

ARLIS/NA + VRA 3rd Joint Conference 2016 | Seattle
Poster Session

Ethical Image Use as Visual Literacy: Fresh Ideas and Adaptive Approaches for Instruction — *Melissa Coulston*, Student, University of South Carolina

The ethical use of images is an integral part of visual literacy, as evidenced by the topic's inclusion in the Association of College and Research Libraries' (ACRL) Visual Literacy Competency Standards for Higher Education. It is also an issue that many students will encounter at some point in their academic and professional careers. As a way to highlight the natural connections between visual literacy, copyright law, and intellectual property, the poster will present several creative approaches to teaching image use best practices that could be used in "one-shot" higher education library instruction sessions. Developed using ACRL's standards and the College Art Association's "Code of Best Practices in Fair Use for the Visual Arts" as frameworks, the lesson ideas will be presented in a visually engaging manner to encourage discussion and reflection in visitors. Ethical image use lessons can easily be incorporated into existing copyright and intellectual property instruction or explored more deeply for those disciplines that frequently use images, like art history and marketing. For visitors that are experienced in teaching visual literacy, the poster will offer fresh ideas and new perspectives; for visitors who are unconvinced or unaware, the poster will offer a compelling argument in favor of visual literacy education and insight into where to begin.