

Organisers



Visual Competence and Gender in the Digital World

Date: June 8–12, 2026 (on-site)

Location: University of Ostrava, Czechia

Obtain Critical Visual Competence

Identify Ethical and Gender Aspects of the Contemporary Visuality

Understand how the Digital Visual Media work

Explore the Visual Manipulation and Deep Fake

When to apply? Apply Now!!!!

Who should apply? Anyone interested in modern media, visuality and critical thinking

Obtain 4 ECTS

The course follows the transformation of visuality and its perception throughout the history and in today's world in various fields such as pop culture, media, social networks, marketing and art. Special attention is paid to gender aspects, such as the objectification of male and female body in (pop) art and advertising. You will acquire knowledge to develop visual intelligence and visual competence, which is a specific branch of critical thinking – unnecessary and much needed skill in the visually orientated and extensively digital world. The course will also include a practical onsite part (workshop), where will students work with special AI tools for visual and artistic creation, post-production, and digitization of visual objects.