



# Visual Literacy: Understanding Images across Europe - Past and Present



One-year educational module for second-year (and third-year)\* BA students

October 2021-June 2022

**Charles University in Prague;  
University of Milan; University  
of Warsaw**



# Who are we?

**Prof. Giorgio Zanchetti, PhD**, Department of Cultural Heritage and Environment, University of Milan

**Davide Colmobo, PhD**, Department of Cultural Heritage and Environment, University of Milan

**Marie Rakušanová, PhD**, Faculty of Arts and Philosophy, Institute of Art History, Charles University

**Vendula Fremlová, PhD**, Faculty of Education, Department of Art Education, Charles University

**Pavla Gajdošíková, PhD**, Faculty of Education, Department of Art Education, Charles University

**Kamila Dworniczak, PhD**, Faculty of Culture and Arts, Institute of Art History, University of Warsaw

**Zuzanna Sarnecka, PhD**, Faculty of Culture and Arts, Institute of Art History, University of Warsaw

**Joanna Smalcerz, PhD**, Faculty of Culture and Arts, Institute of Art History, University of Warsaw

**Karolina Mroziewicz, PhD**, Faculty of Culture and Arts, Institute of Art History, University of Warsaw

# Aims of the Module

---



Experience firsthand the cultural framework of the ways in which images were and are perceived through work on scientific-artistic projects carried out in intercultural groups.



Explore the conventionality of the images and how the viewers learn(ed) to see.



See how the artists experimented with the visual conventions and what were the limits of their innovations.



Find out how the images were and are used to illustrate and produce data.



Experiment with the usefulness of material and digital images in developing and sharing ideas,



Raise critical thinking and digital literacy.

## Form of the module

- online conversatory class,
- online tutorial,
- field workshops.

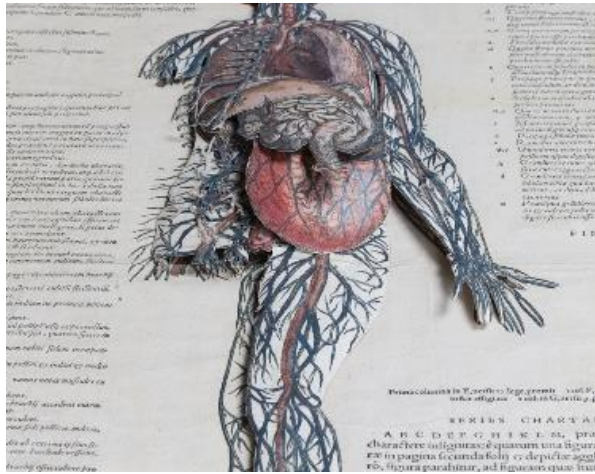
A regular online **conversatory class (twice a month)** conducted by tandems of teachers via Zoom; ca 30 teaching hours (Thursday, 17.30-19.00)

A regular online **tutorial (twice a month)** conducted in a small, intercultural groups via Zoom; ca 30 teaching hours (Thursday, 17.30-19.00)

Three two-day workshops in art institutions collaborating with our universities (e.g. Museo del Novocento and Civico archivio fotografico in Milan; National Museum in Warsaw; National Gallery in Prague and Museum of Decorative Arts in Prague).

# Thematic scope of the conversatory class

## Images and the Pursuit of Knowledge



Processing of visual data; role of images in the development of empirical science; artistic experiments with visual conventions; mnemotechnic strategies in the visual context;

## Images and Connoisseurship



New geographical framing of art history; artists as connoisseurs; scientific investigations of Early Modern artworks;

## Popular Images and Visual Competence



Strategies of reaching wide audiences; mass consumption of works of art; artists' engagement with popular culture;

## Visual Uncertainty: Unstable and Changing Images

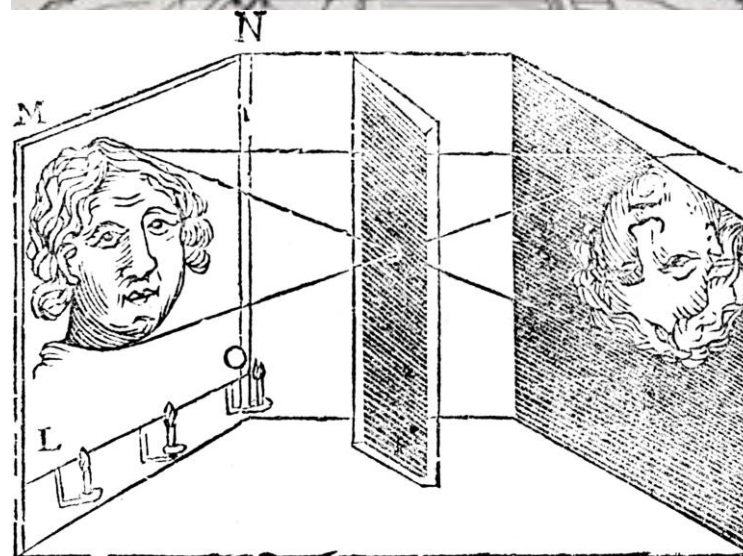
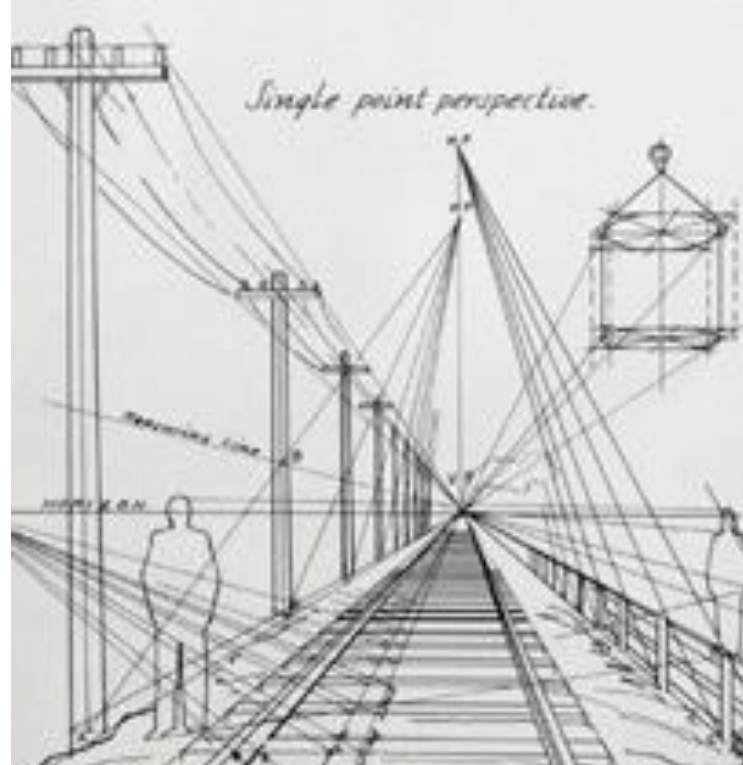


Collage, found footage and photomontage of mass media images; changing visibility of/in public space and landscape; visual stress, visual smog, visual pollution.

# Tutorial

Regular meetings in small, inter-cultural groups (of max. 5 people) with a tutor who will assist you with your projects.

During the one-year tutorial you will deepen your understanding of the four main subjects; experiment with different visual conventions and media; develop your own ideas into group scientific-artistic projects.



# Tutorials

Prof. Giorgio Zanchetti, PhD and Davide Colombo, PhD - **Multiplied Images: Artistic Practices in the Twentieth Century**

Vendula Fremlová, PhD and Pavla Gajdošíková, PhD, **Visual literacy: Between Educational, Artistic and Curatorial Approaches**

Kamila Dworniczak, PhD, **Photography as a Tool for Thought**

Zuzanna Sarnecka, PhD, **Visualising Matter: The Visual literacy in Early Modern Europe**

Joanna Smalcerz, PhD, **Urban Spaces in Films**

Karolina Mroziewicz, PhD, **Engaging with Images: Interactive Prints and Experiments with Visual Conventions in the Late Middle Ages and Early Modernity**

# Workshops

**3 workshops** in art institutions collaborating with our universities (archives, museums, galleries etc.):

2.12-3.12.2021 – Milan,

18.03-19.03.2022 – Prague,

4.06-5.06.2022 (to be confirmed) – Warsaw.

The possibility of **first-hand contact with art objects**, after a long time of online learning, and a visit to selected art collections in Milan, Prague and Warsaw. Time for **developing ideas for the group projects** in an interplay with objects of art and in discussions with peers, teachers and art curators;

**Active participation in planning and organizing the workshops.**

**Practical info:**

Students' travel allowances rate: 275 € per trip

Students' living allowances rate: 50 € per day





# Final performance grade will be based on:



Self-evaluation  
document  
submitted after the  
first semester



Portfolio (i.e., the  
documentation of  
the progress of the  
group work)



Scientific-artistic  
project

You will gain 6 ECTS points and microcredentials.

**For whom?  
30 students  
(UM + CU +  
UW)**

The module is dedicated to

- **second- and third-year BA students of Department of Cultural Heritage and Environment at the University of Milan;** the module will be recognized as an equivalent of workshop or stage activities;
- **second- and third-year BA students of art education at Charles University,** the module will be most probably recognized as an equivalent of an elective course (to be confirmed);
- **second-year BA students of art history at Charles University,** the module will be recognized as an equivalent of an elective course;
- **second-year BA students of art history (IHS, Interdisciplinary Individual Studies in the Humanities) at the University of Warsaw,** the module will be recognized as an equivalent of two conservatory classes.

# How to apply?

Select your  
tutor - list  
three choices

Write a **motivational statement** (ca 500 words), expressing your interest in the module and your expectations about the benefits of the activities for your academic future. If there are any **topics that you would like to discuss** during conversatory classes and tutorial, **write them down.**

Send your  
application to the  
module  
coordinator:  
[karolina.mroziewicz@uw.edu.pl](mailto:karolina.mroziewicz@uw.edu.pl)  
**Deadline: 3.09.2021**

We expect the module to be shaped  
by the active involvement of students.

**The deadline for submission of applications is: 3.09.2021**

Faculty members of each university will evaluate the applications of their students and delegate ten BA students whose applications will get highest marks to participate in the module.

**We are looking forward to your applications!**

Contact details:

Project coordinator: Karolina Mroziewicz

Deputy Director for Student Affairs

Institute of Art History, University of Warsaw

[karolina.mroziewicz@uw.edu.pl](mailto:karolina.mroziewicz@uw.edu.pl)