

CTC LEARNING ACTIVITY 2 ALU SARAJEVO

CLIMATE CRISIS FAKE NEWS – FROM IDENTIFICATION TO VISUALISATION

ACADEMY OF FINE ARTS SARAJEVO, 10.11. – 14.11.2025.

This workshop challenges participants to explore the role of **visual communication in exposing and transforming climate-related disinformation**. Through creative and critical design thinking, students will identify examples of **fake or misleading climate news** and then use **visual storytelling** to reveal manipulation strategies and communicate accurate, motivating information to the public.

The final outcome will be a **digital visual communication piece or mini social media campaign** that **informs, exposes, and inspires action**.

ASSIGNMENT:

Create a **creative and informative digital visual** (or a short series of visuals) that identifies, deconstructs, and re-visualizes a piece of **climate crisis disinformation**. Your work should use **artistic and communication strategies** consciously showing how visual language can be used both to inform and to **manipulate**. Participants will work in mixed groups to create visual narrative that informs public about specific topic. These activities will combine theoretical research and creative collaboration between environmental activists, media and visual communication experts.

OBJECTIVE:

To design one or more **digital visuals** forming a **mini social media campaign** (static images, short videos, motion graphics, GIFs, carousels, or infographics).

Digital visual communication project has to:

- **Identifies** a case or type of disinformation,
- **Visually exposes or corrects** its manipulation,
- **Educates and motivates the public** to think critically and act responsibly.

The outcome should be **both creative and informative**, applying principles of **visual communication, and media literacy**.

TECHNIQUE:

- Technique: Open (photography, typography, illustration, collage, 3D, AI-generated imagery, motion design, etc.).
 - Output: **Digital format** (JPEG, PNG, MP4, GIF, or PDF).
 - Size/Resolution: Minimum 1080×1080 px for static visuals; HD 1920×1080 for motion works.
 - Must be optimized for use on at least one social media platform (Instagram, X/Twitter, TikTok, Facebook, or similar).
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EXPECTED OUTCOME:

Students will learn to establish a repository of current thinking and practice related to climate disinformation. The results will be visual experiments, aimed at building an understanding of how communication design can inform and disinform.

A **mini-campaign** or visual communication art that:

- Detects a **real or representative example** of disinformation,
 - Uses the **power of design** to reveal or correct it,
 - **Transforms manipulation into education**,
 - Encourages **public awareness and responsible action** toward truth.
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DEADLINE: Friday November 14th 2025