



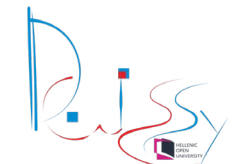
Creative Audiovisual Lab
for the promotion of critical
thinking and media literacy

www.cral-lab.eu

partners



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



Dynamic Ambient Intelligent Socio-technical Systems

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



LANGAS | ATEITJ

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

ENHANCING
DIGITAL SKILLS
ACROSS EUROPE
ALL
DIGITAL

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



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>



CENTAR TEHNIČKE KULTURE RIJEKA

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



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



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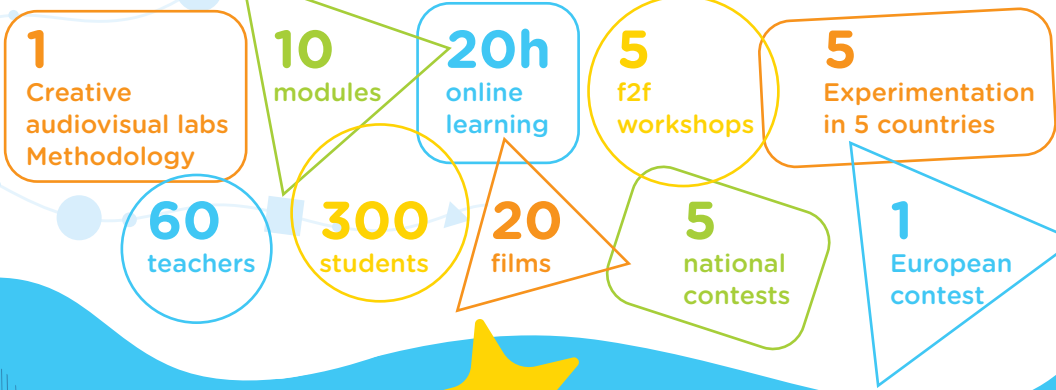
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Why?

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.



THE PROJECT IN NUMBERS



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)



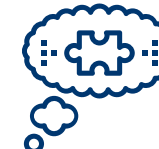
Visual Thinking Strategies (VTS)



Role Model Education



Gamification



Competency-based Learning (CBL)