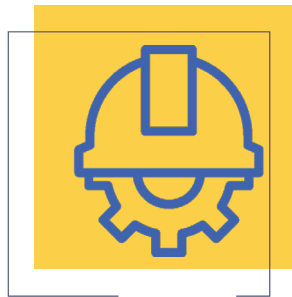# COVE
Center of Visual Expertise

Program Sheet
INTRODUCTION TO VISUAL LITERACY

V.1.1

Understanding the Challenges of Effectively "Seeing"

This introductory module establishes a baseline understanding that allows you to take a deeper dive into the application of Visual Literacy to specific aspects of a safety program in the subsequent modules.

Seeing More Effectively Requires A Systematic Approach

We are bombarded by millions of pieces of data every minute but can only deal with a small percentage. At any given moment you are only seeing 10% of what you think you're seeing; the remaining 90% is filled in by our brain. This inbuilt coping mechanism can inevitably lead to errors that are caused by bias, assumption, and miscommunication. And these errors can lead to serious injury or death.

COVE: Center of Visual Expertise has developed a learning process based on Visual Literacy and its application to occupational safety. We introduce new techniques and methods to begin identifying, spotting, and investigating potential safety issues within our workplace.

WHY DO WE SOMETIMES LOOK PAST POTENTIAL HAZARDS?

Visual Literacy Benefits

Enhance Decision Making and Analysis

Invigorate Existing Programs

Reduce Potential Incident

Improve Employee Engagement

Program Overview

In this introduction to Visual Literacy, you'll learn the visual language process, which includes the Elements of Art – line, shape, color, texture, and space – that are applied to recognizing and communicating hazards. The module provides a roadmap to help prioritize and implement mitigation of risk by learning about Seeing the Whole PICTURE™ – catching and communicating details that lead to better risk management, safety observation, and hazard identification. Seeing the Whole PICTURE™ will enable participants to better prioritize and implement risk mitigation through identifying and communicating details that lead to better risk management, safety observations, and hazard identification.

Participants will:

- Understand the challenges of effectively "seeing"
- Employ the visual language process/roadmap to prioritize and implement risk mitigation
- Practice recognizing the Elements of Art
- Practice using Seeing the Whole PICTURE™
- Plan how to implement Visual Literacy in current work processes
- Practice using a common language to ensure consistency in effectively evaluating hazards and communicating them to team members

Do these problems seem familiar to you?

Find out more about this leading-edge and innovative approach to a fundamental safety problem. Contact our team, schedule an overview, or read more at:

(+1) 567-343-1405   covectr.com

About COVE: Center of Visual Expertise, from the Toledo Museum of Art

COVE has developed a rigorous approach to helping people at Seeing the Whole PICTURE™. This methodology comes from years of study and teaching in the world of art. While the connection between the art world and industry may not be immediately obvious, we have developed a deep understanding of the application of Visual Literacy to safety through our partnership with the Campbell Institute at the National Safety Council and our industry partners, including Owens Corning, Cummins, United Rentals, DTE, and others.