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

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

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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 (e.g. Thursday, 18.30-20.00)

A regular online **tutorial (twice a month)** conducted in a small, intercultural groups via Zoom; ca 30 teaching hours (in the evenings)

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).

Institute of Art History, University of Warsaw / Introductory meeting 24.06.2021
## Thematic scope of the conversatory class

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<td>Processing of visual data; role of images in the development of empirical science; artistic experiments with visual conventions; mnemotechnic strategies in the visual context;</td>
<td>New geographical framing of art history; artists as connoisseurs; scientific investigations of Early Modern artworks;</td>
<td>Strategies of reaching wide audiences; mass consumption of works of art; artists’ engagement with popular culture;</td>
<td>Collage, found footage and photomontage of mass media images; changing visuality of/in public space and landscape; visual stress, visual smog, visual pollution.</td>
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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 – 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.
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 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
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