



Creative Audiovisual Lab  
for the promotion of critical  
thinking and media literacy

[www.cral-lab.eu](http://www.cral-lab.eu)

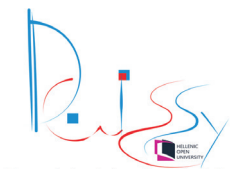


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## partners



EGINA, Italy  
<https://www.egina.eu/>



Hellenic Open University (HOU), Greece  
<https://www.eap.gr>



Association Langas | ateitj (LIA), Lithuania  
<https://www.langasiateiti.lt>



ISTITUTO CENTRALE  
PER I BENI SONORI  
ED AUDIOVISIVI

Istituto Centrale per i Beni Sonori  
e Audiovisivi (ICBSA), Italy  
<http://www.icbsa.it>

**UAB**

Universitat Autònoma  
de Barcelona

Universitat Autònoma de  
Barcelona (UAB), Spain  
<https://www.uab.cat>



Centre of Technical Culture  
Rijeka (CTC Rijeka), Croatia  
<https://www.ctk-rijeka.hr/en/>



The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.  
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



Co-funded by the  
Erasmus+ Programme  
of the European Union

# 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.

## THE PROJECT IN NUMBERS

**1**  
Creative  
audiovisual labs  
Methodology

**10**  
modules

**20h**  
online  
learning

**5**  
f2f  
workshops

**5**  
experimentations  
in 5 countries

**60**  
teachers

**300**  
students

**20**  
films

**5**  
national  
contests

**1**  
European  
contest

## 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)



Role  
Model  
Education



Gamification



Competency-based  
Learning (CBL)