

VISUAL LITERACY: EXPANDING HOW WE PRACTICE UX

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#UXVL
#UXThursday

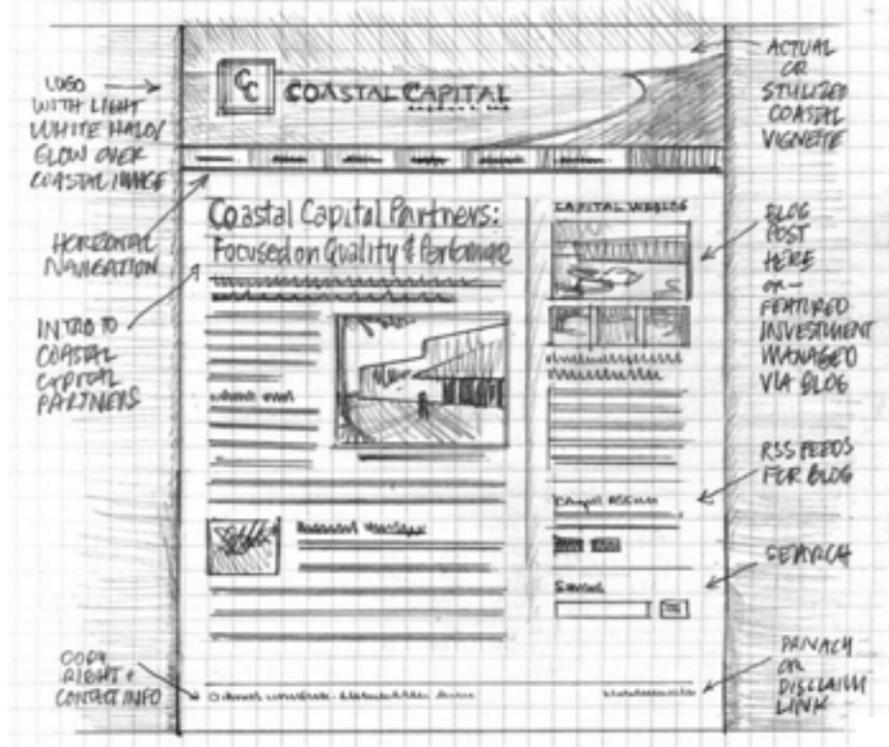
Starting my talk at #UXThursday about Visual Literacy & UX <http://instone.org/uxt-visual-literacy-user-experience> #UXVL



Why visual literacy? There are some obvious ways that we already work visually. I am hoping to learn some things from other disciplines who have been studying this longer and deeper so that we can improve how we practice UX.

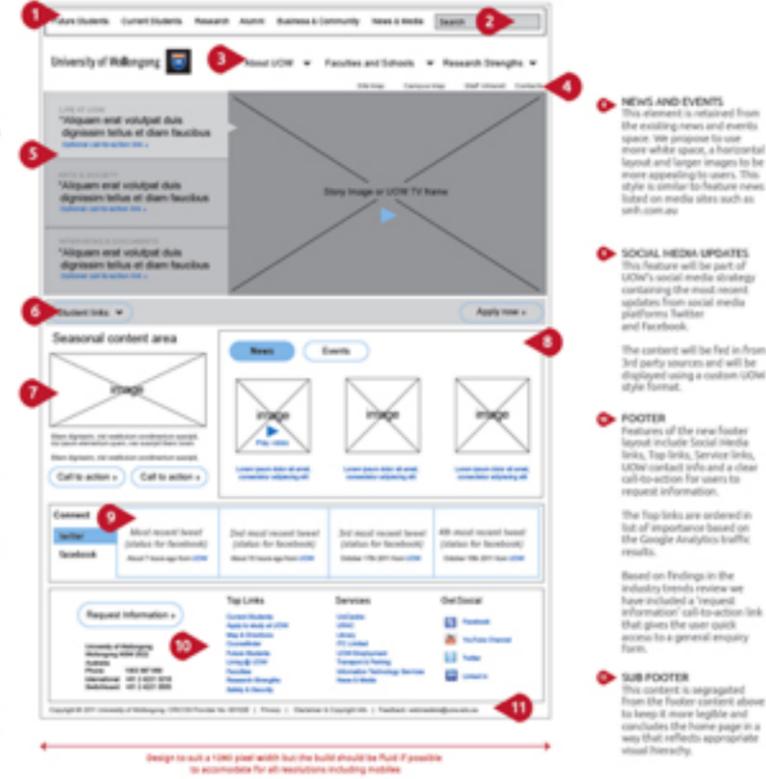
Of course, we design visual user interfaces. The UIs are becoming more and more visual, and more dependent on our users understanding of a visual language. Our UIs either have to build upon past visual conventions, or create new ones that people can learn to use. Gestures are just 1 part of this new “language” that our users need to be “literate” in.

Source: <http://thumbs.dreamstime.com/z/futuristic-user-interface-hud-blue-virtual-graphic-touch-38698318.jpg>



UOW 2011 Home Page Information Architecture
 2nd October 2011
www.education.uow.edu.au/index.html
 Concept A

- 1 PRIMARY NAVIGATION**
 The primary navigation items remain the same with the only change being the position. The navigation has been moved up above the logo and sits next to the search. This will allow for more design flexibility and will take up less real estate with the search and the navigation on the same horizontal line.
 It will now use drop down mega menus. A user will be able to access the 2nd level from the home page easily.
- 2 SEARCH INPUT**
 The search input's importance on the new website will remain high with the recent installation of the Google Search Appliance (GSA).
 The position of the search needs to remain dominant which is why information have kept it in the header.
 Using contrast in the design with the navigation is ideal to aid user accessibility.
- 3 QUICK LINKS**
 The proposed layout for the quick links in this wireframe is to consolidate the existing being that currently occupies a lot of the middle body. We recommend introducing mega menu lists.
 This uses less real estate on the page and enables more links to be available from the home page without cluttering the design.
 It shows in the Google Analytics data that around 20% of traffic goes to Faculties and Schools which is the highest accessed section aside from current students. With these findings we have made this one of the quick links.
 Research Strengths has been introduced to help drive more traffic to the different research categories that exist at UOW.
- 4 HEADER LINKS**
 No change is proposed for the header links as they work effectively according to the Google Analytics data and will match the current site navigation structure.
- 5 TRANSITIONAL FEATURE BANNER**
 The new feature banner proposed is designed to increase usability by changing the dimensions of the main image and enabling the use of multimedia. Using multimedia stories from the existing UOWTV section will also drive more traffic and exposure to these resources.
 3-4 stories will be displayed on the left and the main image will transition between story similarly to the current feature banner transition. The top story on the left will be the one displayed in the larger pane on the right. This area on right can be a photo relating to the story or a clip from UOWTV.
- 6 STUDENT LINKS**
 On click of this button a whole new region will appear. Items provided will allow students to access their tools quickly.
- 7 SEASONAL CONTENT AREA**
 Free area for any content that UOW would like to highlight at that time.

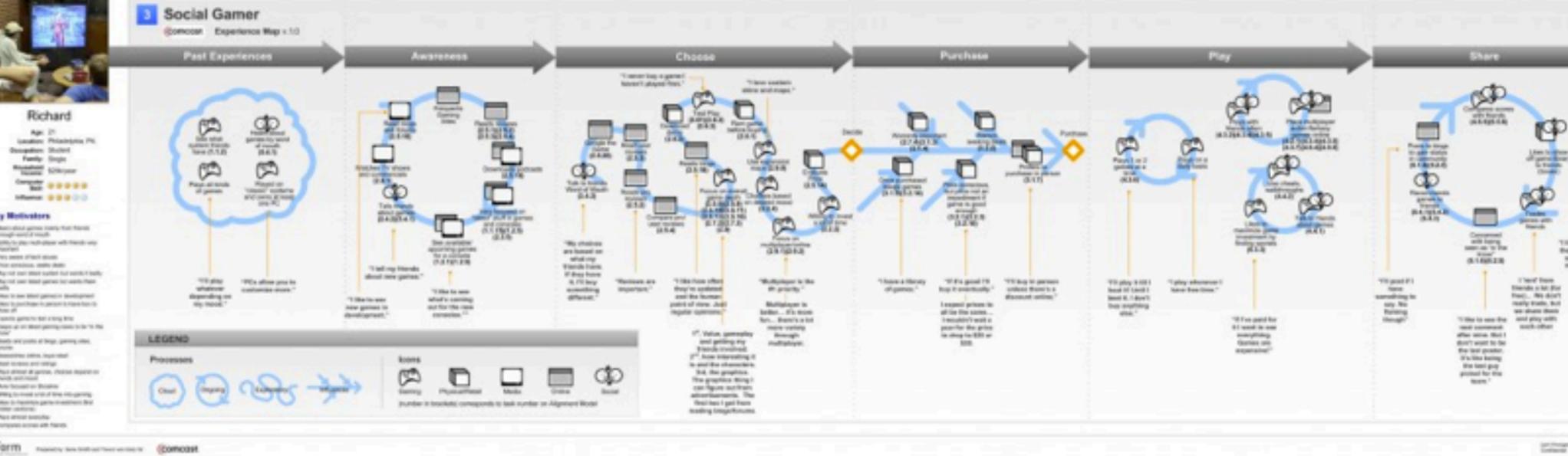


We also use visual work products to specify designs. Storyboards and wireframes, for example. These are various levels of fidelity, can be built with lots of different tools (from paper and pencil to special software to code) and serve a wide variety of business purposes.

What I find interesting about these artifacts is their dual nature, both representing what end users will see but also conveying the business politics, requirements, design rationale, strategy, operational impact and many other things. It is often the annotations to these work products that are the most important, not the designs elements themselves.

Source: http://webdesignledger.com/wp-content/uploads/2010/05/sketched_wireframes_5.jpg

<http://www.internetrix.net/assets/IA1.jpg>



We also tend to use visuals to engage with stakeholders, educate the business on UX issues, and in general, do the business communication we need to do. Customer journey maps are just 1 example of this.

Source:

http://www.shmula.com/wp-content/uploads/2012/06/experience_map_social_gamer-smaller-1024x309.jpg

<http://experiencematters.files.wordpress.com/2009/03/legowheel.png>

**VISUAL LITERACY
IS IMPORTANT
FOR PEOPLE IN
EVERY FIELD.**



VISUAL LITERACY

[WHAT IS IT?](#)

[VISUAL LITERACY AT TMA](#)

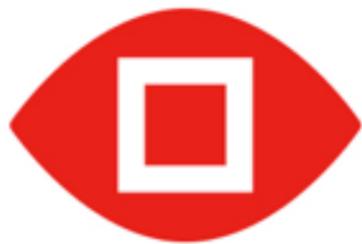
[2014 IVLA CONFERENCE](#)

[RESOURCES](#)



So what did I do? I wandered around a bit, but eventually I ended up at the Toledo Museum of Art. I met some people there who were into this thing called visual literacy.

Their site is vislit.org if you want to start where I did.



VISUAL LITERACY

THE ART OF SEEING: FROM ORDINARY TO EXTRAORDINARY

47th Annual IVLA Conference
November 5-8, 2014 | Toledo Museum of Art



**Visual literacy
in a business
context: The
opportunity for
integration with
user experience**

Some parts of my plan.

I will be crashing the International Visual Literacy Association conference in November. It is in Toledo: local conference crashing is the best, lower costs and less risk.

I have been buying lots of used books about VL and reading other things.

I joined IVLA - low cost membership. I rotate lots of memberships like this. It really is amazing how many different professional associations there are that could be of interest to a person with a broad UX interest.

And they have a journal, of course. Yawn. But it is important to TRY to grok the theoretical foundation. I admit that I cannot even grok HCI theory, so I cannot say I understand any VL theory. But I try.

Finally, at the conference, I am leading a round table discussion about VL & UX. I hope some of you can join me! It is my first attempt at injecting some UX thinking into the VL world. I will be interested to see what the reaction is. Do they invite me back or kick me out? Dunno.

Quiz: Official definition of Visual Literacy

- (A) Understanding how people perceive objects, interpret what they see, and what they learn from them
- (B) Ability to construct meaning from visual images
- (C) Recognizing and understanding ideas conveyed through visible actions or images (as pictures)
- (D) Ability to communicate via doodling, drawing, and sketching
- (E) An umbrella field with components of Visual Perception, Visual Language, Visual Learning, Visual Thinking, Visual Communication

What is THE definition of visual literacy? Let me read you 4 and you tell me which one is the official definition.

Who votes for A? B? C? D? E? None of the above? All of them? You guys are smart: I bet you know that this is a trick question.

There is not accepted definition of visual literacy. It is worse that our Defining the Damn Thing discussions! They have been debating it since 1969. But I that is the part of VL that appears to me, feel right at home in a field with many definitions.

References

- (A) Elkins, James 2010. The concept of visual literacy, and its limitations, In: Visual Literacy, ed. James Elkins. Routledge, New York. pgs 217
- (B) Giorgis, C., Johnson, N. J., Bonomo, A., Colbert, C., & al, e. (1999). Visual literacy. Reading Teacher, 53(2), 146-153.
- (C) Merriam-Webster
- (D) Sunni Brown, TED conversation, http://www.ted.com/conversations/6719/why_is_visual_literacy_discour.html
- (E) Toward a Cohesive Theory of Visual Literacy, Avgerinou, Maria D.; Pettersson, Rune, Journal of Visual Literacy, v30 n2 p1-19 2011

Visual arts
Art History
Aesthetics
Linguistics
Literacy
Philosophy
Psychology
Perceptual physiology
Sociology
Cultural studies
Media studies
Instructional design
Semiotics
Communications studies
Educational technology

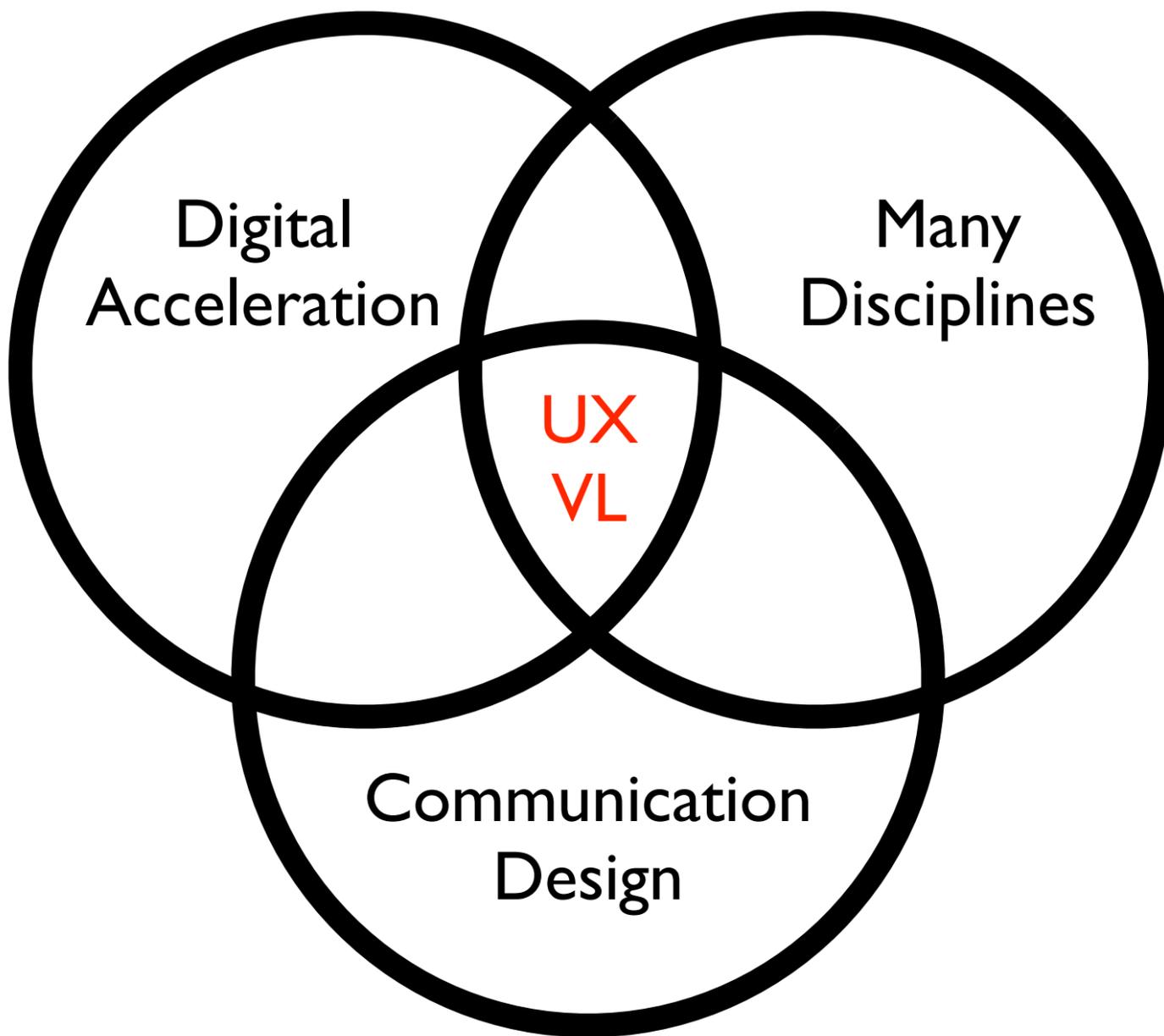
These are some of the disciplines that have helped develop visual literacy as a field of study.

I see 1 overlap with a discipline I have knowledge of already: psychology. But computer science & information science, missing.

Some of these are at the “opposite” end of the academic spectrum for me, like art history. But what about you?

I am sure we have people with a visual arts background - who? You are already visual literate. I'd be interested to hear how you have applied your formal education in the working world, like how you have had to deal with people who are not visually literate. How do you teach them?

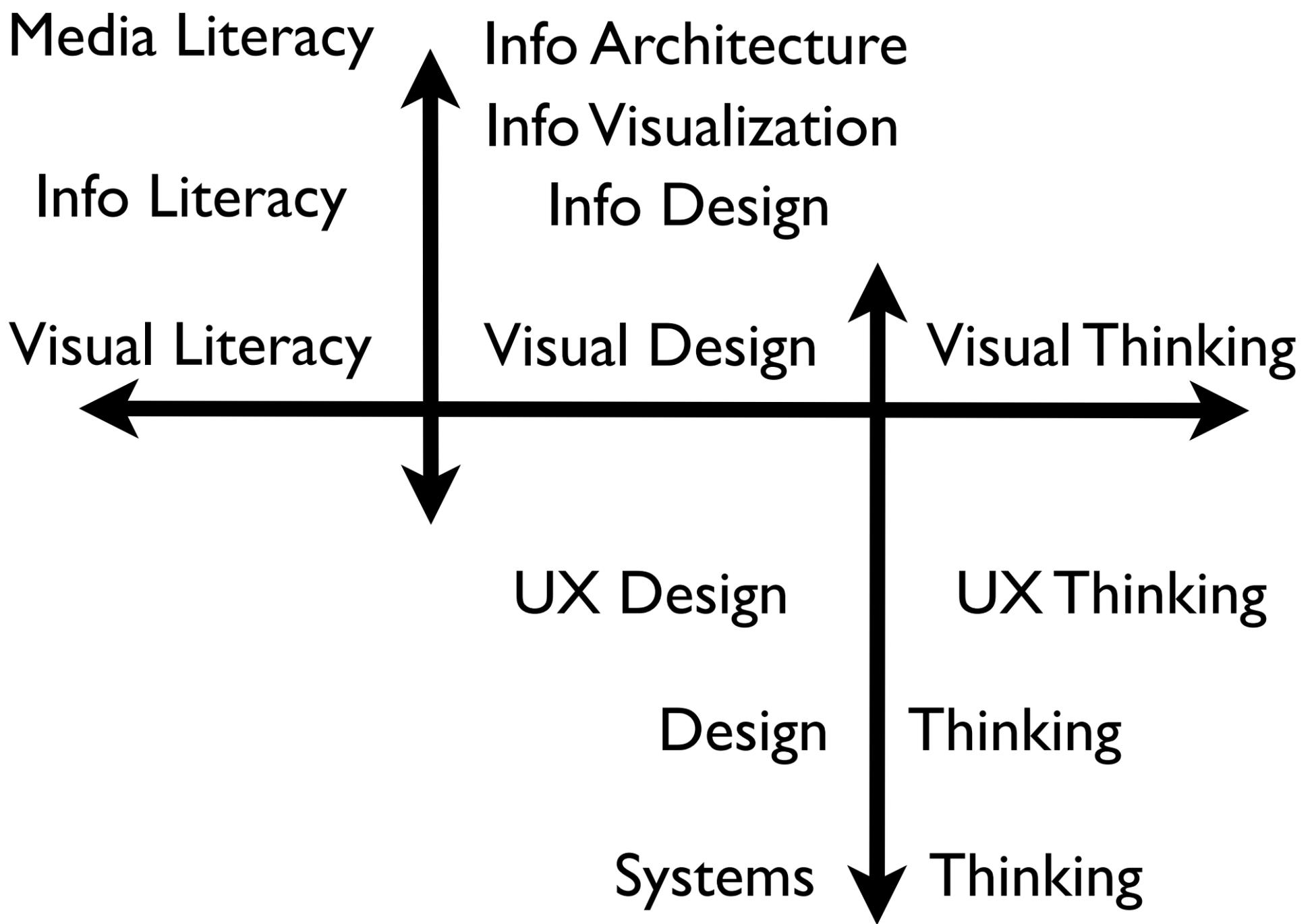
Anyone trained in sociology? Who has studied semiotics enough to be able to explain to me what it MEANS (pun intended!)? Anyone instructional designers in the house? How did your visual literacy-related education help you get into UX? What special skills do you have that you can teach the generalists?



So I have to use a Venn diagram to show the high level similarities between VL & UX.

They share these 3 attributes. Drawing from disciplines - but not the same ones, not yet. Communication design is key. Digital technologies have made both more important. I think they share attributes, too.

I hope you start to see other connections as well. Over time, help me make a better visualization of the similarities and differences.



My personal learning journey. As I wandered in the VL and other visual spaces, I connected them to what I already knew in the UX space, going across the “visual” aspect, from literacy to design to thinking. Then down to other design and thinking.

I explored the literacy side a little as well and bumped into a few more familiar turfs, info design and IA.

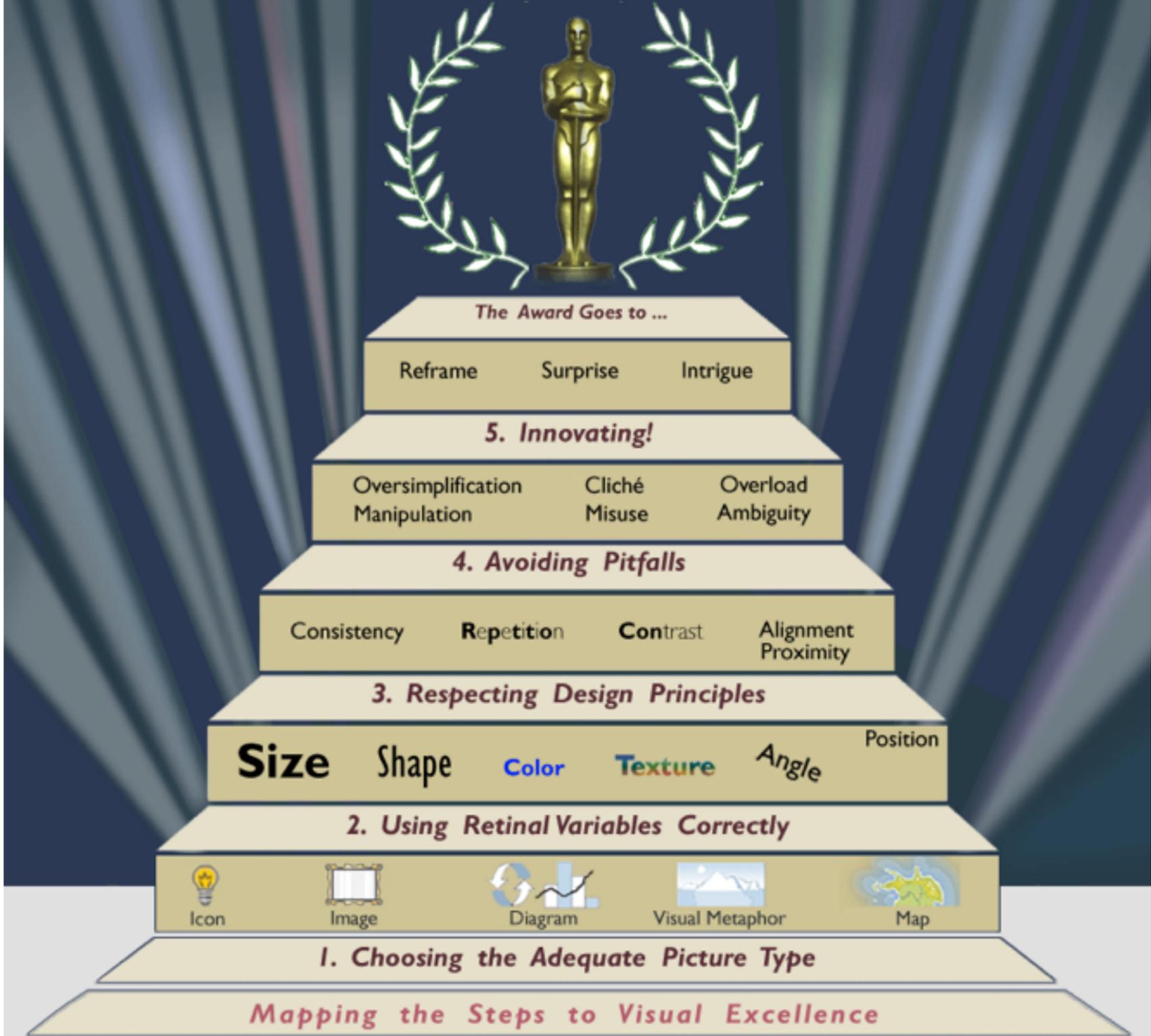
- Know when, how to use visuals
- Find appropriate images, organize them
- Interpret visuals, analyze meaning
- Evaluate effectiveness of visual communication
- Variety of purposes, various tools
- Design & create visual artifacts
- Ethical, legal, economic issues

Here is a checklist of what it means to be visually literate. They come from a bunch of librarians who wrote “Visual literacy standards for higher education”.

Let me read them to you quickly.....

I think you are already doing most of these. I am pretty good at organizing, but I need to get a lot better at creating them (as this presentation demonstrates). When I get farther along in my journey, I hope to give you examples of what I used to improve my skills.

<http://www.ala.org/acrl/standards/visualliteracy>



Here is the “stairs of visual excellence” – the steps to showing your visual literacy.

1. Choosing picture type
2. Color shape and other variables
3. Design principles like alignment & proximity
4. Avoiding cliches and pitfalls
5. Innovating to stand out

So this is an example of things you will see from the VL community – a tool someone could use to teach those educational standards.

http://www.visual-literacy.org/stairs_of_viz/stairs_of_viz.html

L I T E R A T E

**F
L
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T**

A reminder that this is about literacy, which is usually considered a general-purpose level of skills that everyone needs. If you want to be fluent, you will have to do deeper, perhaps get a formal education, or just practice for a long time.

A well-trained visual designer does not need those steps – they will have something more sophisticated they use.

But, say, you are trying to get a job as a UX unicorn, then visual literacy will be one thing you will need, in addition to technology literacy, business literacy, design literacy, psychology literacy, etc.

The Visual Literacy White Paper

Commissioned by Adobe Systems Pty Ltd, Australia

Written by Dr Anne Bamford. Director of Visual Arts. Senior Lecturer in Interactive Media,
Art and Design University of Technology Sydney

What is visual literacy?

Visual communication is a process of sending and receiving messages using images. Visual literacy can be defined as the “ability to construct meaning from visual images” (Giorgis, Johnson, Bonomo, Colbert, & al, 1999: 146). To make meaning from images, the ‘reader’ uses the critical skills of exploration, critique and reflection. Lapp et al (1999) use the term “intermediality” to describe the combined literacies needed to read in a multi-media world. They stress the importance of active reading based on information visualisation and the importance of visual communication to capture attention, reinforce knowledge and increase audience responses. Visual literacy is about **interpreting images** of the present and past and **producing images** that effectively communicate the message to an audience.

The term “visual literacy’ was first used by the writer John Debes in 1968 (1968). Messaris (1995) defines visual literacy as the gaining of knowledge and experience about the workings of the visual media coupled with a heightened conscious awareness of those workings. Visual literacy includes the group of skills which enable an individual “to understand and use visuals for intentionally communicating with others” (Ausburn & Ausburn, 1978: 291). Visual literacy is what is seen with the eye and what is ‘seen’ with the mind. A visually literate person should be able to read and write visual language. This includes the ability to successfully decode and interpret visual messages and

TABLE OF CONTENTS

- 1 What is visual literacy?
- 2 The history of visual literacy
- 2 Why is visual literacy important?
- 3 The grammar, syntax and semantics of visual literacy
- 4 Why teach visual literacy?
- 5 Strategies to promote visual literacy
- 7 Visual literacy and technology
- 8 Further Reading
- 8 Interesting Websites

The best introduction for people like us, so far, I think is this Adobe white paper.

Some things that I stole from this document for this presentation:

VL can help us communicate with end users and with stakeholders

Images have become more important as digital and interactive applications have grown

Images are both still and moving: producing a movie is more like designing experiences than planning an art museum exhibit, but both are related to what we do

People can learn to be visually literate on their own, but at a lower-order level of literacy, not advanced like we need in today’s complex world, thus EDUCATION needs to step up

Problem solving and critical thinking are important benefits of VL; I hear the same about the value of design & UX for problem solving and critical thinking.

And of course, Adobe software is crucial if you want to be visually literate! There had to be an economic reason to sponsor this white paper.

Tweet: #UXVL at #UXThursday: Visual Literacy White paper, commissioned by Adobe <http://www.images.adobe.com/www.adobe.com/content/dam/Adobe/en/education/pdfs/visual-literacy-wp.pdf> (PDF, duh!) in 2003

A PERIODIC TABLE OF VISUALIZATION METHODS

☀ C continuum		☀ Tb table		☀ Ca cartesian coordinates		☀ Pi pie chart		☀ L line chart		☀ B bar chart		☀ Ac area chart		☀ R radar chart cobweb		☀ Pa parallel coordinates		☀ Hy hyperbolic tree		☀ Cy cycle diagram		☀ T timeline		☀ We venn diagram		☀ Mi venn diagram		☀ Sa venn diagram		☀ Cc venn diagram		☀ Ar argument slide		☀ Sw swim lane diagram		☀ Gc gantt chart		☀ Pm perspectives diagram		☀ D dilemma diagram		☀ Pr parameter ruler		☀ Kn knowledge map	
☀ Hi histogram		☀ Sc scatterplot		☀ Sa sankey diagram		☀ In information lens		☀ E entity relationship diagram		☀ Pt petri net		☀ Fl flow chart		☀ Cl cluster		☀ Ti toulmin map		☀ Dt decision tree		☀ Cp cpm critical path method		☀ Cf concept fan		☀ Co concept map		☀ Ic iceberg		☀ Lm learning map																	
☀ Tk takey box plot		☀ Sp spectrogram		☀ Da data map		☀ Tp treemap		☀ Cn cone tree		☀ Sy system dyn./simulation		☀ Df data flow diagram		☀ Sr semi network		☀ Ib ibis argumentation map		☀ Pr process event chains		☀ Pe pert chart		☀ Ev evocative knowledge map		☀ V vee diagram		☀ Hh heaves 's' hell chart		☀ I informal																	

Data Visualization
 Visual representations of quantitative data in schematic form (either with or without axes)

Information Visualization
 The use of interactive visual representations of data to amplify cognition. This means that the data is transformed into an image, it is mapped to screen space. The image can be changed by users as they proceed working with it

Concept Visualization
 Methods to elaborate (mostly) qualitative concepts, ideas, plans, and analyses.

Strategy Visualization
 The systematic use of complementary visual representations in the analysis, development, formulation, communication, and implementation of strategies in organizations.

Metaphor Visualization
 Visual Metaphors position information graphically to organize and structure information. They also convey an insight about the represented information through the key characteristics of the metaphor that is employed

Compound Visualization
 The complementary use of different graphic representation formats in one single schema or frame



Note: Depending on your location, it may take some time to load a pop-up picture.
 © Ralph Lengler & Martin J. Eppfer, www.visual-literacy.org

version 1.5

- Cy** Process Visualization
- Hy** Structure Visualization
- ☀** Overview
- ☐** Detail
- ☉** Detail AND Overview
- < >** Divergent thinking

☀ Su supply demand curve	☀ Pe performance charting	☀ St strategy map	☀ Oc organisation chart	☀ Ho house of quality	☀ Fd feedback diagram	☀ Ft failure tree	☀ Mq magic quadrant	☀ Ld life-cycle diagram	☀ Po porter's five forces	☀ S s-cycle	☀ Sm stakeholder map	☀ Is ishikawa diagram	☀ Tc technology roadmap
☀ Ed edgeworth box	☀ Pf portfolio diagram	☀ Sg strategic game board	☀ Mz mizberg's serainrash	☀ Z zwickly's morphological	☀ Ad affinity diagram	☀ De decision discovery	☀ Bm beg matrix	☀ Stc strategy canvas	☀ Vc value chain	☀ Hy hype-cycle	☀ Sr stakeholder	☀ Ta taps	☀ Sd spray diagram

How many of you have seen this? It is a table of visualization methods, laid out like a periodic table. Data visualization like pie charts on the left. Information, concept, strategy, metaphor and compound visualization sections. See, the age-old venn diagram!

I have bumped into this several times over the years. Never realized it was hosted at a web site about visual literacy. It was just a useful resource to refer to every once in a while. Check it out and explore the different methods, you may be able to apply one to a problem you have a work. Most likely, how to convey information to stakeholders, but maybe also some form of dashboard UI.

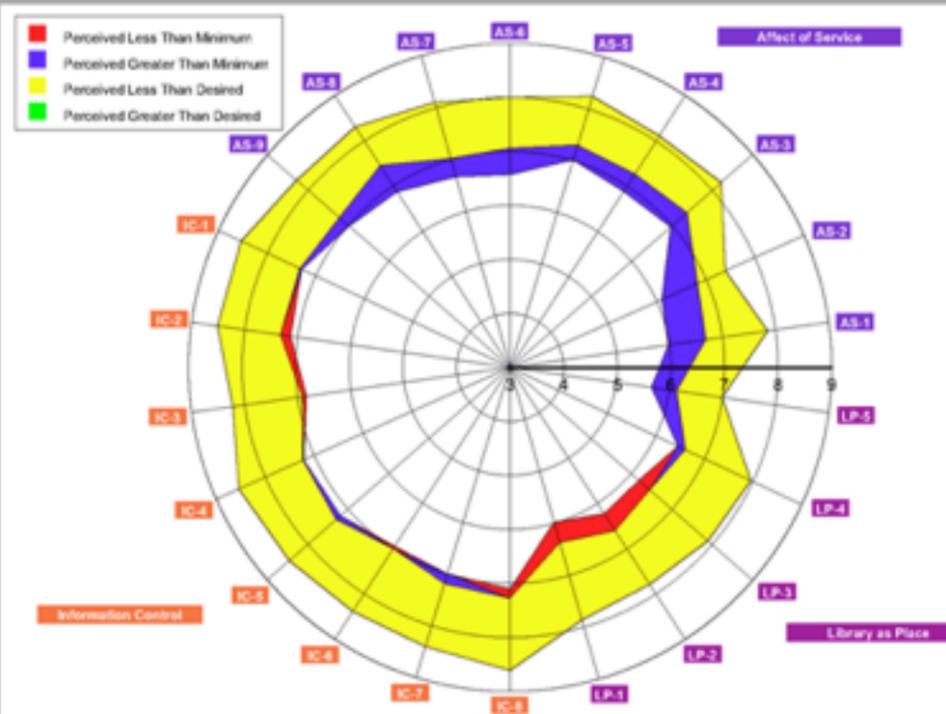
Now that I look at it again, I see where it could be a whole lot better, tho. Both the IA of the methods, the interaction design of the page, and the overall experience (for example, it does not really teach VL concepts very well). Anyone want to make a better one?

A periodic table of visualization methods http://www.visual-literacy.org/periodic_table/periodic_table.html

TREEMAP



RADAR CHART / COBWEB

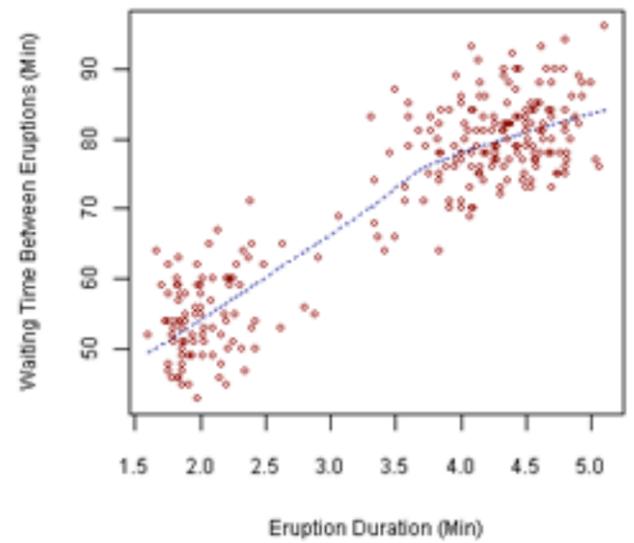


INFORMATION LENSE

	Year	Quarter	Product	Channel	Region	Saleperson	Units	Revenue	Profits
126	1993	2	ForeCode Pro	Direct Sales	Southwest	Kevin Polen	1029	439898	171561
444	1993	4	ForeCode Pro	VAR	West	Tom Tuttle	302	122310	51371
445	1993	4	ForeCode Pro	VAR	West	Ann Thomas	302	122310	51371
446	1993	3	ForeMost S.	Direct Sales	Midwest	Sal Vitatone	301	2.8595e+006	929338
447	1993	3	ForeMost S.	VAR	South	Gary Copper	301	2.709e+006	948150

SCATTERPLOT

Old Faithful Eruptions

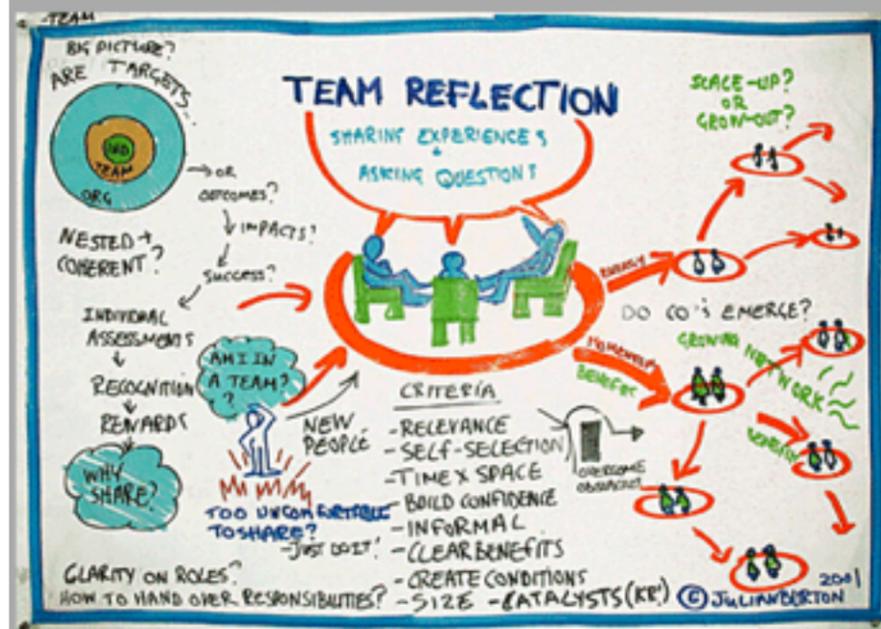


Some of the visualization techniques that you can use for dashboards, big data platforms, and so on. Treemap, radar chart cobweb, information lense, or something as simple as a scatter plot.

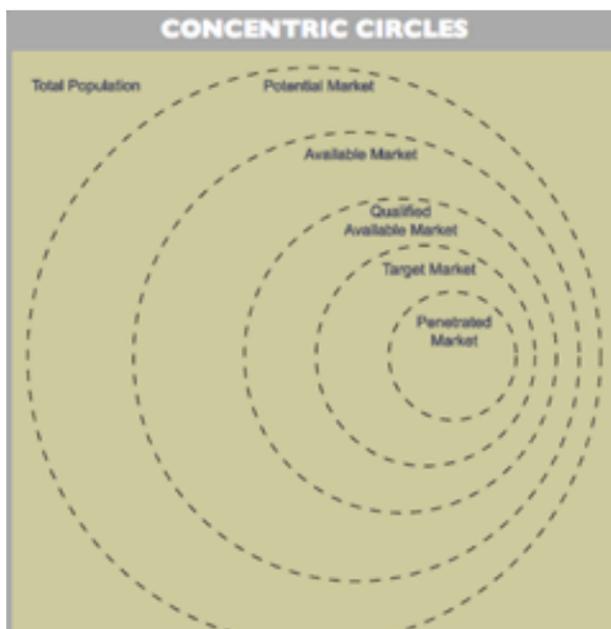
STAKEHOLDER MAP



GRAPHIC FACILITATION



CONCENTRIC CIRCLES



CARTOON

The cartoon strip illustrates conflict resolution through four panels. Panel 1 shows a conflict: 'What do you mean you don't agree with my proposal?' and 'To me it seems too complicated for implementation.' Panel 2 shows one character trying to see things from the other's point of view: 'Your life is complicated, you know.' and 'Maybe he's right. I had in mind a too simplistic version.' Panel 3 shows the characters seeking areas of agreement: 'You're right, and we can find a way to reduce complexity.' Panel 4 shows them reaching an agreement: 'Alright, let's try that.' and 'Agreed.'

Side Notes:

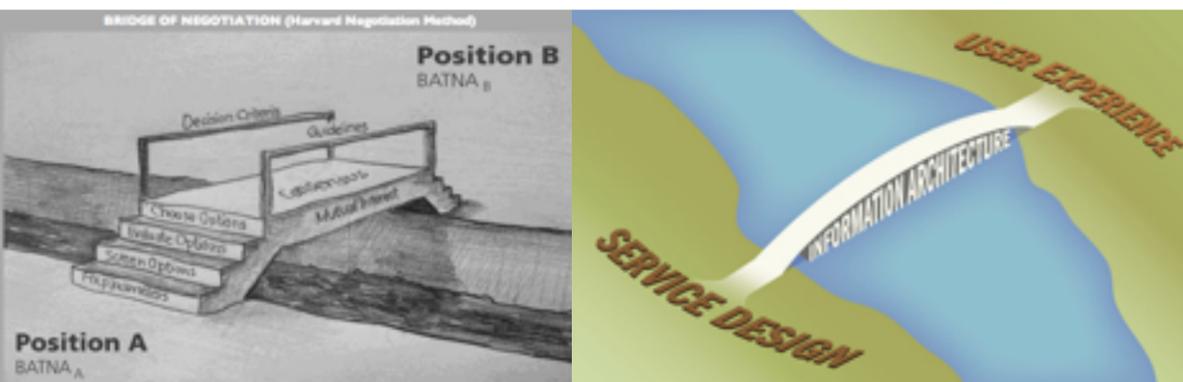
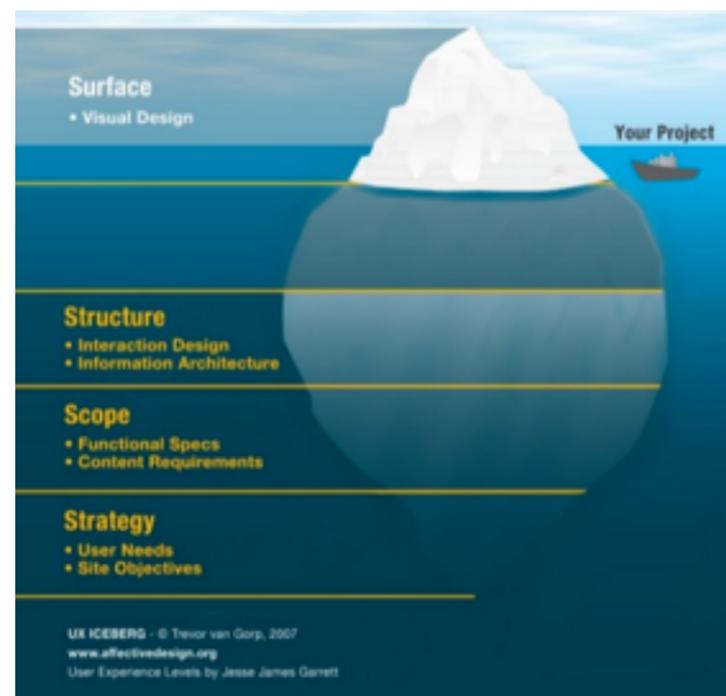
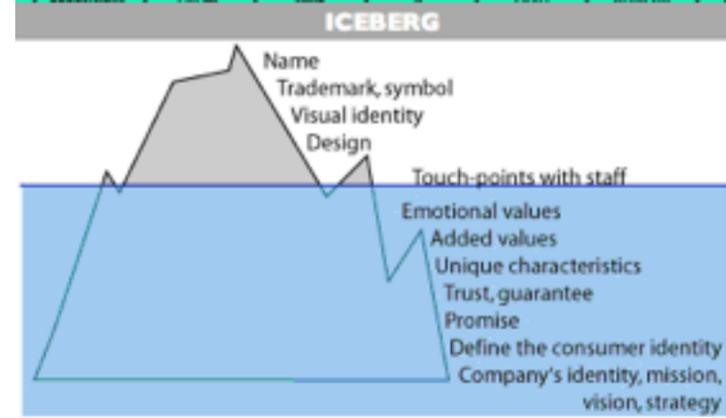
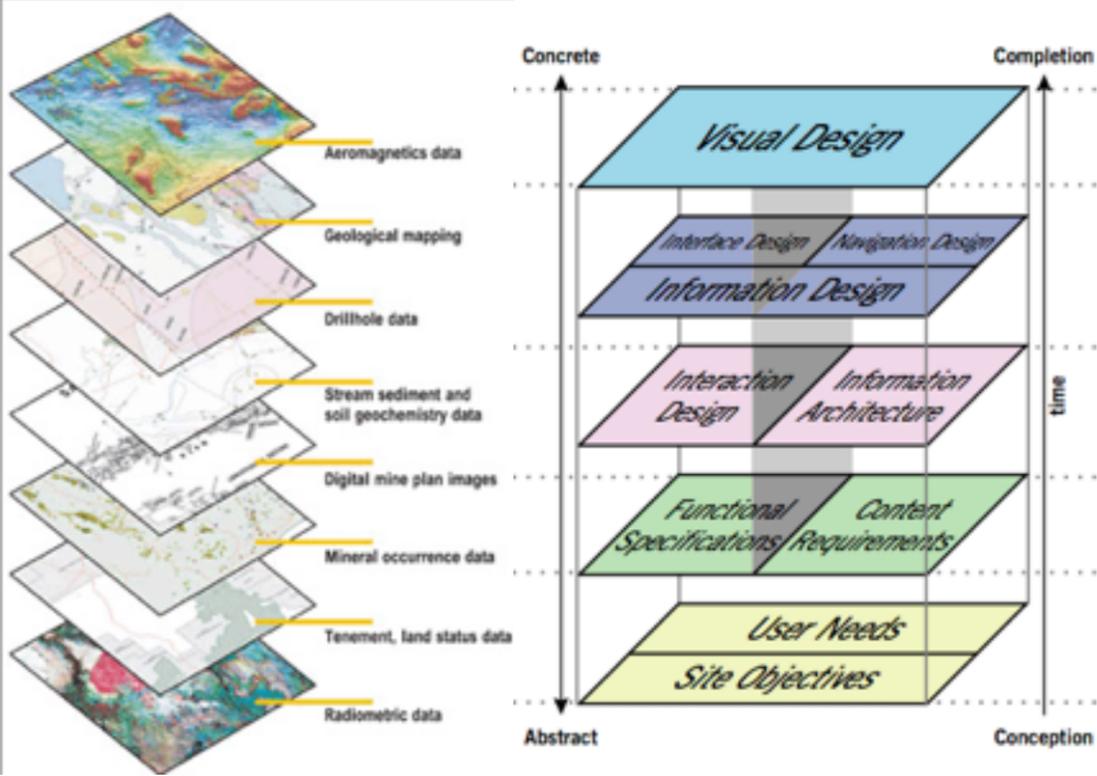
- Conflicts are a normal part of everyday business life.
- Tone and attitude are essential ingredients for conflict resolution.
- Instead of counter-attacking seek areas of agreement.
- Always end on a positive note.

© Julia Werton

There are also a lot of examples of concept, strategy and metaphor visualizations that could help us communicate with stakeholders and for business communication.

Stakeholder map, cartoons, graphic facilitation, concentric circles.

LAYER CHART



You have seen variations of these used to explain UX concepts as well. Layer chart, Iceberg, bridge.

Sources

<http://www.jjg.net/elements/pdf/elements.pdf>

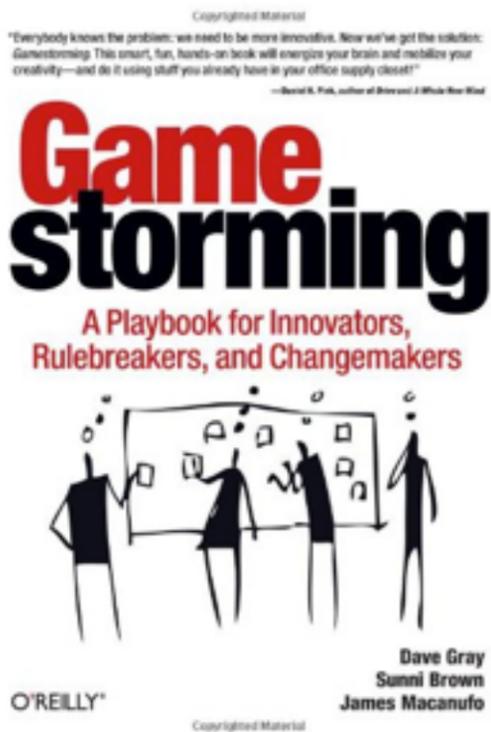
<http://www.slideshare.net/trevor.vangorp/ux-iceberg1>

<http://semanticstudios.com/publications/semantics/000633.php>



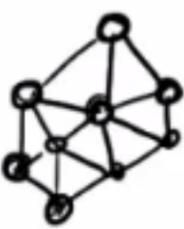
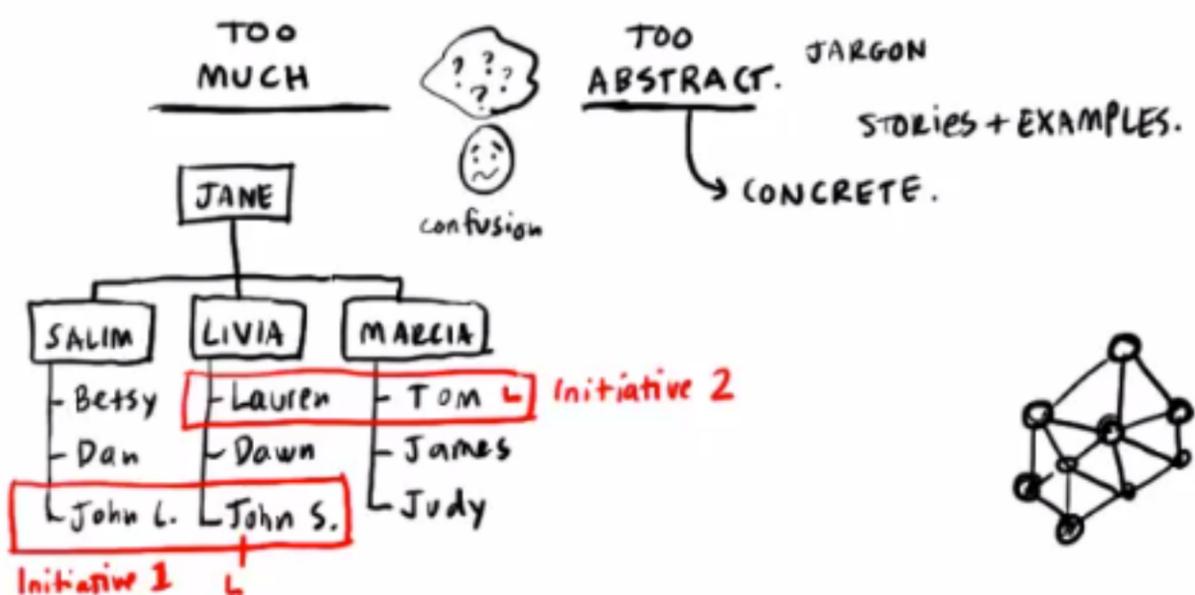
VISUAL THINKING BASICS

1. VISUAL ALPHABET (GLYPHS)
2. COMBINING GLYPHS TO MAKE THINGS
3. EGYPTIAN PERSPECTIVE
4. SCENES OR PANELS



Language

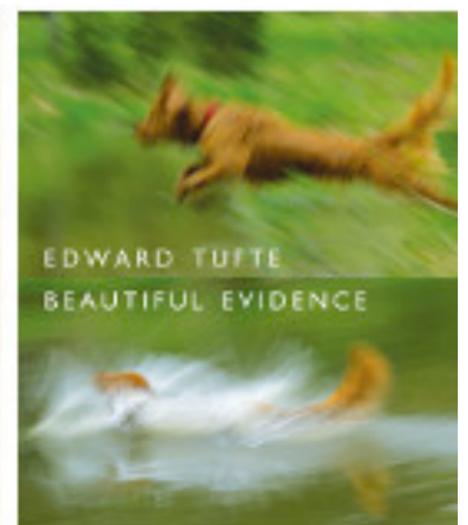
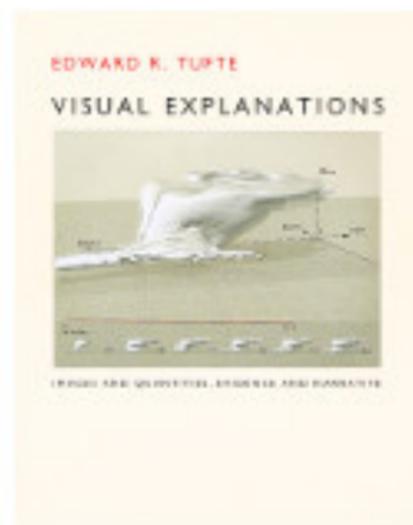
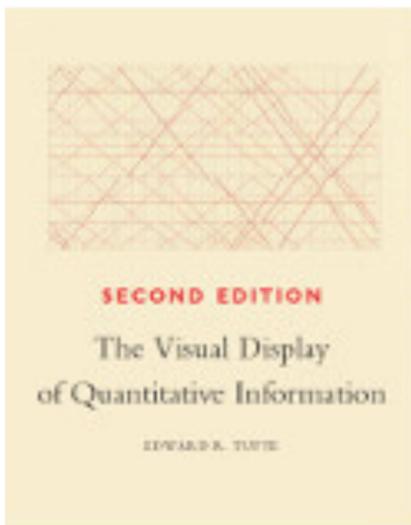
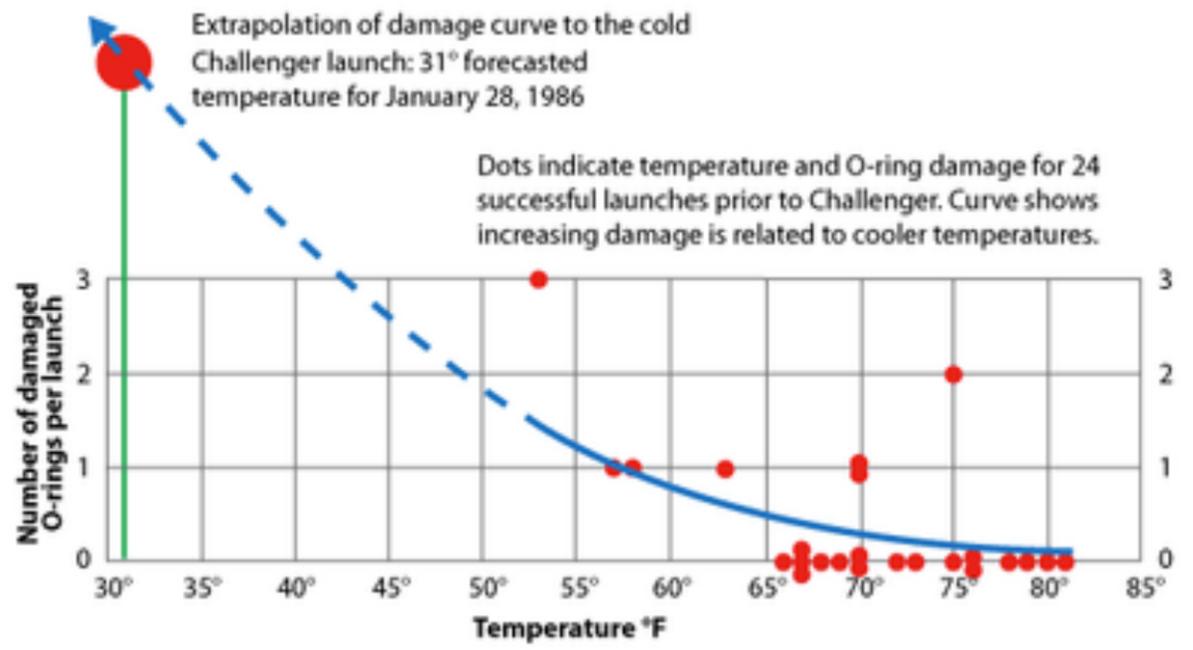
WORDS ARE NOT ALWAYS ENOUGH.
HOW TO KNOW WHEN TO DRAW



As I was learning more about VL and relating it to my UX background, I started looking for common HEROES. People who's work was highly regarded in the VL world - and I already knew who they were.

Do you know this person? What is he well known for?

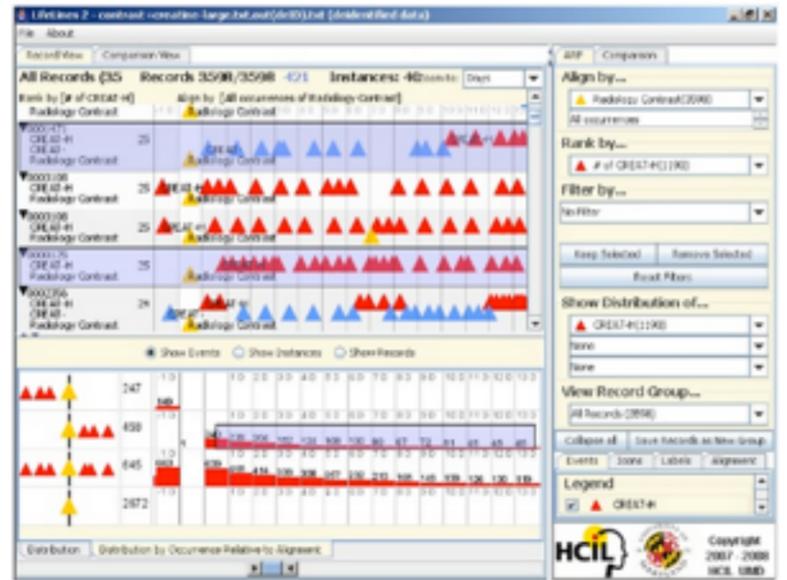
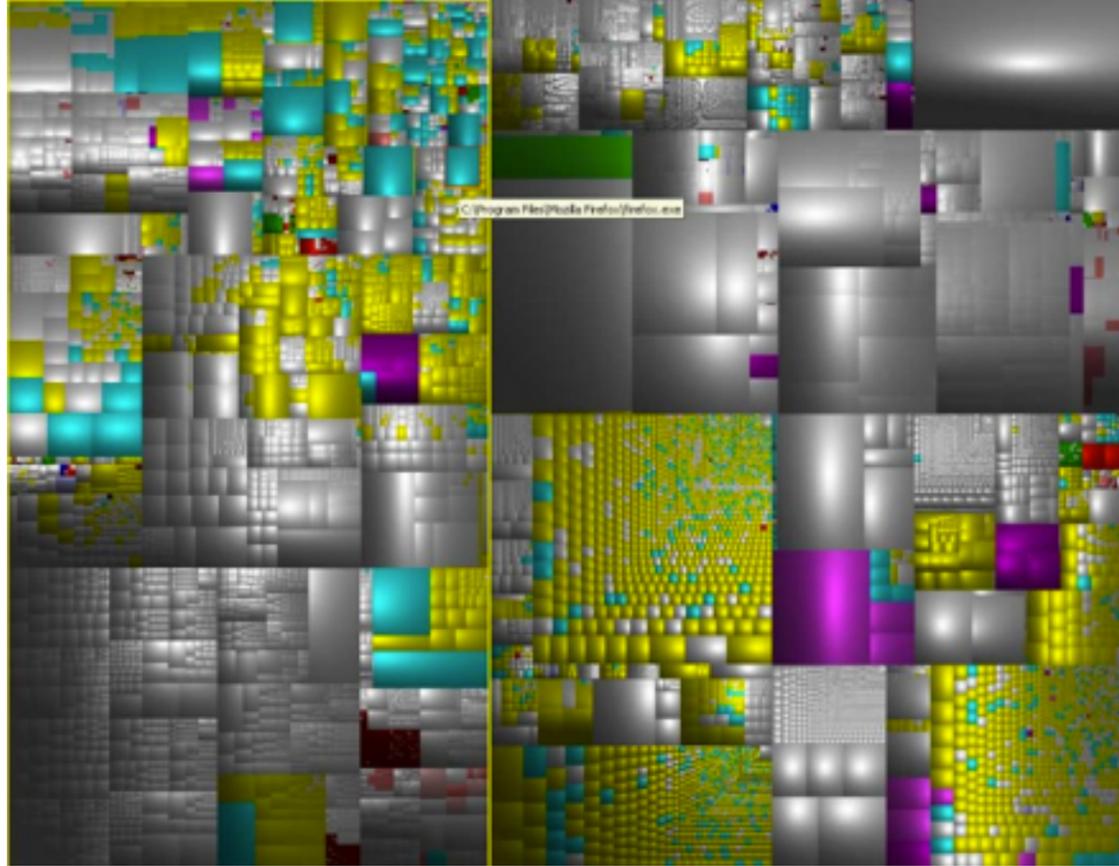
Dave Gray. Visual thinking guru, in a business context. Gamestorming, about using games for creative thinking. He **DRAWS** his presentation as he talks, he does not just advance slides. I am still just a slide advancer, sorry.



Who recognizes this person? What is known for?

Edward Tufte

"The Leonardo da Vinci of data."



Who recognizes this person?

Ben Shneiderman, treemap, lots of research into information visualization techniques and algorithms. And a whole lot more - this is just the part of his work that the VL folks admire. One group likes him so much, they made a collage of information visualizations and screens and turned it into his face to celebrate one of his birthdays!

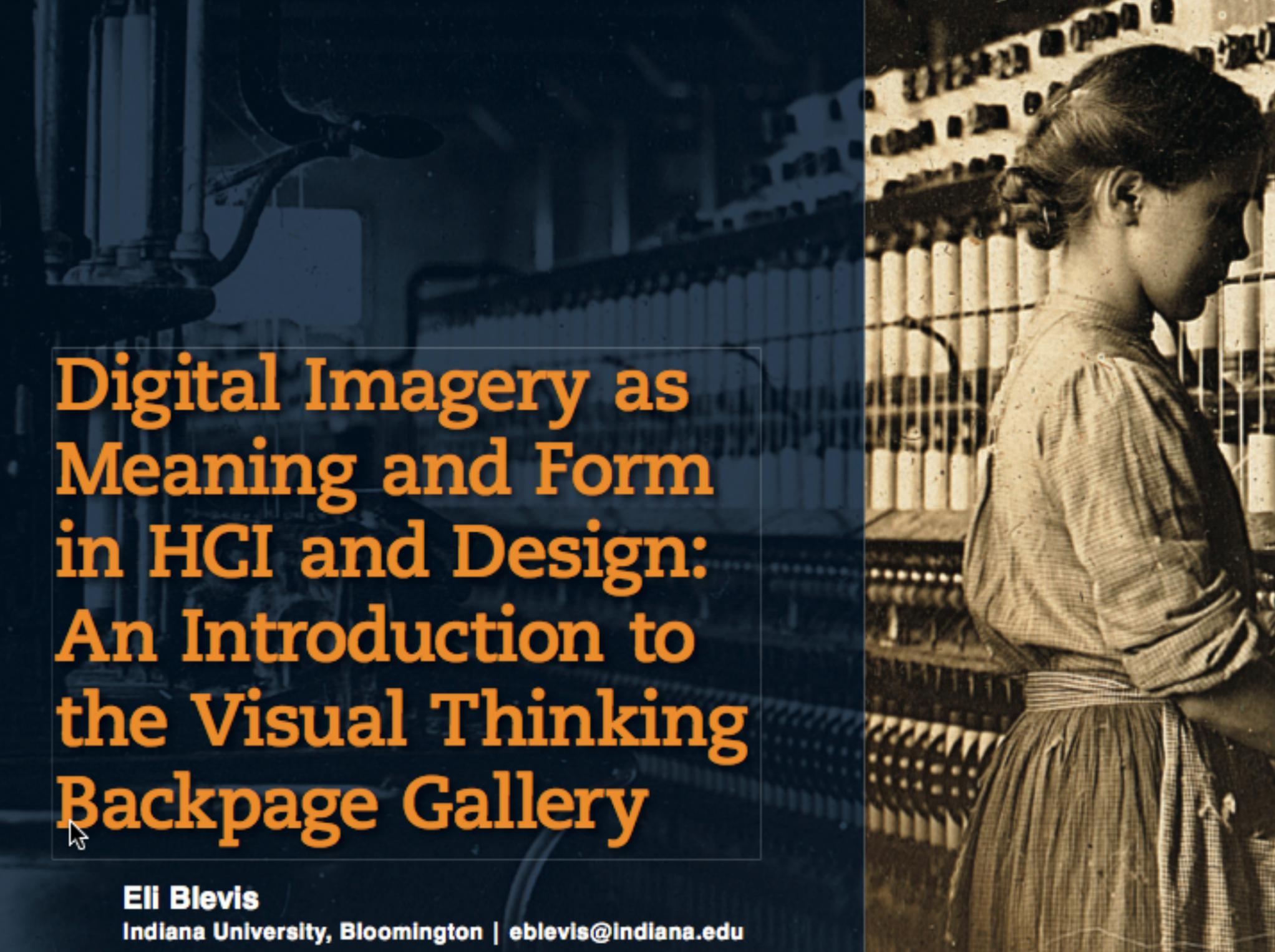


There are more common heroes than just these 4. Here is an interesting diagram of “visualization studies”.

There are circles for software visualization, design communication, knowledge visualization and information visualization. These are more “scholars” than practitioners, but there are more names that I know in here.

http://www.elab.usilu.net/usi10anni/knowledge_domain_maps/visualization_scholars/

Shneiderman and Tufte are in bold. Others that I recognize: Aaron Marcus, Marti Hearst, Clement Mok and Jakon Nielsen. Richard Saul Wurman is in there, too – don’t worry Dan....



Digital Imagery as Meaning and Form in HCI and Design: An Introduction to the Visual Thinking Backpage Gallery

Eli Blevis

Indiana University, Bloomington | eblevis@indiana.edu

In addition to looking for UX stuff in the VL world, I revisited some of my UX haunts for mentions of VL.

Who reads interactions magazine? I hope you all do! It has been having regular features called the Visual Thinking Backpage Gallery, which I have enjoyed but never really paid attention to. It is in essence, some visual literacy aspect of HCI. If you think of HCI as the academic side of UX, then it makes sense there should be some VL references.

Dr. Blevis at Indiana University is the most active HCI researcher in VL-related topics, from what I can tell.

He organized a workshop at CHI 2012 about visual literacy, visual thinking and HCI. In general, he is interested in getting more design influence within the HCI community, to counteract the computer science demos and psychology experiments which often dominate it. So I think my foray into VL is similar: trying to unwind some of my brain's science obsessed connections from years as an HCI researcher.



An icon denoting a long-obsolete circular mechanical phone dial adorns a phone booth replete with push-button pay phones—another obsolete technology. The icon is somehow comforting, nostalgic, and curiously familiar despite its reference to vintage technology. Icons are a large part of interaction design. The point that some icons live on past the lifespan of the technologies they picture is interesting apropos of what is and what is not durable in design.

Here is an example of something from the interactions back page gallery on visual thinking.

It uses a photo of a “modern” phone booth to make a point about icons representing technology living longer than the technology itself. In this case, the rotary phone DESIGN has reached cultural status and still have value as a form of communication. It is part of our visual language.

This is also an example of a visual literacy lessons that was already in my “range” – in a magazine read – but only discovered it when I took a fresh look with my new visual literacy eyes.

Sunni Brown:

Doodlers, unite!

TED2011 · 5:50 · Filmed Mar 2011

Subtitles available in 34 languages

 View interactive transcript



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Studies show that sketching and doodling improve our comprehension — and our creative thinking. So why do we still feel embarrassed when we're caught doodling in a meeting?

Related playlists & talks



Here is another thing that I already know about, but rediscovered it. Sunni Brown's TED talk: http://www.ted.com/talks/sunni_brown

Doodle, draw, sketch, etc. at work. Make it part of your deliverables, if you do not already. Someone asks you to draw a wireframe, do a napkin sketch first instead. At a meeting with lots of confusing discussion: grab a marker and start drawing the conversation, even if it is not socially acceptable.

Be the person at your company who helps everyone else understand things WITH PICTURES.

Her message: you should not be embarrassed to sketch or doodle in a business setting. We should encourage it, yet another way for us to shake up the company to get them to create better experiences.

Buy her book *Gamestorming* – co-written with Dave Gray.

How many of you are sketch-noting RIGHT NOW? This has caught on at UX conferences and I think it is a great thing. I have bought books of other people's sketch notes. What if you documented meetings at work with sketch notes? Would that make people freak out or what?

Why We Sketch

BY JARED M. SPOOL

Originally published: Sep 22, 2010

It seemed the conference room got brighter, as if, for the team staring at the whiteboard, light bulbs just went on. There was a collective sense of "Ohhh, I get it now."

It was the culmination of a very confusing discussion, where everyone thought they knew what they were talking about, but, as it turns out, nobody was on the same page. In a moment of frustration, one junior team member—a designer—stepped up to the whiteboard and declared, "This is what I think we're talking about."

Turns out the junior designer got it wrong. Yet his design spurred the idea's progenitor to rush to the board, grab the pen, and quickly correct the mistakes.

That's when the group sighed their collective "ohhh" and the room lit up. The shift had happened. Up until now, they were talking about WHAT they were trying to do. Now, they could talk about HOW they would do it.

The WHAT was now on the whiteboard—and in everybody's head. For the first time, it was the same WHAT everywhere.

Sketching: Leveraging the Visual

Words are powerful, but sometimes they don't cut it. We can try to describe what we're imagining, but a

And if you do not trust me, then listen to Jared. He told us to do this 4 years ago.

“Why we sketch” http://www.uie.com/articles/why_sketching/
All of the best designers we've met sketch.

A few things in his article:

Sketching is a common way for us to express the idea to others.

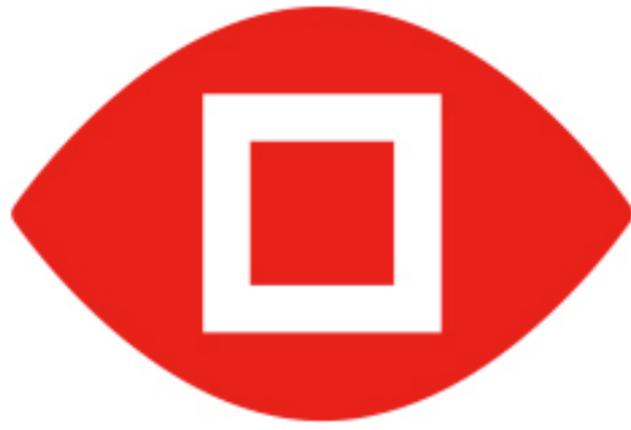
Much like written notes, there's a reinforcement that happens when we engage our hands to capture what we're experiencing.

The designer redraws the idea using a series of constraints as part of the design process

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Want to learn more about VL without leaving the safety net of what you already have access to? Here are some of the All You can Learn topics that have presentations that overlap with what I see in the VL space.

Maybe I can convince Jared to add VL as a topic and knit these all together into 1 place for you. maybe I should make a list of new topics to add.



VISUAL LITERACY

THE ART OF SEEING: FROM ORDINARY TO EXTRAORDINARY

**47th Annual IVLA Conference
November 5-8, 2014 | Toledo Museum of Art**

Researchers, university and K12 educators,
designers, media specialists, artists

Here is where I am going to advance my knowledge of visual literacy - at a conference in Toledo in November. It means crashing the IVLA conference, so I cannot promise it will be great (compared to a UIE event design just for UXers).

I do not have a lot of info on the whole program yet. So I cannot give you the details.

Visual literacy in a business context: The opportunity for integration with user experience

Roundtable to explore the integration of visual literacy and user experience.

As part of this crashing, I am hosting a roundtable discussion to inject some UX into the conversation and see what happens. In my early discussions with some VL experts, the part about UX that fascinated them the most was our growth in the business world. They were exploring how VL could have a larger impact on business, and not be just an educational or art world thing. So that is the hook I am going to try.

What do you think?

Embed visual literacy scaffolding in our user interfaces

In closing, here are some guesses at what success in this digital, visual age will mean for us, the UX community.

#1. Embed visual literacy scaffolding in our user interfaces

The systems we design are getting more complex, and I suspect that the education system cannot keep up. We cannot wait for everyone to become visually literate before they access a dashboard of big data or some other system. We need to embed visual literacy educational concepts into our systems to be sure they can be used.

Build new visual tools to help us create innovative experiences

#2. Build new visual tools to help us create innovative designs

Visio has not cut it as a UI design tool for a long time now. Prototyping tools are OK, but I think we can do better. I think we can mine the visual literacy research to help us innovate on tools to help us innovate our designs.

And I mean innovative in the same way Jared does!

Change organizations by moving them from being literate to thinking designerly

#3. Change organizations by moving them from just visual/digital literacy to visual/UX/design thinking.

Being literate is a start, but it is not enough to thrive. I think we can use visual thinking techniques as methods to change organizations to understand the value of user experience better, to frame problems better, and to think in more advanced ways.

Thanks!
Questions!

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instone.org



So that is all I got! Hopefully I left time for questions, since *I* have lots of them. Oh wait, you are the one who is supposed to ask ME questions, and I am supposed to bullshit an answer. OK, what do you got?

If you have nothing for me, then I have lots of questions for you!

- What other discipline and conference crashing have you done?
- What about visual literacy seems most applicable to UX practitioners?
- What would you teach about UX in an elementary school “Visual Literacy” class? In a college class?
- What do WE do well that the visual literacy community should learn from us?