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project number: 621357-EPP-1-2020-1-BE-EPPKA3-IPI-SOC-IN
project title: Creative Audiovisual Lab for the promotion of critical thinking and media literacy
Why?

Digital technologies changed the way we see the world, especially for young people. Audiovisual contents shape their perception and interactions. Generation Z, the “digital natives” are young people who grew up in the digital age. They are in constant contact with technology and have access to an unlimited amount of information. Yet, they lack the abilities to analyse and evaluate the veracity of the content they receive from digital media.

What?

The Creative Audiovisual Lab is an innovative training programme on audiovisual production. It stimulates young people 14-19 y.o. to think critically, discuss important topics, and release their creativity. They will acquire technical skills to produce audiovisual content, but also transversal skills - communication, collaboration, creativity, problem solving, critical thinking and greater awareness of themselves and their social context.

How?

Through the Creative Audiovisual Lab blended course for teachers. Teachers will acquire an innovative methodology on audiovisual education which they can integrate into their daily work. They will learn how to channel students’ creativity into self-awareness, construction of their own identity and role in the society.

Our modules:

1: What is an image
2: Visual syntax and recreational movement
3: Visual Dramaturgy
4: From person to character
5: From image to writing, from writing to images
6: Fiction vs Documentary
7: The set and the shooting
8: Video editing
9: Sound-image syntax
10: Projections in progress

Our methods:

- Project-based learning
- Cooperative Learning
- Participatory Teaching and Learning (PTL)
- Visual Thinking Strategies (VTS)
- Gamification
- Competency-based Learning (CBL)

THE PROJECT IN NUMBERS

- 1 Creative audiovisual labs
- 10 modules
- 20h online learning
- 20 films
- 60 teachers
- 300 students
- 5 f2f workshops
- 5 national contests
- 5 experimentations in 5 countries
- 1 European contest

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