

ALL DIGITAL Weeks 2023 Event

CLIP Project: The importance of visual media literacy and how it can be taught

Start date: 3rd of May at 16:00 (Brussels time)

End date: 3rd of May at 17:30 (Brussels time)

Location: online

Organizer: ALL DIGITAL

Target audience: HEI students, researchers in Visual Studies, Media Communication and Art History, professionals in media communication and other stakeholders in the field of Visual Media Literacy.

Description:

This event was aimed at raising awareness about the importance of Visual Media Literacy, which is a fundamental component of the way European students and citizens are getting informed in the digital era.

First, **Cristina Stefanelli** firstly presented the CLIP Project (Critical Visual Media Literacy and Empowerment) and its scope: create innovative tools and training to equip HEI students with the needed skills to tackle misinformation caused by the manipulation of images.

After that, **Professor Simona Pezzano** delivered a presentation defining what Visual Literacy is, and how we learn through images. She also discussed the results of the project's "Report on Visual Media Literacy in Europe" which critically integrates the challenges imposed by visual media illiteracy and the competences to be developed to avoid it.

Thirdly, we engaged the audience in an activity that allowed them to play with images deprived of caption and taken out of context, to see what their thoughts and interpretations were. We then showed the real meaning and background of the three pictures.

Lastly, we heard from 2 ALL DIGITAL members: **Mediawijs and Dataninja**, who shared their thoughts and best practices on the theme. Bert Pieters (Mediawijs) talked about the importance of memes in today's society and how interpreting them could lead to meaningful discussion about topical issues. Then, Federica Arenare (Dataninja) showed the audience how data visualization can change the way we understand things, proving that visual products have a real impact on citizens' knowledge. She also shared with the CLIP consortium some insights on how Dataninja is integrating Visual Literacy in other projects.

Agenda:

16:00 – 16:10

Welcome to the ALL DIGITAL weeks – **Peter Palvolgyi**, ALL DIGITAL
Event and agenda presentation – **Maddalena Buonamico**, ALL DIGITAL

16:10 – 16:25

CLIP project presentation by **Cristina Stefanelli**, UNIMED

16:25 – 16:40

“What is Visual literacy?” presentation (+Report results) given by Prof. **Simona Pezzano**, IULM

16:40 – 16:55 (3 images max)

“What’s going on in this picture” activity managed by Maddalena Buonamico, ALL DIGITAL and Simona Pezzano, IULM

16:55 – 17:15

Good practices exchange with other organizations working in the field.

17:15 – 17:30

Q&A session and final remarks