

Linz - Austria

UNIVERSAL DESIGN FOR LEARNING (UDL), AND VISUAL LITERACY

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Co-funded by
the European Union



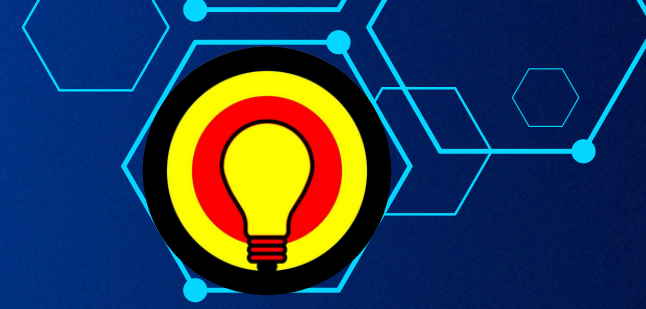
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Project Reference: 2024-1-AT01-KA210-ADU-000250093

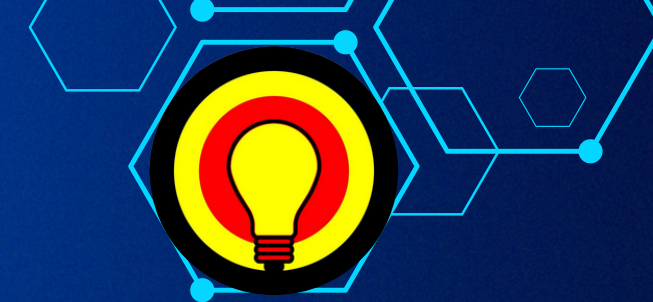
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LET'S LOOK BACK

- Ghent meeting



**Look back and learn from it – but don't stay there.
Focus on today, give it your best, and by doing so,
you'll ensure a better future**



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TO FOCUS

- **UDL**
- **Visual Literacy**



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WHAT IS UDL?

UDL stands for Universal Design for Learning. UDL is a research-based educational framework designed to improve and optimize teaching and learning for all people.



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CORE PRINCIPLES OF UDL

UDL is structured around three main principles that are informed by neuroscience and correspond to three different brain networks.

- The "Why" of Learning
- The "What" of Learning
- The "How" of Learning



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HOW TO CHECK AND MONITOR UDL?

Using a checklist

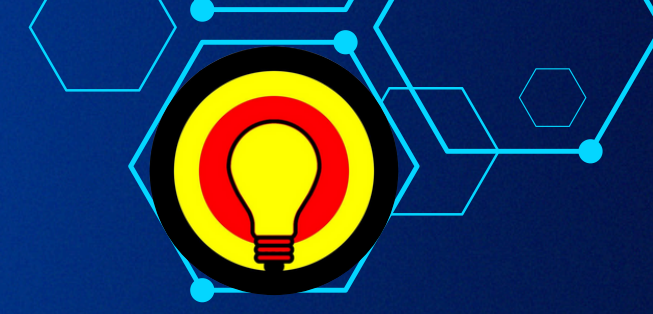
- 1. The "Why" of Learning**
- 2. The "What" of Learning**
- 3. The "How" of Learning**



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Start by using a checklist to audit materials for Multiple Means of Representation, ensuring content is available in various formats like text, audio, and video to support different preferences.

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WHAT IS VISUAL LITERACY?

Visual literacy is the ability to critically interpret, analyze, create, and use visual images and media.



EXAMPLE



**CYCLE YOUR WAY
TO A HEALTHIER LINZ!**



**35% Lower Risk
of Heart Disease**

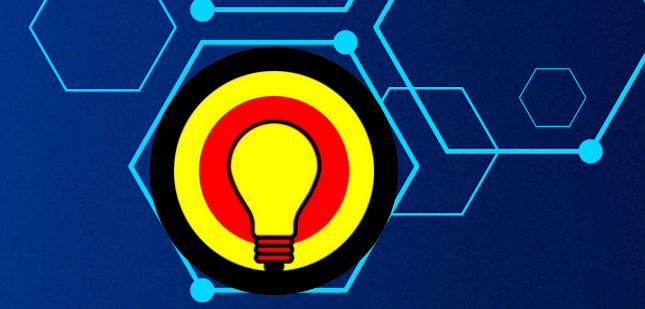


**Boosts Mental
of Bets-weißing**



**Zero Carbon
Emissions**





EXAMPLE

Applying visual literacy to a public health poster in Linz involves a multi-layered analysis. First, you comprehend the literal elements: a diverse group of people smiling while cycling along the Danube, with icons highlighting health and environmental benefits. Then, you interpret the deliberate choices behind these visuals. The mix of ages suggests cycling is for everyone, the local landmarks evoke community pride, and the bright, cheerful colors are designed to create a positive emotional association with the activity.

The poster's purpose is not merely to inform but to persuade. By combining these carefully selected images, colors, and data points, it sells an idealized lifestyle. The underlying message is that to be a healthy, happy, and responsible citizen of Linz, you should cycle. This transforms a simple activity into a statement about one's identity and values within the community.

Finally, a critical evaluation involves considering what is omitted. The poster conveniently leaves out the challenges of cycling, such as bad weather, the cost of a bicycle, or the lack of safe bike lanes in all parts of the city. By recognizing both the intended message and the unshown reality, a visually literate person can fully understand the poster's persuasive strategy and its inherent biases.

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INTRODUCTION

Artificial Intelligence offers a transformative approach to developing educational materials that are flexible, accessible, and engaging, perfectly aligning with the principles of Universal Design for Learning (UDL).

For enhancing visual literacy, AI tools are particularly powerful, enabling educators to effortlessly generate custom images, create clear infographics, produce explanatory videos, and design interactive presentations. By leveraging these tools, you can easily provide multiple means of representation and action, ensuring that all learners can perceive, interpret, and create visual information effectively, thereby lowering barriers and enriching the learning experience.

AI Tools for UDL and Visual Literacy Content Creators

SN	Name of AI Tool	Short Description for What It Can Use	Link
1	Canva	An all-in-one design platform with powerful AI features. Use it to generate entire presentations ("Magic Design"), create custom images from text ("Magic Media"), and design infographics, videos, and worksheets. Perfect for visual learners.	https://www.canva.com
2	ChatGPT (with DALL-E 3)	A versatile tool for both text and image generation. Use it to simplify complex text, create lesson plans, and generate custom illustrations, diagrams, or conceptual art to explain abstract topics visually.	https://chat.openai.com
3	Gamma	Creates polished presentations, documents, and webpages from a simple text prompt. It automatically incorporates design elements, images, and layouts, making it excellent for quickly producing visually structured and engaging content.	https://gamma.app
4	ElevenLabs	A leading AI tool for text-to-speech. Use it to create high-quality, natural-sounding audio versions of your written materials. This provides an essential alternative for auditory learners and those with reading difficulties.	https://elevenlabs.io
5	Midjourney	A powerful AI image generator that creates highly detailed and artistic images from text prompts. Ideal for creating specific, high-quality visuals for storytelling, historical scenes, or complex	https://www.midjourney.com
6	Curipod	An AI-powered tool for creating interactive lessons and activities. It generates polls, word clouds, drawings, and Q&A slides based on your topic, helping to engage students and allow them to express their knowledge visually.	https://curipod.com
7	InVideo AI / RunwayML	AI-powered video creation platforms. Describe the video you want, and the AI will generate scenes, scripts, voiceovers, and visuals. Excellent for creating short explainer videos or visual summaries of	https://invideo.io/ai / [suspicious link removed]
8	DeepL / Google Translate	Essential for providing text in multiple languages. Use these AI translators to make written content accessible to multilingual learners, a key aspect of UDL.	https://www.deepl.com / https://translate.google.com

1 CANVA

An all-in-one design platform with powerful AI features. Use it to generate entire presentations ("Magic Design"), create custom images from text ("Magic Media"), and design infographics, videos, and worksheets. Perfect for visual learners.



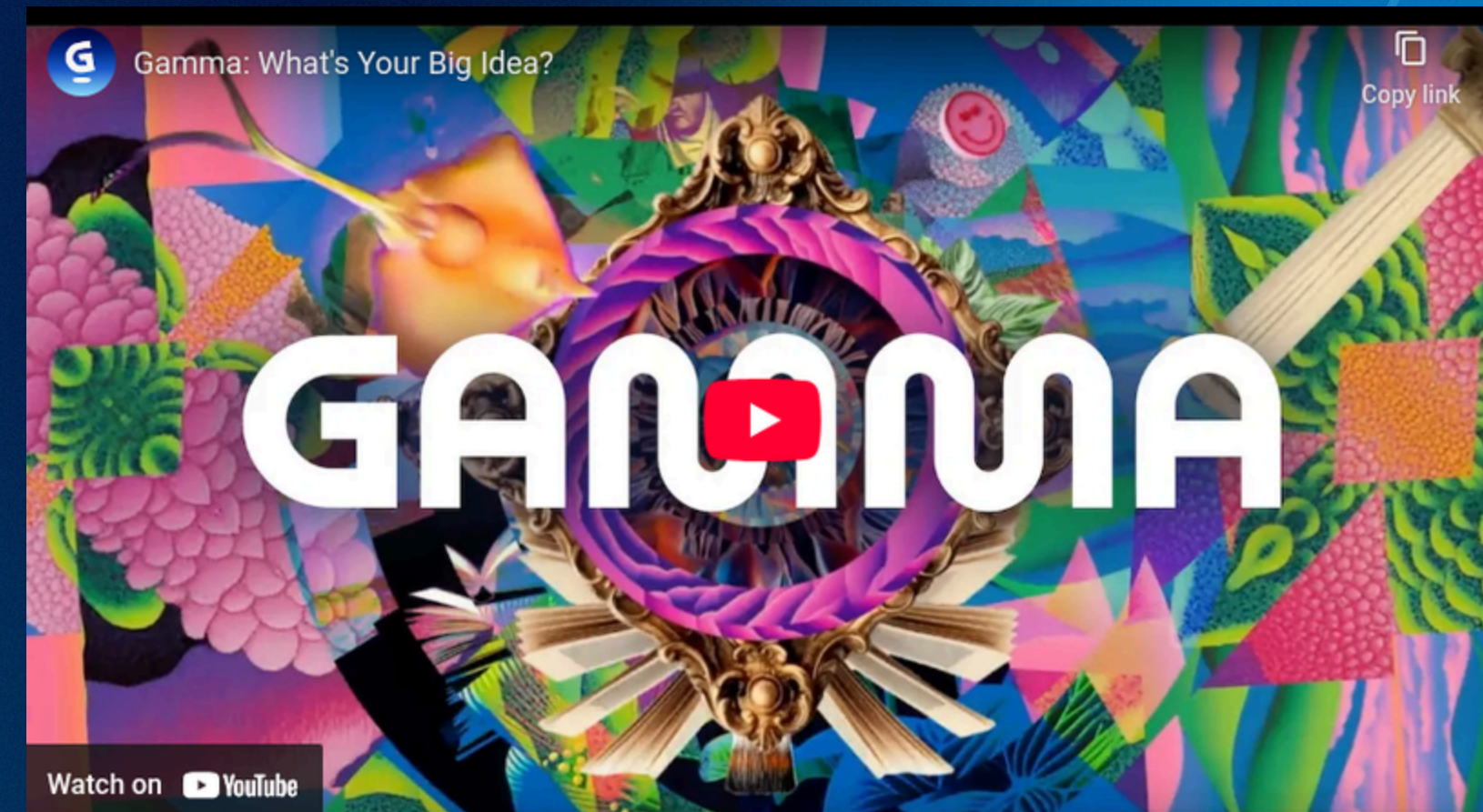
2 ChatGPT (with DALL-E 3)

A versatile tool for both text and image generation. Use it to simplify complex text, create lesson plans, and generate custom illustrations, diagrams, or conceptual art to explain abstract topics visually.



3 Gamma

Creates polished presentations, documents, and webpages from a simple text prompt. It automatically incorporates design elements, images, and layouts, making it excellent for quickly producing visually structured and engaging content.



4 ElevenLabs

A leading AI tool for text-to-speech. Use it to create high-quality, natural-sounding audio versions of your written materials. This provides an essential alternative for auditory learners and those with reading difficulties.



5 Midjourney

A powerful AI image generator that creates highly detailed and artistic images from text prompts. Ideal for creating specific, high-quality visuals for storytelling, historical scenes, or complex scientific concepts.



Midjourney

6 Curipod

An AI-powered tool for creating interactive lessons and activities. It generates polls, word clouds, drawings, and Q&A slides based on your topic, helping to engage students and allow them to express their knowledge visually.



7 InVideo AI / RunwayML

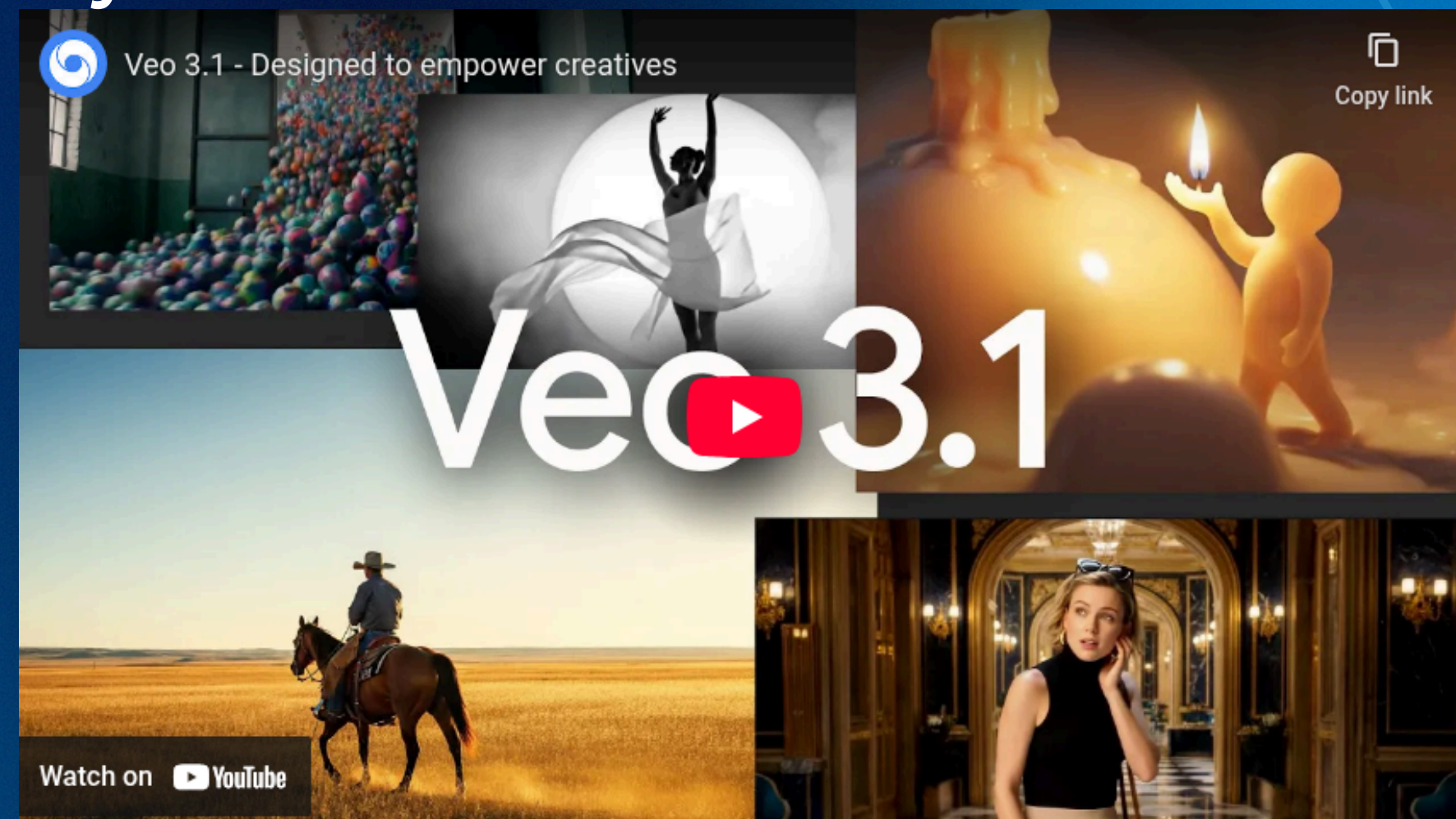
AI-powered video creation platforms. Describe the video you want, and the AI will generate scenes, scripts, voiceovers, and visuals. Excellent for creating short explainer videos or visual summaries of complex topics.



runway

7 VEO 3.1 (GOOGLE)

Veo 3.1 is the latest software for the Veo 3, an AI sports camera that automatically records matches in 180° without a camera operator. Its intelligent software tracks the on-field action to create a broadcast-style view, perfect for coaching analysis and player highlights. This update specifically delivers improved tracking accuracy, faster processing, and a streamlined interface, making professional-grade video analysis more accessible for sports teams at any level.



8 DeepL / Google Translate

Essential for providing text in multiple languages. Use these AI translators to make written content accessible to multilingual learners, a key aspect of UDL.



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Thank you!



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