

Keele University hosted the launch of Valuing Visual Literacy, a project run jointly by Art UK and the Stoke and Staffordshire Teacher Education Collective in October 2023

The Valuing Visual Literacy Project will see SSTEC working with trainee teachers and experienced colleagues to use Art UK’s Superpower of Looking® programme to enrich their support for beginning teachers and their mentors. The project participants will develop both their own visual literacy capabilities and consider how best to enable children to become visually literate in the image-dominated worlds that they are part of. The term ‘visual literacy’ was introduced in 1969 and refers to a group of competencies whose development is fundamental to normal human learning and as important as reading, writing and numeracy. The project teachers will consider how to design curriculum opportunities that will enable children to develop their visual literacy capabilities so that they notice more. Through noticing more, children will become empowered, they will be able to communicate their insights in a more informed way. The project will help to realise ILAS’s ambition to enable open and collaborative interdisciplinary enquiries in challenging areas of research. KISI is ambitious to support research that tackles inequalities, supports communities and sustains democracies. Whilst the Valuing Visual Literacy project will be based in Stoke-on-Trent and Staffordshire, through the SSTEC partnership, the resources developed will have national, international and global connections. The project will have four key outcomes:

* The creation of a short advocacy film showcasing trainees and mentors using the Superpower of Looking in initial teacher education
* The development of subject specific visual literacy resources for mentors to use when supporting beginning or novice teachers.
* A focus on increasing access to the Superpower of Looking for children with English as an additional language.
* Contributions to conference sessions will share the project ethos and approach.

This work will help contribute to Art UK’s ambition to transform the visual literacy and visual intelligence skills of primary school children by sharing the resource with up to 2,540 trainee teachers, engaging with a minimum of 2,000 teachers, 5,000 schools and over and 53,000 school children.