

FORTHEM Collective Short-Term Mobility

Visual Communication as a Way to Improve Working Life Skills

Organising university: University of Jyväskylä

Location of the event: Jyväskylä, Finland

Organisers: Joanna Kędra, PhD, Dept. of Language and Communication Studies and Rasa Žakevičiūtė, Dept. of Social Sciences and Philosophy. The course is part of the Jyväskylä Summer School in Human Sciences (HSSS 2022), coordinated by the International Office.

Project description: The Visual Communication course intends to strengthen the visual literacy skills of the participants and to help them navigate in the overwhelmingly visual contemporary life contexts. The skills that the students develop in this course will help them become strong visual communicators and powerful and intelligent visual consumers. Visual learning occurs via experience rather than solely through knowledge acquisition. Thus, this course is designed in a format of ongoing visual activities and collaborative feedback sessions, along with more theoretical introduction to visual culture studies, visual literacy, image interpretation, presentation of visuals and elements of visual ethics.

Day by day programme: 30.05.2022-03.06.2022

Day & date	Morning (9-11)	Afternoon (12-15)	Evening / Afternoon
Day 1	Introduction to the course; warm-up visual activities;	Introduction to visual culture studies and visual communication. Activity: Me & Visual Culture	Welcome Hangout & Monday Quiz
Day 2	Interpretation of the visual - learning and practicing new methods;	Workshop: visual interpretation of still and moving images	Lehtisaari Sauna Evening (sauna, swimming, rowing boats, grilling)
Day 3	Visual thinking strategies for working life; improving visual communication skills and visual creativity;	Group and pairs' activities in practicing visual thinking	Biking or hiking around Jyväsjärvi lake
Day 4	Visualizing data and presenting visuals; expressing oneself visually;	Workshop: ethical considerations in visual communication	International Dinner
Day 5	Student presentations and wrap up activities;		

* Please note that these are the joint activities with the other students of the Summer School (HSSS 2022). The list of activities is tentative, based on the 2019 program. Updated program will be sent to all accepted students few weeks before the mobility period.

Eligibility criteria and selection criteria specific to this project:

- undergraduate or graduate students; studying for degrees in social sciences, culture studies, anthropology, psychology, law, political science, languages, communication, music, sport and health sciences, business and marketing or related fields;
- English language skills of at least B2 level;
- **one-page motivation letter** outlining the interest in studying visual communication;