

Strategies to Introduce Visual Literacy at National Level in Policy

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Abstract

In 2010 a European Network for Visual Literacy (ENViL) was founded for the development of a “Common Framework of Reference for Visual Literacy” (CEFR-VL). This framework aims to be a tool for the development of curricula, lesson plans and assignments as well as assessment instruments. In the Netherlands national programmes as Cultuur en School and Cultuureducatie met Kwaliteit aim to improve the quality and position of arts education for over ten years. Different tools have been developed to support this, i.e. the training of internal cultural coordinators in primary schools. To investigate how we can involve new concepts like Visual Literacy into existing policies and curricula we look at the experiences in The Netherlands in the last decade. In this workshop we will look briefly at Cultuureducatie met Kwaliteit, the position of arts education in the general teachers programme and the training for internal cultural coordinators developed by LKCA. Together with the workshop Strategies to introduce Visual Literacy at national level in policy this workshops forms an insight in the Dutch situation.

After an introduction on the Dutch situation we will exchange experiences participants have in their home countries on introducing new ideas into a (national) curriculum and/or connecting to the European Key Competences in relation to life time learning. The participants will have discussed on the impact national programmes can have on (national) policy and policy makers.

Keywords

Visual literacy, Framework, Policy, Curriculum.