IMPROVING THE METHODOLOGICAL SYSTEM FOR THE FORMATION OF EDUCATIONAL COMPETENCIES IN VISUAL LITERACY AMONG STUDENTS

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Annotation: *In the modern education system, developing students' visual literacy is of great importance. Visual literacy encompasses not only the ability to understand and analyze visual materials but also the capacity to create them creatively and express thoughts and emotions in a visual form. This article discusses recommendations and methods for improving the methodological system for developing visual literacy competencies.*

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Project-Based Learning Assessment, Criteria Visual Materials Educational Programs, Collaborative Activities, Digital Tools, art education, critical thinking

Visual literacy is the ability of an individual to perceive, analyze, synthesize, and creatively produce visual materials. This competency holds significant importance in various fields, including art, design, advertising, pedagogy, and others.

Educational competencies refer to the knowledge, skills, and abilities that enable students to effectively solve specific tasks. Visual literacy-related educational competencies include:

1. **Seeing and Understanding:** The ability to correctly perceive and analyze visual materials.
2. **Creative Thinking:** The ability to express one's thoughts in a visual form.
3. **Selection and Management:** The ability to choose visual elements and arrange them appropriately.

Methodological System

To develop visual literacy, the methodological system should consist of the following components:

1. **Content:** Educational programs and materials should be aimed at enhancing visual literacy. They must cover the fundamental concepts, methods, and technologies of visual arts.
2. **Methods:** Teaching methods should be interactive, creative, and practical. For example:
   – **Group Activities:** This method encourages collaboration among students.
   – **Project-Based Methods:** Allows students to apply their knowledge through creative projects.

– **Seminars and Master Classes:** Provides opportunities to gain valuable knowledge from specialists.

3. **Teaching Tools:** Visual materials, computer programs, and internet resources are essential for effectively organizing the educational process.

4. **Assessment:** Clear criteria must be established for evaluating students' visual literacy. This allows for the assessment of their creative work, analytical abilities, and attitudes toward visual materials.

Visual literacy refers to the ability to interpret, analyze, and create visual messages. In today's information-rich society, developing visual literacy is increasingly important for students across various disciplines. Enhancing the methodological system for teaching visual literacy competencies involves creating effective strategies and practices that foster these essential skills.

As visual media play a crucial role in communication, marketing, education, and art, students must acquire skills that allow them to engage critically with visual content. This includes the ability to:

• Analyze visual messages and understand their context.
• Create effective visual communications.
• Utilize visual tools for storytelling and argumentation.

Key Components of the Methodological System

1. **Goal Setting**

– Define clear objectives related to visual literacy development.

– Identify key competencies that students should achieve, such as critical analysis of visual texts, proficiency in graphic design, and effective use of visual media.

2. **Teaching Methods and Technologies**

– Employ active learning techniques: project-based learning, collaborative discussions, and hands-on workshops.

– Integrate technology: use graphic design software, video editing tools, and online platforms to create visual content.

– Implement interdisciplinary approaches that connect visual literacy with other subjects (e.g., art, history, media studies).

3. **Curriculum Development**

– Design curricula that incorporate visual literacy across various subjects.

– Create resources such as textbooks, online courses, and multimedia materials focused on visual literacy skills.

4. **Assessment and Evaluation**

– Develop assessment criteria specifically for evaluating visual literacy competencies.

– Conduct regular assessments to monitor student progress and the effectiveness of teaching methods.

– Provide training programs for educators to enhance their understanding of visual literacy and effective teaching strategies.

– Encourage collaboration among educators through workshops, seminars, and conferences focused on best practices in teaching visual literacy.

Practical Approaches

• **Project-Based Learning:** Students can work on projects that require them to create visual content (e.g., infographics, videos), which allows them to apply theoretical knowledge in practical contexts.

• **Case Studies:** Analyzing real-world examples of effective visual communication helps students understand the significance of visual literacy in various fields.

• **Cross-Cultural Projects:** Engaging in international collaborations where students share visual projects with peers from different countries fosters a broader understanding of visual communication.

Conclusion

Improving the methodological system for forming educational competencies in visual literacy requires a comprehensive approach that includes goal setting, diverse teaching methods, curriculum development, assessment strategies, and professional development for educators. By focusing on these areas, educational institutions can better prepare students to navigate and succeed in a visually-driven world.