



In the 21st century, everything around us is **VISUAL**. From the clothes we wear, to the app we use on the *smartphone* we bought because of its function, but most important, its design. User interfaces for daily tasks are moving from the written to the visual. The way something looks has now become as important as its functionality. Our children consume knowledge from a multitude of sources mostly through screens – game screens, *ipod* screens, computer screens, flat panel television screens, data projection screens, and many more. Gone are the days of producing imagery on the fly without a graphic designer or someone with some visual art knowledge. Consumers demand websites that are slick, clean and sophisticated to drive people to their content and achieve their business goals. You have to **Be Visual** in the world today.

Did you know that . . .

We live in a visual age. Most children and youth spend 10 hours per day in front of screens composed of pictures and words, often two types of screens at once.

The arts provide jobs. 1.25 million Americans currently work in the visual arts. Jobs for artists and designers are predicted to increase by 43% by 2016.

Art education equips students to form mental images, which can be used to solve problems—an ability that chemists, engineers, and architects use to create models and that inventors use to think up new ideas.

Art education requires students to use their eyes and hands to give form to ideas generated in the brain—a discipline that Nobel Prize winner Eric Kandel proved boosts brain power. Research also indicates that high school art programs engage students and keep in school those at-risk of dropping out.

Added content from: http://www.arteducators.org/advocacy/ARTS_ED_e-FLYER_3.pdf

Now more than ever, the children of Texas need to be strong, educated, visual learners to achieve success and access knowledge in the 21st century. The Texas Art Education Association promotes quality visual arts education by advocating it as an integral part of a balanced curriculum in Texas schools. We encourage children, youth, and adults to **BE VISUAL** and learn about art. Watch for the TAEA **Be Visual** initiative throughout annual conference and through the year. Get connected for **Big Art Day** in Spring 2014. Support art education in your Texas community!

