

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

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One-year educational module

November 2024-June 2025

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

Institute of Art History, University of Warsaw / Introductory meeting



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# 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

**Giulia Zompa, PhD**  
Department of Cultural Heritage  
and Environment, University of  
Milan

**Jan Dienstbier, 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

**Magdalena Herman, PhD,** Faculty  
of Culture and Arts, Institute of Art  
History, University of Warsaw

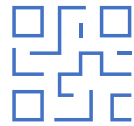
**Karolina Mroziewicz, PhD,**  
Faculty of Culture and Arts,  
Institute of Art History, University  
of Warsaw

# Aims of the Module

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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 images were made



Discover how viewers learn(ed) to see



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



Raise critical thinking and digital literacy

# Conversatory class + Tutorial + Workshops

Approaches to visual literacy; artistic experiments with visual conventions; interactions between artworks and their viewers; playfulness of works of art; functions and materiality of colours; mass consumption of images etc.

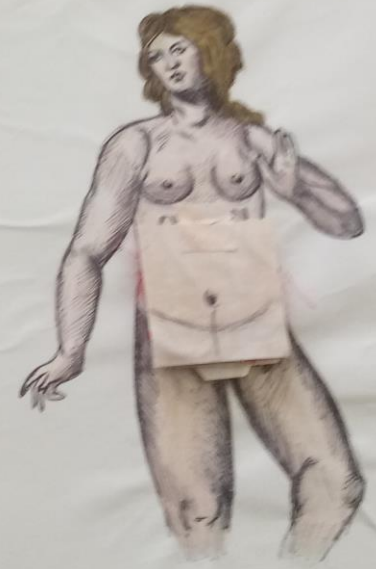
Multiplied Images: Artistic Practices in the Twentieth Century; Visual literacy: Between Educational, Artistic and Curatorial Approaches; Understanding Photography: Towards Grammar of Visual Narrative; Games and Interactive Objects in the 16th-18th Centuries; Materiality of Colours in Late Medieval and Early Modern Art

Study visits to galleries, museums, art collections, conservation studios and archives in Milan, Prague and Warsaw



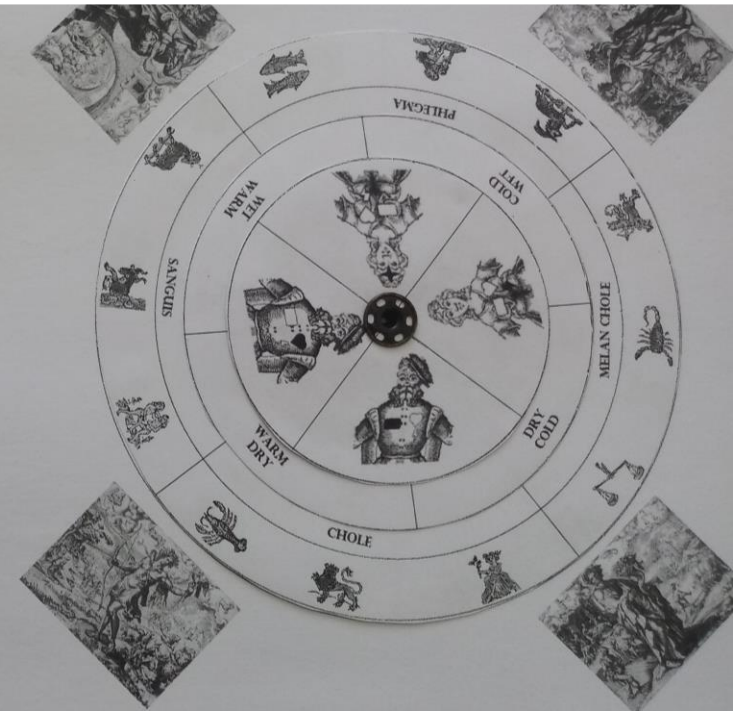
# The outcomes scientific-artistic group projects

...tive print of a female body  
...ion from anatomical prints from  
... century



Dissection of pregnant woman

Melancholic  
black bile, spleen, dry, cold,  
Phlegmatic  
n, brain, cold, wet, Winter, water,  
Choleric  
liver, warm, dry, summer, fire,  
Sanguine  
lood, heart, wet, warm, spring, air,





Students' testimonials

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## Visual Literacy 3.0. Form of the module

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

A regular online **conversatory class (once a month)** conducted by teachers from all three universities via Zoom (Thursday, 5.00 pm-6.30 pm). Thematic scope of the classes will include approaches to visual literacy; artistic experiments with visual conventions; interactions between artworks and their viewers; playfulness of works of art; functions and materiality of colours; mass consumption of images etc

A regular online **tutorial (three times a month)** conducted in a small, intercultural groups via Zoom (Thursday, 5.00 pm-6:30 pm). **SELECT YOUR TUTORIAL GROUP**

Three two-day workshops in Milan, Prague and Warsaw

## Tutorial

Regular meetings in small, inter-cultural groups (of ca. 5-6 students) with a tutor(s) who will assist you with your projects.

During the one-year tutorial you will deepen your understanding of the main subject of the tutorial and develop your own ideas into group scientific-artistic projects





# 5 Tutorial groups

Davide Colombo, PhD,  
Giulia Zompa, PhD  
Candidate

**Multiplied Images: Artistic  
Practices in the 20th  
Century**

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

Kamila Dworniczak, PhD,  
**Understanding  
Photography: Towards  
Grammar of Visual  
Narrative**

Magdalena Herman, PhD,  
**Games and Interactive  
Objects in the 16th-18th  
Centuries**

Karolina Mroziewicz, PhD  
**Materiality of Colours in  
Late Medieval and Early  
Modern Art**

# Conversatory classes

Introduction to „visual literacy” & themes corresponding with the subjects of tutorials



Visual Literacy:  
Understanding Images across  
Europe – Past and Present

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Introductory meeting:

**Visual literacy: Art Historical and  
Educational Perspective**

Vendula Fremlová, PhD & Karolina Mroziejcz, PhD





# Workshops

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**3 workshops** in art institutions collaborating with our universities (archives, museums, galleries etc; dates to be confirmed):

January, 16-17 – Milan,

March, 20-21 – Prague,

June, 5-6 – Warsaw.

The possibility of **first-hand contact with art objects**, visits 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 and living allowances will be covered from the project's budget (exact amount will be announced)

# Final performance grade will be based on:



Self-evaluation document submitted after the first semester



Individual portfolio (i.e., the documentation of the progress of your work)



Scientific-artistic project

You will gain 6 ECTS points and letter of attendance



**For whom?  
28 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;
- **BA and MA students of art education at Charles University,** the module will be recognized as an equivalent of an elective course;
- **second-year BA students of art history at Charles University,** the module will be recognized as an equivalent of an elective course;
- **second-year (and third-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 conversatory 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: September 29 (Sunday)**

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

## **The deadline for submission of applications is: September 29 (Sunday)**

Faculty members of each university will evaluate the applications of their students and delegate students whose applications will get highest marks to participate in the module. You will be informed about the results of the recruitment process before October 18.

- Registration for the course: October 21-31
- Regular classes from November 7
- First tutorial: November 14

**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)

# Questions & answers



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