

## Poster

**Title:** Skills for a visual future

**Presenter:** Gwenda Mynott  
Liverpool John Moores University

### Session Learning Outcomes

By the end of this session, delegates will be able to:

- Understand the growing impact of visual communication on higher education
- Consider including visual learning & teaching techniques in their teaching practice
- Think about using technology to embed visual techniques in their teaching

### Session Outline

The literature shows that the current generation of undergraduate students are more likely to identify themselves as visual learners and that they are intuitive visual communicators who are image rather than text oriented (Bleed 2005). In contrast, higher education continues to be mainly based on the written word and reliant on textual sources. Alongside this, public relations professionals and other business graduates need to be visually literate as the role of visual communication increases and as Lister (2014) states “we see mediated images more than we read words”.

This poster addresses both the professional and educational areas by demonstrating how visual teaching techniques can be utilized to embed the development of visual literacy skills in a public relations undergraduate degree programme. Visual methods have been used to enhance learning and to improve student engagement whilst also deepening understanding of the subject area. This duality of approach should impact positively on the student experience and this is supported by Chio & Fandt (2007) and Schell et al (2009) who state that “the inclusion of visual methods as a learning tool in the classroom proved to be very powerful” (p.341) and that engaging with visual methods is important to both students and teachers. Johnson (2011) suggests that “the use of images is part of the toolbox of the innovative teacher”. This poster offers some practical examples as to how this can be done.

### References

- Bleed, R. (2005) Visual literacy in higher education ELI Explorations 1  
Chio, V. and Fandt, P. (2007) Photovoice in the diversity classroom: engagement, voice and the “eye/I” of the camera Journal of Management Education Vol.31 No.4 pp.484-504  
Johnson, P. (2011) Reframing assessments for the University of the Future. Enhancing Learning in the Social Sciences Vol.3 No.3

Lister, P. (2014) *Visual communication: images with messages* 6th ed. Wadsworth Cengage

Schell, K., Ferguson, A., and Thomas-Maclean, R. (2009) Photovoice as a teaching tool: learning by doing with visual methods *International Journal of Teaching and Learning in Higher Education* Vol.21 No.3 pp.340-352