WORKSHOP on PROJECT APRENDI: a Pedagogical Proposal on Media Education

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Abstract:

This workshop is directed to teachers and researchers who wish to implement the use of technology in their classes aiming at transdisciplinary digital projects and will focus on three main questions: the challenges of Art imagery in a visual digital culture, the use of technology in education (at school) considering the learner that is at this school and the construction of interdisciplinary pedagogical learning objects using Art as a conducting string.

Visual culture is an emerging and instigating field of study that combines cultural studies, art history, philosophy and anthropology focusing on aspects of a culture that are based on images.

Thus, Art/Education is the field where Project Aprendi sets its foundation believing that Art – and the imagery which surround us – be it in a Museum, a backlight outdoor, a video clip or a commercial ad can tell us about the world we live in and be an excellent pedagogical way to reach our homo zappiensi or the net generationii. Online learning objects seem to be the way to integrate best classroom practices. Connectivity and the ability to creatively relate all the possibilities the web offers will be worked on the project planning at the workshop.

Through the interaction on the website http://www.aprendi.org, we intend to discuss questions concerning the digital culture related to the use of technologies in interdisciplinary educational projects and how these can increase critical and innovative ways of producing meaning considering the aesthetic produced by the digital culture.
Also, it is important to instigate other cognitive processes of image perception and construction, going beyond the usual practices proper of digital interfaces, considering that Art has used technology of each period in history transgressing its use beyond its specific usage. So, it is also our aim to investigate how to produce digital image constructions in the associative interpretations among diverse languages: visual, verbal and sonorous.

It is said that Art has the power to change the everyday technological pace thus producing other dimensions of time and space. We believe that the aesthetical experience comes as one opens itself to that which is about to be interacted with and in a way that is expected to be interacted with, so, it is important to build up projects during this Workshop that will focus on the building up of an awareness to the digital visual culture proper of each educational situation or system.

**Keywords:** Learning Objects, Classroom Teaching/Practice, Culture, Creativity, Multimedia

Workshop – 2 full sessions i.e.: 2 mornings or 2 afternoons.

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