

2019 CALL FOR PROPOSALS

*We invite you to submit a proposal for the
51st Annual Conference of the International Visual Literacy Association*

16.10.2019 >< 19.10.2019

Leuven, Belgium
Hosted by M – Museum Leuven and KU Leuven

In cooperation with the European Network for Visual Literacy (ENViL) and the
International Society for Education through Art (InSEA)

The conference theme is *Navigating the visual. Crossing the boundaries of theories and practices*. The conference will bring together different theoretical viewpoints and practices on visual literacy, joining scholars, students, and practitioners from all over the world in an interesting exchange of ideas. The conference is open to contributions on new theoretical insights, media, innovative practices and methodologies on assessment and evaluation. The conference takes place in Museum M (Leuven, Belgium), where the basic curatorial principle is based on visual awareness. Paper presentations, round tables, panel sessions, poster sessions and Pecha Kucha are invited. Participants are also welcome to join a workshop about the Gothic Saint Peters church with outstanding works of Flemish Masters in their authentic context, where a new visitor experience will touch all the senses.





CONFERENCE THEMES

Below you can find a brief clarification of the conference themes and suggested fields of research and practice. The list is neither complete nor exclusive.

1. THINKING THE VISUAL

Thinking about the visual is as old as the practice of producing images. In different fields, scholars continue to think about theoretical models of the visual. During this session, we want to map theoretical approaches from different disciplines and stimulate interesting cross-pollination. We invite papers from disciplines such as education, sociology, philosophy, semiotics, hermeneutics, art history, data visualization, and media studies.

2. APPLYING THE VISUAL

The visual invades the private life of people through old and new media on a daily basis. Understanding the mechanisms behind this is crucial. We invite contributions on visual strategies, techniques, and methodologies that are used in marketing, advertising, social media studies, and journalism.

3. MEASURING THE VISUAL

The visual has a large impact on our thinking and behaviour. Several disciplines try to map this influence. We invite papers from the field of marketing analysis, visitor studies, big data analysis, and visual literacy.

4. LEARNING THE VISUAL

To enhance visual literacy competencies and stimulate critical thinking, visual (learning) experiences are created in specific contexts, such as classrooms, museum galleries, libraries, and other public spaces. We invite papers from scholars and practitioners from the field of education, museum studies and cultural heritage institutions.

PRESENTATION TYPES

Paper Presentation (20 or 40 minutes)

A 20-minute presentation or a 40-minute presentation, followed by 5 minutes for questions, comments, and discussion.

Round Table (40 minutes)

Round table presenters facilitate and engage in a structured discussion with participants. All attendees have an opportunity to comment, question, or respond.

Panel Session (40 minutes)

Discussion panels are fora on a specific issue by a group of practitioners, and/or researchers. They are guided by a chairperson, involving three to five panelists with different positions in the topic.

Poster session (15 minutes)

Poster sessions during the coffee break, stimulating networking and exchange of ideas.

Workshop/Demonstration

A hands-on, interactive opportunity for professional development in a teaching and learning topic or a relevant method.

Pecha Kucha (7 minutes)

Presenters show 20 slides, 20 seconds each. A dynamic and concise way to make a powerful statement.

Virtual Presentations (20 or 40 minutes paper presentations)

When you are not able to physically attend the conference, there is the possibility of presenting your paper virtually.



CONFERENCE PROPOSAL SUBMISSION AND DEADLINE

Proposals should be submitted as a long abstract (250 to 500 words), which will be assessed via peer-review process. You can use the proposal submission form as a guideline. Make sure all necessary information is included in your proposal. Please do include a scan with your signature to indicate you agree with the terms and conditions.

The proposals should be submitted electronically by **30 April 2019**.

to Goedele Pulinx
goedele.pulinx@leuven.be

CONFERENCE FEE

General fee	€ 50
IVLA Member early bird registration	€ 40
Student	€ 25
Guest	€ 25
One-day registration	€ 30
One-day registration student	€ 15



CONFERENCE VENUE

Leuven is situated in the heart of Europe. By train just half an hour from Brussels, two hours from Paris and three hours from Amsterdam and London, it is an easy accessible city. The city of Leuven, with 100.000 inhabitants and 50.000 college students is a typical historical European university city. The city itself is compact so everything is within walking distance.

INFORMATION FOR NATIONAL AND INTERNATIONAL TRAVELLERS

The closest major airport is the Brussels International Airport. Approx. 15 min by direct train. There is also a direct train to Brussel South railway station (approx. 30 min) for connection with the international trains Thalys, ICE and Eurostar.

For those with limited budgets, we have listed hotels in lower price range in/around Leuven. The city also has several youth hostels. In due time, details on the hotel conference deal will be announced.

Pentahotel Leuven €€€
Alfons Smetsplein 7, 3000 Leuven

Martin's Klooster €€€
Onze-Lieve-Vrouwstraat 18, 3000 Leuven

The Fourth €€€
Grote Markt 5, 3000 Leuven

Theater Hotel Leuven €€€
Bondgenotenlaan 20, 3000 Leuven

Begijnhof Congres Hotel €€
Tervuursevest 70, 3000 Leuven

Hotel New Damshire €€
Schapenstraat 1, 3000 Leuven

Boutique Hotel Löven €€
Parijsstraat 7, 3000 Leuven

Hotel Binnenhof €€
Maria-Theresiastraat 65, 3000 Leuven

Hotel La Royal €€
Martelarenplein 6, 3000 Leuven

Hotel Malon €€
Martelarenplein 15, 3000 Leuven

Hotel Industrie €
Martelarenplein 7, 3000 Leuven

Ibis Budget Hotel €
Martelarenlaan 10, 3010 Leuven

Hotel Mille Colonnes €
Martelarenplein 5, 3000 Leuven

Ooostel2.be €
Diestsevest 89, 3000 Leuven

Leuven City Hostel €
Ravenstraat 37, 3000 Leuven



Aerial view of M – Museum Leuven and the city of Leuven

POSSIBLE CONFERENCE ACTIVITIES

Visits to several historical sites in Leuven: the Townhall as one of the finest examples of Brabantine Gothic architecture, the Saint Peters church that houses some of the finest examples of Flemish Primitive painting in situ. The Leuven Great Beguinage is an Unesco World Heritage site. The Park Abbey in Leuven is a monumental baroque abbey that is now converted to Parcum, a museum dedicated to dialogue between religions.

Visits to Brussels (30 min by train), Antwerp (45 min by train), Mechelen (20 min by train), Ghent (1 hour by train) or Bruges (1.30 hours by train) are also possible.

Visits to special venues of the University of Leuven. Access to the vault of the Maurice Sabbe Library, housing one of the most striking collections of theological books.

CONFERENCE PLANNING MEMBERS

Peter Carpreau: Chair

Lode Vermeersch: Co-chair

Helene Verreyke: General planning and coordination

Goedele Pulinx: Program planning





IVLA 2019 PROPOSAL SUBMISSION FORM

(Due April 30th, 2019; to goedele.pulinx@leuven.be)

* (asterisk) are required fields.

1. KEY PRESENTER (CONTACT PERSON)*

First name	
Last name	
Job Title	
Organization	
Address	
City, State or Province	
Zip (if applicable)	
Country	
Email	

2. ADDITIONAL PRESENTERS (please provide name(s), organization(s), and email address(es) (ex. John Smith, ABC Museum, johnsmith@ivla.org)

1.	
2.	
3.	
4.	
5.	

3. DESIRED PRESENTATION FORMAT (CHOOSE ONE)*

<input type="checkbox"/>	40 min Paper Presentation
<input type="checkbox"/>	20 min Paper Presentation
<input type="checkbox"/>	40 min Round Table Session
<input type="checkbox"/>	40 min Panel Session
<input type="checkbox"/>	Workshop/Demonstration
<input type="checkbox"/>	PechaKucha Paper Presentation (20 slides for 20 seconds each (6 min and 40 sec in total)
<input type="checkbox"/>	15 min Poster Session

4. IF WE CANNOT ACCOMODATE YOUR DESIRED FORMAT, WHAT WOULD BE YOUR ALTERNATIVE CHOICES (CHOOSE TWO)*

<input type="checkbox"/>	40 min Paper Presentation
<input type="checkbox"/>	20 min Paper Presentation
<input type="checkbox"/>	40 min Round Table Session
<input type="checkbox"/>	40 min Panel Session
<input type="checkbox"/>	Workshop/Demonstration
<input type="checkbox"/>	PechaKucha Paper Presentation (20 slides for 20 seconds each (6 min and 40 sec in total)
<input type="checkbox"/>	15 min Poster Session

5. INDICATE YOUR PREFERRED DAY(S) OF PRESENTATION. PLEASE UNDERSTAND WE DO NOT GUARANTEE THAT YOUR PREFERENCE WILL BE ACCOMMODATED*

<input type="checkbox"/>	No preference
<input type="checkbox"/>	Thursday 17.10.2019
<input type="checkbox"/>	Friday 18.10.2019

6. PRESENTATION TITLE (max. 15 words)*

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7. WHICH THEMES BEST DESCRIBES YOUR PROPOSAL TOPIC?*

<input type="checkbox"/>	Thinking the visual
<input type="checkbox"/>	Applying the visual
<input type="checkbox"/>	Measuring the visual
<input type="checkbox"/>	Learning the visual

8. ABSTRACT (250-500 words)*

Please include a word document containing your abstract.
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9. TERMS AND CONDITIONS I agree to all of the following

<input type="checkbox"/>	I may be contacted with regards to the submission to verify information, revise the session topic or concept, or consider the reformatting of a session.
<input type="checkbox"/>	I agree that I will not use any copyrighted material in my presentation unless I have obtained permission from the copyright holder to do so.
<input type="checkbox"/>	The names of all presenters and all abstracts will appear in printed and online program materials.
<input type="checkbox"/>	At least one presenter must register for the conference and be an IVLA member at the time of the conference.
<input type="checkbox"/>	I agree that my contact details will be kept in a database and used within the framework of the conference.

Signature and date