

Visual Literacy in the 21st Century: The International Visual Literacy Association, (IVLA) and the Journal of Visual Literacy (JVL)

Maria D. Avgerinou, Ph.D., O.E.T.

Co-Editor, *Journal of Visual Literacy* (JVL)

mavgerinou@synthex.com

Our presentation focuses on the International Visual Literacy Association (IVLA), a not-for-profit association for researchers, educators, designers, media specialists, and artists dedicated to the principles of visual literacy. We will also present IVLA's flagship publication, the *Journal of Visual Literacy* (JVL), the oldest international academic journal of this subject.

IVLA was formed for the purpose of providing a forum for the exchange of information related to visual literacy. We are also concerned with issues dealing with education, instruction and training in modes of visual communication and their application through the concept of visual literacy to individuals, groups, organizations, and to the public in general. Our members represent a wide range of disciplines including the arts, sciences, education, communication, business, videography, photography, instructional technology, health, information design, and computer applications. The IVLA hosts an annual conference typically in the fall. This is an excellent opportunity to meet other visual literacy professionals and sustain personal friendships

We invite you to join us in the lively debates of our field, and we look forward to forming lasting professional relationships via our meetings and publications.