

CLIP

critical
visual
media
literacy and
empowerment

CLIP Workshop
**Experts Consultation on Visual
Media Literacy in Education**

21 March 2024

**Apulia Region - Rue du Trône 62 – 1050
Brussels**



Background

This event is part of the WP4, which contributes to support academic staff to develop sustainable strategies for the integration of visual media literacy in their learning offer. The specific objectives of the WP are:

- To develop a set of guidelines, recommendations and tools to support academic staff in the implementation of learning strategies for visual media literacy
- To discuss these guidelines with experts and academic staff
- To make the CLIP scalability and transferability toolkit available to anyone interested.

The feedback received from the event's participants will shape the Scalability and Transferability Toolkit, that will be freely downloadable from the project website and that will support the academic staff in implementing strategies and tools to support the development of visual media literacy among their students.

The toolkit will support any organisation interested in the design, development and delivery of a learning offer focused on visual media literacy, with specific reference to HEIs, but with the necessary flexibility to be adapted to other learning environments as well, given the transversality of this kind of literacy.

It will also contain a set of implementation guidelines for university educators who might want to use the course, including guidance on how to adopt, re-use and adapt the course in a blended modality within teaching activities.

The toolkit will be made available in English and translated into Italian and Greek.

Event Aim

The Workshop: “Expert Consultations on Visual Media Literacy in Education” is intended to present the [CLIP project](#) and the Guidelines and Recommendations elaborated to support academic staff and educators in developing sustainable strategies to embed visual media literacy in their learning offers.

Participants will be invited to contribute to this work by sharing their opinion and validating the recommendations. To do this, roundtables will be organised to discuss the main features of this document. Thus, each participant will engage with like-minded professionals on the topics of Visual Media Literacy, teaching programs, and training.

Target audience

The event will be of interest to relevant stakeholders in the field of education, training, higher education, Visual Media Literacy, and Media Literacy at large.

Venue

Apulia Region
Rue du Trône 62
5th floor
1050 Brussels

How to attend

Participation is free of charge. Registrations are open at this link until the day of the event: <https://forms.gle/JR1RqpPPhTx62AZT8>

Language

The event will be held in English

Agenda

When: 21st of March, 2024 from 2:00 to 5:30 PM CET

2:00 – 2:15 Welcome and Registrations

2:15 – 2:40 CLIP Project – Results and Lessons Learned

Cristina Stefanelli, UNIMED, Project Coordinator (project)

Simona Pezzano, IULM (on the WP2 report and course content)

Eleni Georgakakou and Achilles Kameas, HOU (course structure and results)

2:40 – 3:00 Guidelines and Recommendations Presentation

Norman Rohner, ALL DIGITAL, Author of the Guidelines

3:00 – 3:10 Group distribution

3:10 – 4:20 Roundtables to discuss and validate Guidelines (World Cafe')

3 groups discussing topics of the guidelines

4:20 – 4:30 Coffee Break

4:30 – 5:00 Group Presentations

5:00 – 5:30 Open discussion