

Visual Literacy

What is Visual Literacy?

Visual literacy is the art and skill of seeing and comprehending visual details, the ability to read and write visual text, and the ability to understand the meanings of and messages in visual text.



What is visual text?

Visual text contains images, either with or without accompanying words. Visual texts can be printed, electronic, fiction, or non-fiction. They range from diagrams to documentaries. Examples of visual texts include maps, charts, graphs, textbook illustrations, flow charts, street signs, Internet websites -- in short, any information source that includes pictures or illustrations.



Why is visual literacy important?

Our increasingly visual world is filled with messages that need to be understood. These may be obvious, like street signs or advertisements, or they can be subtle, like the architecture of buildings or the clothes we wear. Visual literacy helps us determine and understand the messages being sent through images.

