalization and online image and media repository program, LUNA, for CVPA. As stipulated by NASAD guidelines, this program aligns with visual and media literacy standards for high quality image and media resources with verified content. For some time now, LUNA has been integrated with the university's library OPAC/Discovery system and is available to the entire campus community.

In 2015, with the expanded facilities in CVPA-257, VRC was able to further increase its faculty and student services. VRC always functioned as quiet space for students to research, study and create, but in recent years, the new facility enabled group instruction and activities in support of curricula and assignments for the CVPA disciplines without dedicated technology labs. It also allowed the VRC to make available a variety of emerging technological devices and software applications in support digital creation, such as: image and media production, 3D creation and capture, and AR and VR projects.

VML Hub also launched a camera/video tethered copy-stand and stop-motion area to meet the growing needs of fine arts, art education, art history and visual design curriculum and student assignments. Even students outside CVPA, including engineer students, will occasionally use photographic and motion-based services for their assignments as well. To meet the requests for portfolio and exhibition documentation and preparation by graduate students, we set up an open workspace with mat cutters, tables, light tables, lights and other tools. Overall, this new facility allowed VML Hub to meet the growing and diverse demands of a visual and performing arts curriculum and program at CVPA.

In response to chaotic environmental conditions in the studio classrooms, with inconsistent lighting, and no dedicated projection space, the VRC was able to establish a formal lecture space that holds 22 students. This new space is used daily by faculty, TAs and students and allows for uncluttered optimal viewing and instruction that adheres to visual literacy best practices to foster

learning concentration and participation. Faculty as well as students use this same space to conduct collaborative and individual projects, which often transpire over an entire semester. Lectures and critiques by visiting artists are conducted in this room as well as student club meetings, sponsors talks, and media viewings.

In addition, the VRC created a quiet workspace dedicated to FTL, PTL, TA's or Star Store based faculty who do not have an office on main campus. Faculty often conduct image and media research, prepare for classes and develop new curriculum. This service is used often, if not daily.

In recognition of these expanded programs and objectives, the VRC Faculty Advisory Committee voted to change its name to the Visual and Media Literacy Hub (VML Hub) in January 2018. The VML Hub is now a centralized germination point for research, state-of-the-art instruction, innovation, and entrepreneurship in visual and media literacy and serves the entire CVPA community. Its interactive learning devices, like the multi-touch projection table, support faculty instruction and student learning and collaboration.

The VML Hub has always served as distribution center for instructional equipment (computers, projectors, speakers, cables, adapters, etc.) but this past year through grants and collaborative endeavors, we have responded to the needs for student access to video cameras, cameras, iPads, Wacom tablets, etc. With the onset of the Mount Ida cage program, we are in greater need of additional resources and updated facilities to ensure continued high quality service.

In addition, this coming fall, the VML Hub will embark on a new university partnership with the Multi-literacy and Communication Center to develop a collaborative training, shared tutor and multi-literacies program that advances and cultivates visual and media literacy skills across the university. As part of this partnership, tutors from the MCC will engaged in tutoring session at the VML Hub which will require meeting space as well.

Why is visual and media literacy vital in higher education?
Though John Debes coined the term "visual literacy" in 1968, until recently the academic community has been slow to adopt his pedagogical principles, With the proliferation of personal computers, internet, smartphones, and interactive technologies, more than ever visual/media content is at the forefront of human interchange and communication. So much so that national and international professional media and image advocates have established a core set of competency standards for visual and media literacy for higher education. For example, the Association of College & Research Libraries (ACRL) states that "Visual literacy is a set of abilities that enables an individual to effectively find, interpret, evaluate, use, and create images and visual media." They further explain that the visual literacy skills prepare the 21st century learner with the aptitudes to process, to analyze and to assess the contextual, cultural, ethical, aesthetic, intellectual, and technical components involved in the use and the production of visual materials.

With the onset of the web, social media, crowd sourcing, mobile apps and now "smart devices", we are bombarded with visual and multimedia content that is designed to influence how we think, what we do, and what we believe. This 24/7 saturation of content often leaves us numb,

making it difficult to determine the merit or authenticity of content. More than ever the 21st century citizen needs the abilities to examine and to critically assess visual image and media resources. United States Department of Education, North Central Regional Educational Laboratory states that visual and media literacies are keys skills needed for the 21st century learner. As educators and librarians of higher education, it is our obligation to become diligent in our approach to prepare the 21st century learner with the abilities to observe, interpret, analyze, decipher and create visual and media materials and its meaning. Visual and media literacy standards and best practices equip us with the strategies to combat these challenges and help 21st century citizens learn and communicate more effectively.

Why should CVPA spearhead visual and media literacy across campus? As a College of Visual and Performing Arts, it is our mission to prepare students to be successful visual and media observers, communicators, and creators. CVPA curriculum offers the methodology, and framework, and techniques to understand visible actions, objects, and symbols, along with the abilities to visually think, communicate, and create. CVPA can lend its expertise and guidance using visual and multiliteracy approaches to teaching and research in other disciplines across university.

The VML Hub is in the unique position to initiate this effort, and has done so for more than ten years, through its expanded visual and media literacy programs and support services. To this end, we are partnering with the new expanded Multiliteracy and Communication Center to include visual and media literacy practices and student support. In the next year, the centers will work together to establish student training and work with faculty on developing visual and media literacy projects or initiatives. We intend to develop curricula, programs and projects that foster all aspects of multimodal literacy campus wide.

How does VMLHub program aligns with national visual and media literacy standards?

> *Brumberger (2011, p. 21) defines "….the ability to analyze and interpret images, and other visual material, although critical, is not by itself sufficient for full visual literacy; it must be accompanied by some ability to create visual material." as well.*

Visual and media literacies (VMLs) have a long legacy. However, it is only recently that higher education institutions have adopted and implemented formal visual and media literacy benchmarks in their curricula. Organizations such as the Association of College & Research Libraries Visual Literacy Standards, National Association for Media Literacy Education Standards and the College Art Association have only recently developed a set of core visual and media literacy standards for college students.

The VML Hub has always supported these competencies through its digital repository, digital production, instructional services, and faculty and student support. Below is a table that states the visual and media literacy standards and the ways VML Hub's meets these competencies.

Implementation of Visual & Media Literacy National Standards at CVPA

Standard One: The visual literate student is able to articulate the exploration for non-textual content and determine the nature, legitimacy, accuracy, and extent of the visual and media resource.

VML Hub Competencies Support (current):
- Unlike Pinterest, VML Hub verifies and provides accurate and legitimate historical, cultural and artistic context associated with its visual and media resources.
- Works with faculty to develop a collection of visual and media materials that support instruction and research.
- Provides methodology for research verification strategies through its instructional services.

VML Hub Competencies Goals in Next Three Years:
- Continue to expand services through online instruction and services.

Standard Two: The visual literate student is able to locate, accesses and evaluate images and visual media effectively and efficiently.

VML Hub Competencies Programs (Current):
- Secure and oversee access to high quality image & media resources (stipulated by NASAD) through its digital repository and online resources.
- Provides students and faculty with multiple research strategies to locate primary and secondary image and media resources.
- Provides students and faculty with daily hands-on and classroom assistance in image and media research.
- Share and integrate, via OAI-PMH, VML Hub digital repository (largest on campus) and the University library's discovery (library catalog) system.

VML Hub Competencies Goals in Next Three Years:
- Continue to expand collections in support of CVPA curriculum in particular new programs social practice, architecture interior design and fashion design.
- Create student and faculty digital asset management guide for purpose of acquisition, and management of image and media resources.
- Expand services to Star Store.
- Expand services across the campus community.

Standard Three: The visual literate student interprets and analyzes the meanings of images and visual media.

VML Hub Competencies Programs (Current):
- Works with faculty to develop course instruction that fosters students' abilities to interpret and analyze visual and multi-media.
- Provides students and faculty with daily hands-on and classroom assistance in image and media research.

VML Hub Competencies Goals in Next Three Years:
- Work with faculty and students to develop programming and curriculum integration.

- Expand on the Visual and Media Library Guide with additional instructional resources.
- Remote guest speaker series addressing different aspect of visual and media literacy principles

Standard Four: The visual literate student evaluates images and their sources.

VML Hub Competencies Programs (Current):
- Creates easy online access to other visual and media resources including library guides in support of thesis development.
- Provides hand-on and classroom instruction, in types of primary and secondary image and media resources with methodology to verify and assess legitimate and accurate content.
- Coordinates with faculty to demonstrate quality, type and verification strategies for images and media resources

VML Hub Competencies Goals in Next Three Years:
- Work with faculty to develop effective evaluation tools for images and media

Standard Five: The visual literate student uses images and visual media effectively

VML Hub Competencies Programs (Current):
- Provides access, instruction and support of visual and media applications and technologies.
- Assist faculty with their curriculum goals through assignment development of visual and media literacy and emerging technologies
- Oversees a visual and media equipment bureau including IPADS, cameras, photographic/media studio equipment, 3D camera, Wacom Pads, computers, adaptors, etc. for CVPA faculty and students.
- Provides guidance in digital asset management.
- Work directly with the Multiliteracy and Communication Center tutor program

VML Hub Competencies Goals in Next Three Years:
- Develop an immersive education multi-purpose space for all disciplines in CVPA.
- Sponsor instructional sessions & Lib Guides in (AR, VR, 3D, etc)
- Work with faculty and students to develop programming and curriculum integration.

Standard Six: The visual literate student designs and creates meaningful images and visual media.

VML Hub Competencies Programs (Current):
- VML facilities provides quiet project development space, learning space for large to small groups of students, image and media capture & production laboratory including copy-stand, critique space, presentation space for studio classes, guest speakers, graduate students, documentation and preparation space for portfolios, exhibition, display etc. Provides one-on-one instruction support for students and faculty in media based creation applications including AR/VR, 3D RHINO, CAD, Adobe Suite, photographic tither, Wacom and among others.

- Assist students and faculty with technology and emerging technologies related to visual and multimedia creation and production.

VML Hub Competencies Goals in Next Three Years:
- Equip Star Store and VML with Microsoft Hub and Touchscreen technology to view, and interact with image and media resources in new and innovated ways.

Standard Seven: The visual literate student understands many of the ethical, legal, social, and economic issues surrounding the creation and use of images and visual media, and accesses and uses visual materials ethically.

VML Hub Competencies Programs (Current):
- Image and media copyright clearance services for CVPA faculty and student publications.
- Classroom instruction in copyright and fair use issues pertaining specifically to image and media resources.
- Negotiate and purchased license image and media resources for digital repository, faculty publication, and student projects.

VML Hub Competencies Goals in Next Three Years:
- Develop a full image and media rights and reproduction service program