



# Seeing Sense: Visual literacy as a tool for libraries, learning and reader development

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## Description

**Foreword by Sir Philip Pullman, CBE, FRSL**

**Illustrated foreword by Chris Riddell, OBE**

The burgeoning field of visual literacy can be universally understood across a wide variety of cultural backgrounds, regardless of traditional literacy levels. A key tool for navigating digital devices, there is often an antipathy surrounding visual literacy borne out of stigma and at times, intimidation.

*Seeing Sense* brings together research and best practice from different organisations and institutions all over the world to showcase the role of visual literacy as a tool for promoting reading. It will be key in raising awareness among librarians and education practitioners, promoting aspiration and achievement among the children and young people they work with.

Coverage includes:

- an overview of visual literacy as a tool for reading development
- the role of visual literacy in design and display within libraries and resource centres
- advice for library and information professionals on how to gain greater confidence in using and understanding visual literacy as part of strategies to engage readers
- a number of practical case studies to illustrate the power and potency of visual literacy as a key tool for making reading accessible, engaging, and appealing for all.

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#### Author

**Jake Hope** is a reading development and children's book consultant with a keen interest in librarianship, visual literacy, diversity and children's books. Named as one of top ten librarians of the future in the United Kingdom's 'Love Libraries Campaign', he has been a regular reviewer and commentator on children's books for numerous publications and websites, including leading children's book journal 'Books for Keeps' and the UK's trade magazine 'The Bookseller.' As Reading and Learning Development Manager for Lancashire County Council, he designed and delivered a year-long promotion of visual literacy as well as the 'Lancashire Reading Trail', an illustrated scheme aimed at encouraging children to read while fostering an awareness of local geography and culture. He has judged numerous book awards, including the CILIP Carnegie and Kate Greenaway Medals, for whom he now Chairs the Working Party.