CRAL

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

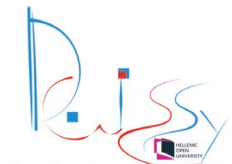www.cral-lab.eu

partners

ALL DIGITAL
ENHANCING DIGITAL SKILLS ACROSS EUROPE

ALL DIGITAL, Belgium (coordinator)
https://all-digital.org

egina

EGInA, Italy
https://www.egina.eu/

Dynamic Ambient Intelligent Socio-technical Systems

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

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

LANGAS | ATEITĮ

Association Langas į ateitį (LIA), Lithuania
https://www.langasiateiti.lt

CTK CENTAR TEHNIČKE KULTURE RIJEKA

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

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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.
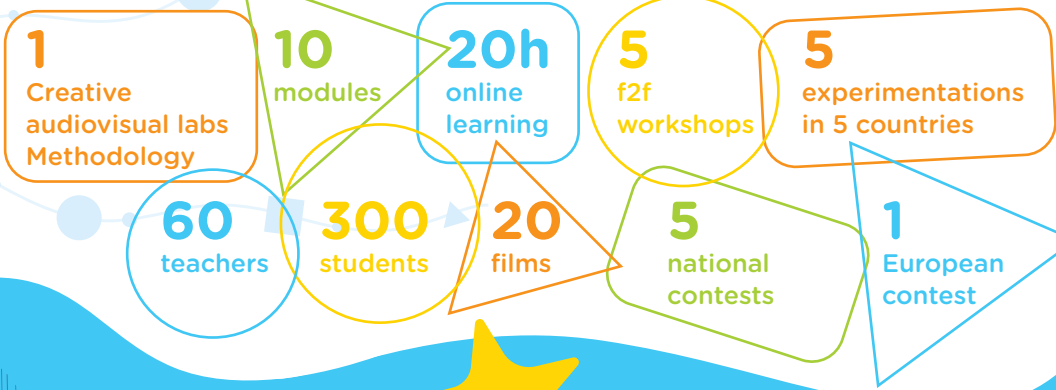
What?

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)