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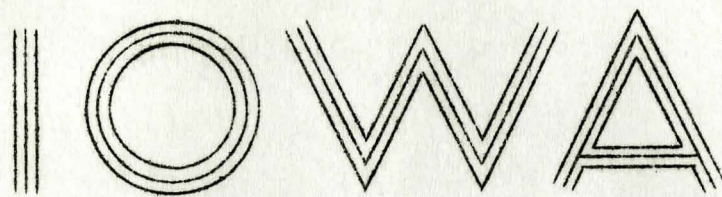
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STATE PLANNING BOARD

REPORT ON  
VISUAL INSTRUCTION SERVICE  
OF IOWA COLLEGES AND UNIVERSITIES  
APRIL 1935

BY  
W. I. GRIFFITH  
DIRECTOR, RADIO STATION W.O.I.



Report on Visual Instruction Service  
Of The Iowa Colleges and Universities  
for  
Iowa State Planning Board

In response to an invitation of Professor I. H. Hart, Coordinator of the Committee on Education for the Iowa State Planning Board, to secure data with reference to Visual Instruction Service in Iowa, the writer of this report prepared the following form as a basis of securing data.

This form was sent to twenty-five Iowa Colleges and Universities. The letter was addressed to the President of the Institution, or to some administrative head qualified to represent his Institution.

VISUAL INSTRUCTION SERVICE

The Committee on Education of the Iowa State Planning Board, through Coordinator I. H. Hart, of the Iowa State Teachers College, has asked the writer to prepare a report for the Committee as to the present status of visual aids to education in the state of Iowa.

We are especially anxious to secure all available details on this subject as now carried on in your Institution according to the following outline:

1. Historical Background.

Details of any organized work in the field of visual instruction, such as distribution service, courses presented, etc.

2. Present status.

Information on what is now being offered in this particular field, including distribution service, courses, or any other organized activities, including use made of Visual Aids in teaching in your own Institution.

3. Trends.

Impressions of what trends are evidenced in Visual Instruction in your Institution.



4. Previous proposals for reorganization.

Details of any plans which might have been contemplated for furthering the use of Visual Aids.

5. Summary and applications.

General summation of all information given above and any other suggestions pertinent to this subject.

6. Recommendations.

Include all suggestions for your own particular Institution as well as those which would, in your opinion, serve to further the use of Visual Instruction in the state of Iowa. This should include information on increasing the available supply of material in the state, and the quality of that already available, as well as the distribution of this material. Suggestions on possible courses to be offered to students in Visual Instruction would be included under this heading.

In considering these questions please include all information that you believe will be of value in a survey of this kind. Please base your information on the fact that Visual Aids may include a large number of devices, such as glass lantern slides, maps, charts, graphs, stereographs, film slides, motion pictures, etc. Any special activities in this field within your institution will, of course, be of great value.

Your most hearty cooperation in this project will be greatly appreciated and we trust it will be possible for you to file your report with the writer by February 5, 1935.

Yours very truly,

(SIGNED) W. I. GRIFFITH

W. I. Griffith, Dir. Radio WOI,  
Chrm. - Sub-committee on Radio  
and Visual Education of the  
Iowa State Planning Board

WIG:lb

Rather complete reports are submitted as a part of this report from Dr. Bruce Mahan, Director of Extension Service of the University of Iowa and from Mr. H. L. Kooser in charge of the Visual Instruction Service of Iowa State College.

The following statement is submitted by Dean W. J. Nelson of the Iowa State Teachers College, Cedar Falls, Iowa:



"Concerning Visual Instruction at this College, I may say that we have about the Institution one good outfit for sound reproduction which is located in our auditorium. This takes the standard size film and we use it to a considerable extent for entertainment and occasionally for educational work. We have, for example, rented some of the educational films from the University of Chicago and have run them for various classes. In addition we have a small motion picture camera and projector which uses a 16 mm. film. We have used this largely in connection with the preschool and in connection with various types of publicity. There are also about the campus three or four projectors for slides which are used in various ways for instructional purposes in methods of teaching, in geography, and in other special fields."

Under the direction of Dean W. F. Barr of Drake University a great deal of interest has been shown and constructive work done with teachers and pupils taking teacher training courses in order to acquaint them with the literature on the subject and equip them to make effective use of such Visual Aids as they may find available.

VISUAL INSTRUCTION SERVICE  
OF THE  
STATE UNIVERSITY OF IOWA

For many years the Visual Instruction Department of the University of Iowa Extension Division has offered to schools, clubs, churches and other organizations a comprehensive service of educational lantern slides, moving picture films, and art exhibits. During the Summer Sessions at the University instruction in the use of this material and in the operation of projectors has been given regularly by Lee W. Cochran, in charge of



this department.

At present the Department distributes lantern slides in the following subjects: Botany, Biology, English Literature, Grade Geography, Health, History, Iowa Slides, Latin, Map Slides, Ornithology, Physical Geography, Miscellaneous Slides, and Social Science. School film lesson courses (16 mm. size) are offered in the following subjects: American Statesman, Athletics, Citizenship, Child Welfare, Demonstrating the Arts, Education, Electricity, Geography, Health and Hygiene, History, Industrial and Scenic, Music, Nature Study, Safety, Science, University of Iowa, World Geography, and Vocational Guidance. Talking pictures for classroom use are available in the following subjects: Biological Science, Music, Physical Science, Social Science, and Teacher Training. Fine art exhibits - Old and Modern Masters, European Travel Posters, High School Art Exhibit, Drawings, Paintings and Designs, and Art Reproductions - are available for distribution.

During the current year some four hundred high schools are using the lantern slide and silent moving pictures in the State University collection; and the art exhibits are in constant circulation. The talking moving pictures are being used largely for demonstration purposes; however, a few centers have installed sound equipment and are making use of available films.

On the campus at the University of Iowa moving pictures are being used extensively in instructional and research projects.

Under the sponsorship of the Graduate College various departments of the University present a series of educational talking pictures throughout the winter months to students and to the general public. These pictures



are of the 35 mm. standard sound type, and are presented in the Chemistry Auditorium which is equipped for this purpose.

Many colleges and departments in the University are using 16 mm. motion pictures for instructional and research purposes. These include the College of Education, the College of Engineering, the College of Medicine, the Iowa Child Welfare Research Station, the Department of Athletics and Physical Education for Men, the Department of Physical Education for Women, and the Department of Psychology.

Outstanding among the trends noticed in the field of Visual Instruction has been the shift from the standard 35 mm. size film to the 16 mm. size for classroom use and for research. With the perfection of the 16 mm. sound on film pictures and the reduction in cost of equipment for showing the same will come a tremendous development in the use of this medium of teaching.

In furnishing a service of Visual Aids for schools, clubs, churches and other organizations in Iowa, the Department of Visual Instruction of the University of Iowa Extension Division has worked in close cooperation with the Visual Instruction Service at Iowa State College. Demonstrations of available visual education material have been made at the annual meetings of the Iowa State Teachers Association and at District Teachers meetings. Catalogues listing the materials available have been distributed widely to schools, clubs, and other organizations.

Furnished by -

Bruce E. Mahan  
Director - Extension Service.



REPORT ON  
VISUAL INSTRUCTION SERVICE, IOWA STATE COLLEGE  
for  
IOWA STATE PLANNING BOARD

1. Historical Background

The Visual Instruction Service at Iowa State College was organized in 1914-1915 by the Engineering Extension Department as an outgrowth of the work that this department was doing with extension courses in Trades, Industry, and Shop Practices.

When the courses were first started few schools or other institutions were equipped with projection apparatus for motion pictures. This made it necessary to ship an Edison Kinetoscope from place to place.

Schools soon saw the benefits to be derived from the use of motion pictures and slides so that a demand for this material came from these institutions. Thus the service grew and developed.

At a later date the Agricultural Extension Service was invited to cooperate in order that a further expansion of the work might come about.

In the meantime the film and slide library at Ames grew. A full-time head was employed, and an extensive plan for the distribution of visual aids was offered to the schools of the state. These plans were presented at the State Teachers Association meeting in Des Moines, at the several sectional meetings in various parts of the state and visual aids were demonstrated at the Iowa State Fair and Exposition in Des Moines.

The coming of the World War compelled the elimination of extension courses of the Engineering Extension Department. All film and slide activities were at this time centered around war work.



Early distribution service developed around the supplying of regular circuit programs of both motion picture films and lantern slides. Schools were finding increased interest in the use of visual aids for teaching and general educational work.

Farm Bureaus and other agricultural organizations soon discovered the possibilities of motion pictures and other visual aids in rural education work. This type of service has grown extensively.

No regular courses in visual aids have been offered at Iowa State College. Each summer for several years an exhibit of visual aids has been sponsored, thus making it possible to acquaint students attending summer school with new developments in visual aids, projection equipment, and the preparation and use of these materials for educational purposes.

## 2. Present Status

The library of visual aids distributed by the Visual Instruction Service at the present time includes about 900 reels of 35 mm. motion picture films, 260 reels of 16 mm. motion picture films, 300 sets of lantern slides, 200 film slides, mounted prints, and several exhibits. Visual aids are circulated to schools, churches, farm organizations, Y.M.C.A. and Y.W.C.A. groups, and all other educational and non-theatrical groups.

These materials are obtained from various sources and among the subjects are those covering agriculture, science, geography, etc. An effort has been made to avoid as far as possible duplications in the library of visual aids distributed by the Extension Division of the University of Iowa, whose fields to be covered are somewhat different than those of Iowa State College. The Visual Instruction Service prepared many subjects for distribution, particularly lantern slides and film slides. Some motion



picture production work has also been done.

In addition to the preparation and distribution of visual aids, the Visual Instruction Service has prepared a number of mimeographed publications dealing with various phases of visual aids in the educational field. A list of these publications is attached to this report.

No equipment is sold by this department but complete facilities are available for making tests and preparing information on various types of equipment to aid those interested.

In an effort to make personal contact with as many teachers as possible, the Visual Instruction Service has a small exhibit at the Iowa State Teachers Association meeting in Des Moines each year. A representative also attends as many sectional meetings as possible each year.

The Visual Instruction Service also aids and acts in an advisory capacity in all visual aids problems on the Iowa State College Campus. Visual aids are used in many departments as a regular part of classroom procedure.

### 3. Trends

There are several very well-defined trends in the visual aids field in Iowa. Perhaps most important is the increase in demand for visual aids from most types of educational groups, particularly schools and farm organizations. Earlier mention has been made of the distribution of visual aids by a circuit plan. This type of circulation has been displaced entirely by the so-called special date plan. In this type of service all material is requested for use at some specific time. This means that educators are choosing their visual materials for use as a part of a carefully planned program.



This development has brought about a demand for better types of visual aids, more closely allied to the subjects being taught. As a consequence more and more material is being prepared according to standards set by prescribed courses of study.

The 16 mm. film has been responsible for increased use of the motion picture as a visual aid. Small, compact, and efficient projectors together with carefully planned educational films have served to greatly stimulate the application of the motion picture to teaching situations.

Several organizations have been established for the sole purpose of producing scientifically planned teaching films. These films have been developed after careful analysis of courses of study and teaching methods.

There seems to be a gradually increasing use of the glass lantern slide, not only in slides made by photographic processes, but in pupil-made slides as well. The latter group, made in the classroom by students and teachers from etched glass, cellophane, and similar materials, offer endless opportunities for utilizing this visual aid in teaching.

The use of the film slide has also been increasing. Because of the fact that film slides may be purchased at comparatively low prices, this form of visual aid is being developed as a part of personal libraries. The loan service, though increasing, is not extensive compared to other types.

There is a growing demand for the sound motion picture in teaching work. Although a comparatively recent development in its present form, 16 mm. sound-on-film motion pictures will no doubt find an increasingly important place in the educational field.

The thoughtful use of visual aids, other than projected materials, has also been increasing as evidenced by the demand for information on this



subject, as well as personal observation.

In extension teaching among the agricultural groups of the state the application of visual aids has been increasing in effectiveness. Many motion pictures are used as general features of programs, but more and more, films, slides and film slides are being applied to coordinate directly with projects.

Previously in this report mention has been made of the summer exhibits sponsored by the Visual Instruction Service. During the summer of 1934, in addition to the exhibit there was presented a series of lecture demonstrations on the general subject of visual aids in education. The attendance was quite satisfactory. At present the plan is to continue this each summer during the first session and, if there is sufficient demand, during the second. There is an increasing demand and need for teachers trained in the fundamentals of the preparation and use of visual aids.

#### 4. Recommendations

The continued cooperation between the University of Iowa and Iowa State College is indicative of a finer visual aids service for Iowa. At the present time these two organizations are cooperating in the development of a library of sound-on-film motion pictures. Until the demand increases, duplications in the two libraries are to be eliminated wherever possible. Thus a larger library may be developed.

It is the sincere desire of the Visual Instruction Service to extend the relations already existing with the office of Miss Agnes Samuelson, State Superintendent of Public Instruction. Close cooperation between these two departments will bring about a more effective use of visual aids in the educational institutions of the state.



The success of the first attempt to conduct a series of lecture-demonstrations on visual aids at Iowa State College should be developed into regular courses on this subject. There is a decided trend in this direction. It is of interest to note that on October 10, 1934, the Pennsylvania State Council of Education in conference in Harrisburg passed a resolution to the effect that beginning September 1, 1935, no permanent license will be granted to any applicant to teach in the public schools of the commonwealth without evidence of his or her having had a laboratory course in visual-sensory techniques.

More material must be prepared in the future to coordinate directly with teaching procedure. As the demand increases there will be a greater need for better visual aids.

Increased efforts will be made to provide a more effective information service pertaining to visual aids in their various aspects.

Efforts should be made to develop research in the field of visual aids, particularly adapted to Iowa institutions.

In extension teaching in agriculture, home economics, and engineering, the more effective use of visual aids should be developed.

There should be close contacts between adjoining states in the interchange of visual materials prepared by one state which might be of use in a neighboring state.

The proposed National Film Institute would serve to further the field of visual instruction, not only in this country but from the international angle as well. This organization would not produce or distribute motion pictures or other visual aids but would serve only in an advisory capacity.



### Summary

From the preceding part of the report it will be observed that a great deal has been accomplished by the four Institutions from whom we have quoted, but that this may really be considered to be only the pioneering development of this very important part of the aids to effective teaching.

Sufficient research has been carried on at Columbia University, Chicago University, Ohio State College and many other Institutions to indicate that this is a field in which teachers have a right to receive training. We are therefore submitting the following:

### Recommendations

1. That we commend those in charge of the Visual Instruction Service at the State University of Iowa and Iowa State College for the degree of cooperation that has been shown toward each other, toward other Colleges and Universities and toward the public who has been interested in using Visual Aids.

2. That every effort be made to supplement the present libraries of films, slides and other Visual Aids now available for distribution by:

a. Purchase of such new material as may be available and found to be desirable.

b. By securing copies, if possible, and making available for distribution such Visual Aids as may have been collected by members of other college faculties or other individuals.

3. That we recognize in Visual Instruction materials one of the most important aids to teaching and that we earnestly urge those responsible for the teacher training departments of Iowa's three State Educational



Institutions, to offer credit courses of instruction in their respective Institutions, for teachers and prospective teachers so they may -

a. Know how to use most effectively the material they may have in their schools.

b. So that they will be qualified to give advice as to what apparatus and materials may best be purchased.

c. So that they may know how to construct and assemble inexpensive collections of exhibit material.

4. That we urge the continuance and enlargement of the efforts that have been made to bring the importance of Visual Instruction Service to the attention of all teachers, at sessions of the Iowa State Teachers Meeting and sectional meetings. This has been done by exhibits of material, by departmental discussions, and by addresses on this subject before general sessions.

Respectfully submitted,

W. I. GRIFFITH



MATERIAL ON VISUAL AIDS AVAILABLE FROM VISUAL INSTRUCTION  
SERVICE - IOWA STATE COLLEGE

General Catalog of Visual Aids

Catalog Supplements

List of Art Slides and Art Prints

Exhibits Available From Commercial Concerns

Material on the Use and Care of Motion Picture Film

Choosing the Proper Motion Picture Projection Equipment

Choosing Still Picture Projection Equipment

List of Comedy Films

Information on the Film Slide

Herm Biological School Films

Lincoln Cycle Motion Picture Films

List of Dealers of Projection Equipment

Making of Lantern Slides

Notes on the Taking of Pictures

Oil on Film and Oiling of Projectors

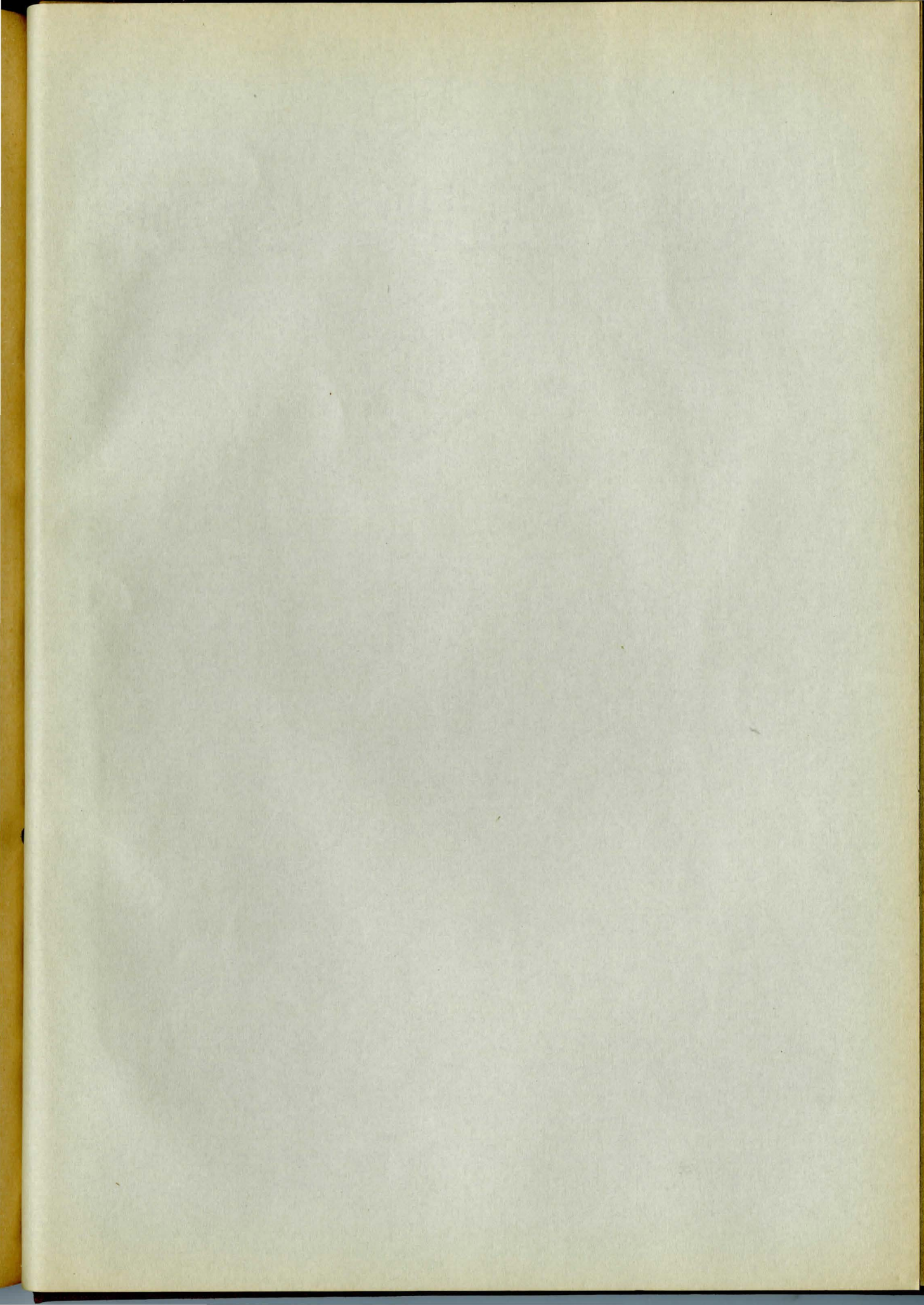
Projection Screens

Preparing a Daylight Screen

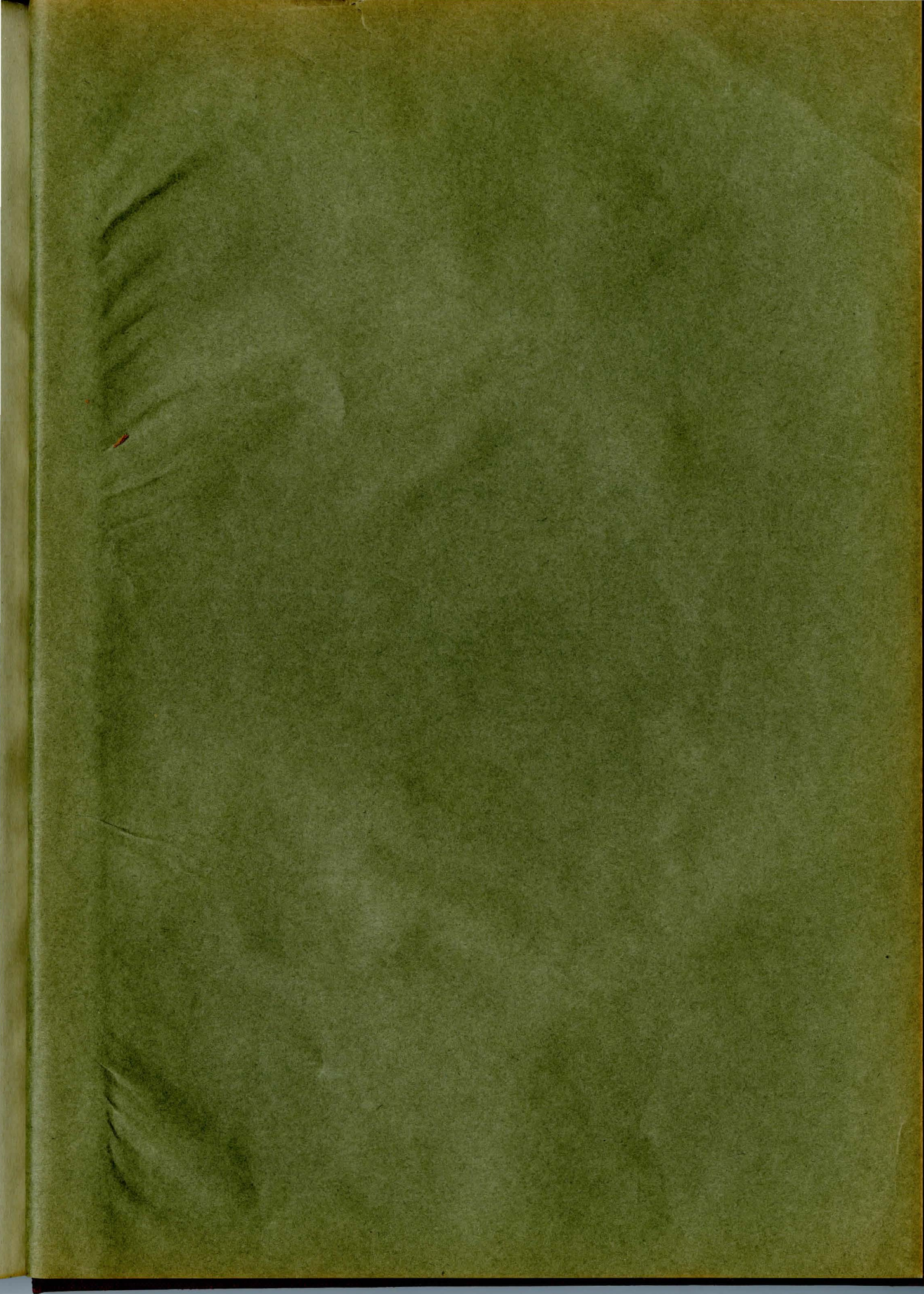
The School Journey

Yale Chronicles of America Historical Films

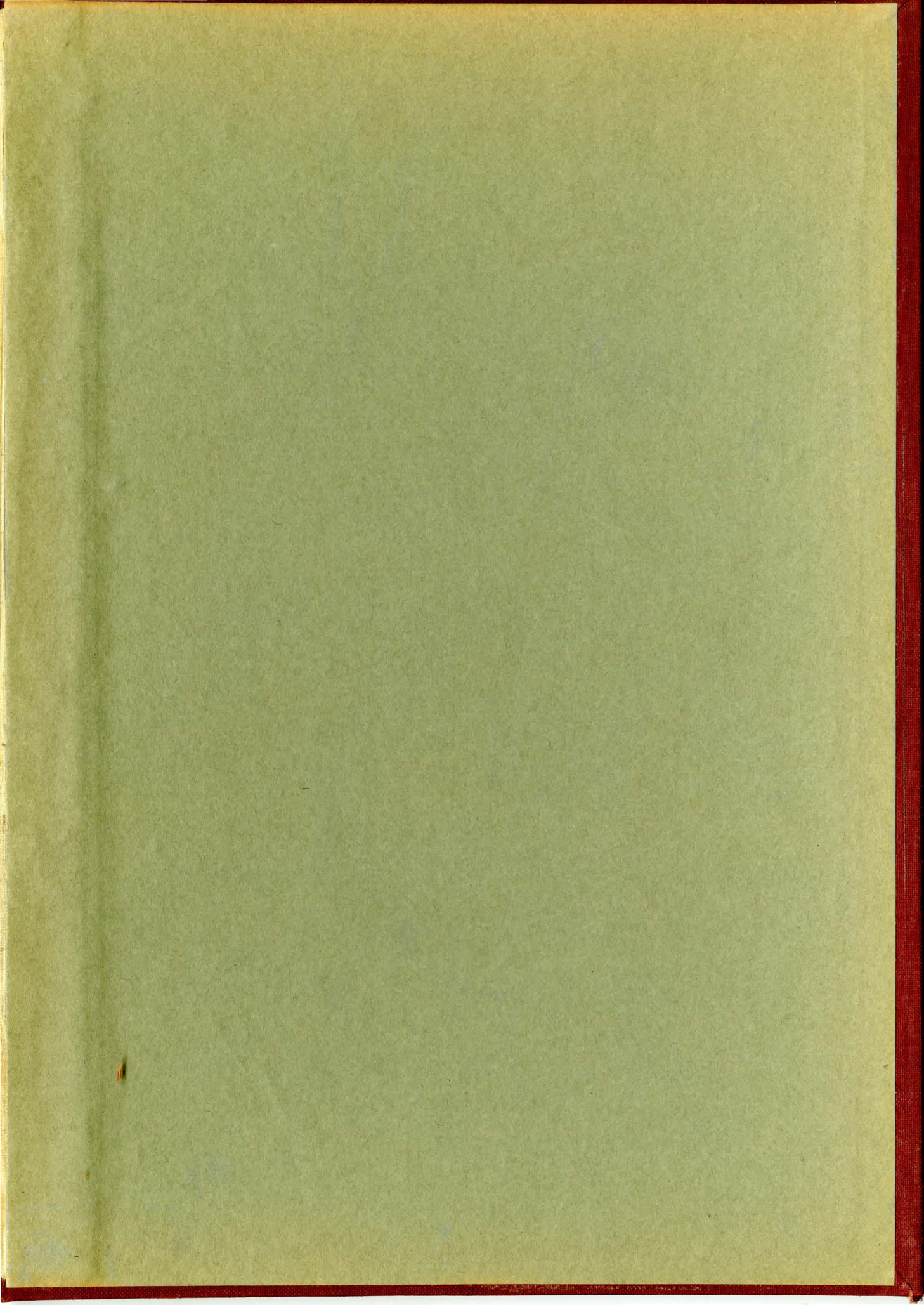














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