

# UNIVERSITY OF LATVIA

## Third Week of Visual Literacy at University of Latvia

May 16th – 21st

In cooperation with

UNESCO Latvian National Commission

and

Baltisch-Deutsches Hochschulkontor

### PROGRAMME

**16<sup>th</sup> May 17.00 – 19.00** Library of the University of Latvia, Conference Room,  
O.Kalpaka bulv. 4, 1<sup>st</sup> floor

Scientific evening "**Evaluation of students' creative work - experience and aspects**".

**Session supported by Baltisch-Deutsches Hochschulkontor.**

- **Dr. Ernst Wagner**, the University of Munich

**"How to Assess Students' Creative Work in Visual Art Education at School – Aspects and Experiences"** Translation will be provided.

- **Ilze Kupca**, Latvian National Cultural Center

**"Aspects of the Evaluation of the Learning Process of the Students' Final Work of Art Schools"**

**17<sup>th</sup> May 8.30 – 14.00** Library of the University of Latvia, Conference Room,  
O.Kalpaka bulv. 4, 1<sup>st</sup> floor

### CONFERENCE

#### VISUAL LITERACY AS KEY COMPETENCE IN 21ST CENTURY

8.30 – 9.00 Registration

9.00 – 10.00 Conference opening keynotes:

**Ina Druviete**, Vice-Rector of the University of Latvia;

**Baiba Moļņika**, Secretary General Latvian National Commission for UNESCO;

**Austra Avotiņa**, Head of the Third Week of Visual Literacy.

**Announcement of the new book "Visual Literacy as Key Competence in 21st Century".**

10.00 – 10.30 **Dr. Ernst Wagner**. *The role of Visual Literacy in the 21<sup>st</sup> century – and why we have to teach Visual Literacy at schools.*

10.30 – 11.00 **Andris Teikmanis**. *The Semiotics of Visual Message.*

11.00 – 11.30 Coffee and networking

11.30 – 12.00 **Jurgis Šķilters**. *Colours as Cause of Emotions.*

- 12.00 – 12.30 **Ineta Kivle.** *The territory of rhythm: philosophy and art.*
- 12.30 – 13.00 **Gatis Vanags.** *Environmental typography - a part of visual culture.*
- 13.00 – 14.00** **Religious text as contemporary environmental art object.**  
Student competition. Award ceremony of the 1<sup>st</sup> phase. Awards given by Pavils Bruvers ELCL Bishop Emeritus and by Austra Avotina, the author of the competition idea.
- 14.00 – 15.00 Lunch break

## CREATIVE WORKSHOPS

**17. May 15.00 – 18.15** Library of the University of Latvia, O.Kalpaka bulv. 4, ground floor

**1<sup>st</sup> Workshop 15.00 – 16.30**

**How to design an assignment in Visual Art Education.**

**Dr. Ernst Wagner,** The European Network for Visual Literacy. The University of Munich

**2<sup>nd</sup> Workshop 16.45 – 18.15**

**How to develop original creative ideas from the emptiness in mind!**

We will be making an illustrated book for own story with own illustrations. Methods and approaches for creating original ideas for everyone.

**Līva Puļķe,** teacher in private primary school "Domdaris"

**18<sup>th</sup> May 15.00 – 18.15**

Imantas 7. līnija 1. UL Faculty of Education, Psychology and Art. Courtyard.

**3<sup>rd</sup> Workshop 15.00 – 16.30**

**Live pictures.** Drāmas paņēmieni un tēlniecība. The elements of theatre and sculpture. Frozen movement. Non-verbal signal. Research of sign language and body expressions. Thematic depiction in sculptural expressions.

**Ligita Smildziņa,** theatre educator

**4<sup>th</sup> Workshop 16.30 – 18.00**

**Journey in the exhibition "Filantropija".** The visual literacy as a challenge. Discussion evening. Introduction in the atmosphere of the Museum Night.

**Meldra Sevele, Līva Graudumniece, Sergejs Ivanovs, Valērija Frolovičeva**

**20<sup>th</sup> 15.00 – 18.00** Library of the University of Latvia, O.Kalpaka bulv. 4, ground floor

**5<sup>th</sup> Presentation and workshop (in English)**

**Tell me who I am, tell me what I desire. Visual codes in Advertising**

**Marge Monko,** artist, Professor, Head of Photography Department at the Estonian Academy of Arts

**21<sup>st</sup> May 13.00 – 18.15**

**6<sup>th</sup> Workshop. 13.00 – 14.30** Meeting point, the University of Latvia Raiņa bulv.19, lobby.

**Visual literacy work-out: Riga as Rome. Visual messages in the reliefs of *Mazā Aula*** (please take with you a binocular or other tools for distance seeing).

**Austra Avotiņa**, art historian, Associate Professor University of Latvia

**7<sup>th</sup> Workshop 15.00 – 16.30** Library of the University of Latvia, O.Kalpaka bulv. 4, ground floor

**Drawing as thinking for the clarity of ideas**

**Ilga Leimanis**, Saint Martin's School of Art, London, guest lecturer at the University of Latvia.

**8<sup>th</sup> Workshop 16.45 – 18.15** Library of the University of Latvia, O.Kalpaka bulv. 4, ground floor

**What do you think of me now? Language and image. Stereotypes and myths. How to understand a visual message.**

**Elza Strazdiņa**, Mg.sc.sal. (Rīga Stradiņš University – Art Therapy), Latvia, MA (Master of Arts – studies of culture) Leuven, Belgium.

**Please register your participation in workshops due to the limitation to the number of participants.**

**Online registration :** <https://forms.gle/Xv2U6LrBPTeE85XNA>

**THE WEEK OF VISUAL LITERACY IS ORGANISED BY:**



**SPONSORS OF THE WEEK OF VISUAL LITERACY**

European Network  
for Visual Literacy



Apvienoto Nāciju  
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