

Positive evaluation of the “Critical Visual Media Literacy” European project by DAISSy-HOU

The “Critical visual media Literacy and empowerment (CLIP)” European co-funded project has been completed recently, summarizing an eighteen-month demanding and high-quality implementation, receiving a very positive evaluation by the Erasmus+ Managing Authority of **86/100**.

The main objective of the CLIP project has been to strengthen the digital capabilities of the Higher Education (HE) sector and to increase resilience to manipulation and polarization working on the important issue of critical visual literacy, which is a fundamental component of the way that European students and citizens are getting informed in today’s digital era.

The CLIP project has been co-financed by the ERASMUS+/KA220-HED – Cooperation partnerships in HE Programme of the European Union. It was coordinated by the UNIMED – Unione Delle Universita Del Mediterraneo (Italy) with Libera Universita Di Lingue e Comunicazione (Italy), ALL DIGITAL (Belgium) and the Hellenic Open University-DAISSy Research Group (Greece) as partners.



The DAISSy-HOU was responsible for the implementation of all CLIP activities in Greece, participated in all intellectual outputs and deliverables and coordinated the development and technical support of the CLIP **online educational platform** in which the CLIP Course has run: <https://mooc.daissy.eu/>.



More precisely, DAISSy-HOU was involved, in the conduction of the *Report on Visual Media Literacy in Europe* that integrates the challenges imposed by visual media illiteracy and proposes the competences to be developed to support visual media literacy as well as a set of tools that can be used to track misleading visual information.

Furthermore, the Research Group leaded the development of the micro-learning Course on *Critical Visual Literacy and Fluency* (in English, Italian and Greek) that was piloted with over 200 participants in total receiving a very positive feedback by participants.



Micro-learning course in
critical visual media
literacy and fluency



Scalability and
transferability toolkit

Lastly, DAISSy-HOU was also highly involved in the development of the scalability and transferability toolkit, that includes a set of related operational Guidelines and Recommendations.

On behalf of DAISSy-HOU, the CLIP project was coordinated by Mr. Achilles Kameas, Professor at HOU and Director of DAISSy, managed by Ms. Eleni Georgakakou, Senior Project Manager and Researcher, and implemented by Ms. Panagiota Polymeropoulou, Senior Researcher, Ms. Natalie Lokou, Researcher, and Mr. Ioannis Messalas, Developer/ Technician.

DAISSy-HOU would like to thank all the CLIP activities' participants and stakeholders and ensure them that it will keep on working to strengthen the (digital) capabilities of the HE sector.

For more information regarding the **CLIP** project, and other projects and activities of DAISSy-HOU:

- Websites : <http://daissy.eap.gr/en> and <https://clipproject.eu/>
- Facebook: [@DAISSyResearchGroup](#)
- LinkedIn: <https://www.linkedin.com/in/daissyresearchgroup/>
- X (Twitter): https://twitter.com/daissy_research
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