



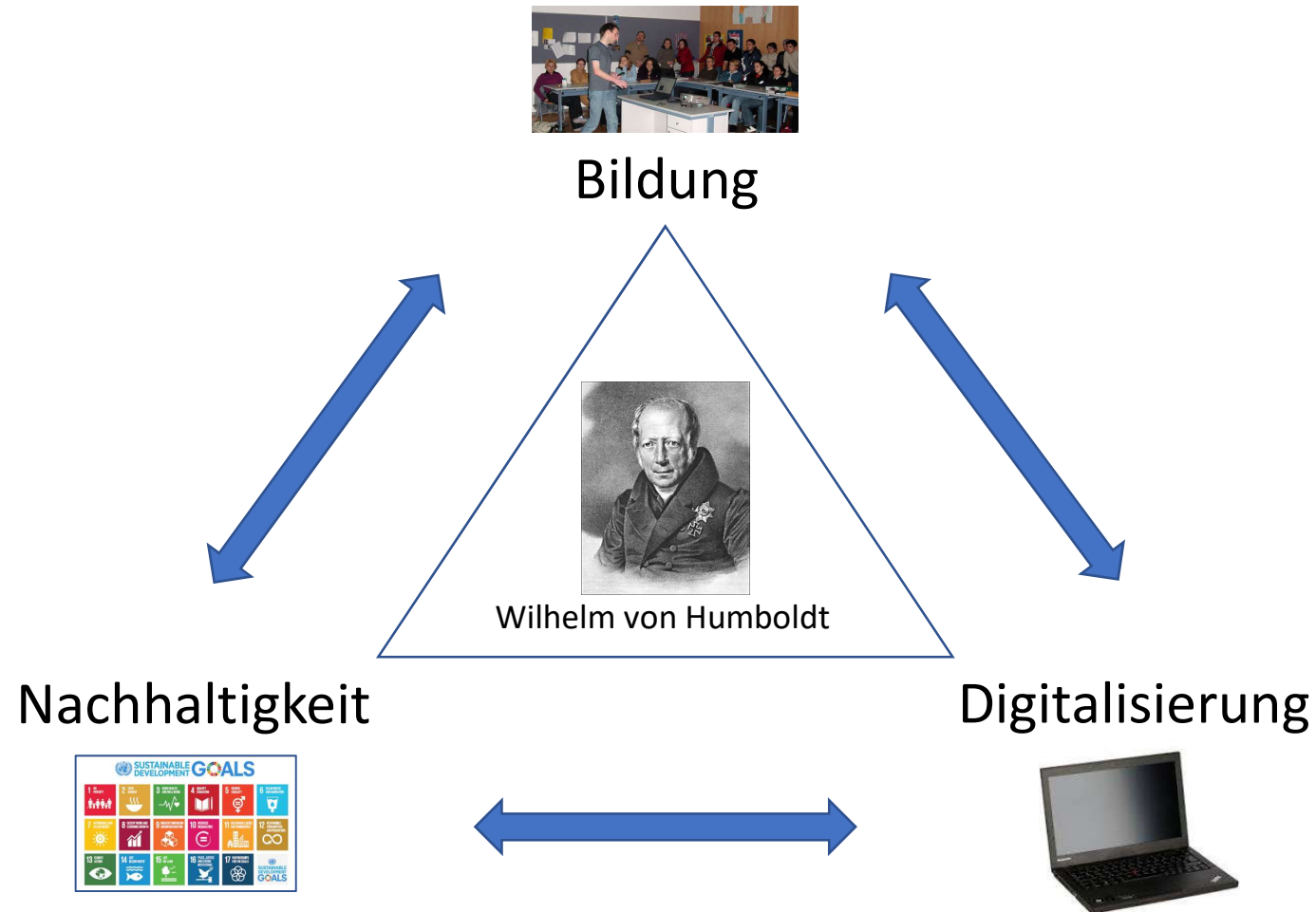
Typographie, Bilder und Formale Bildung

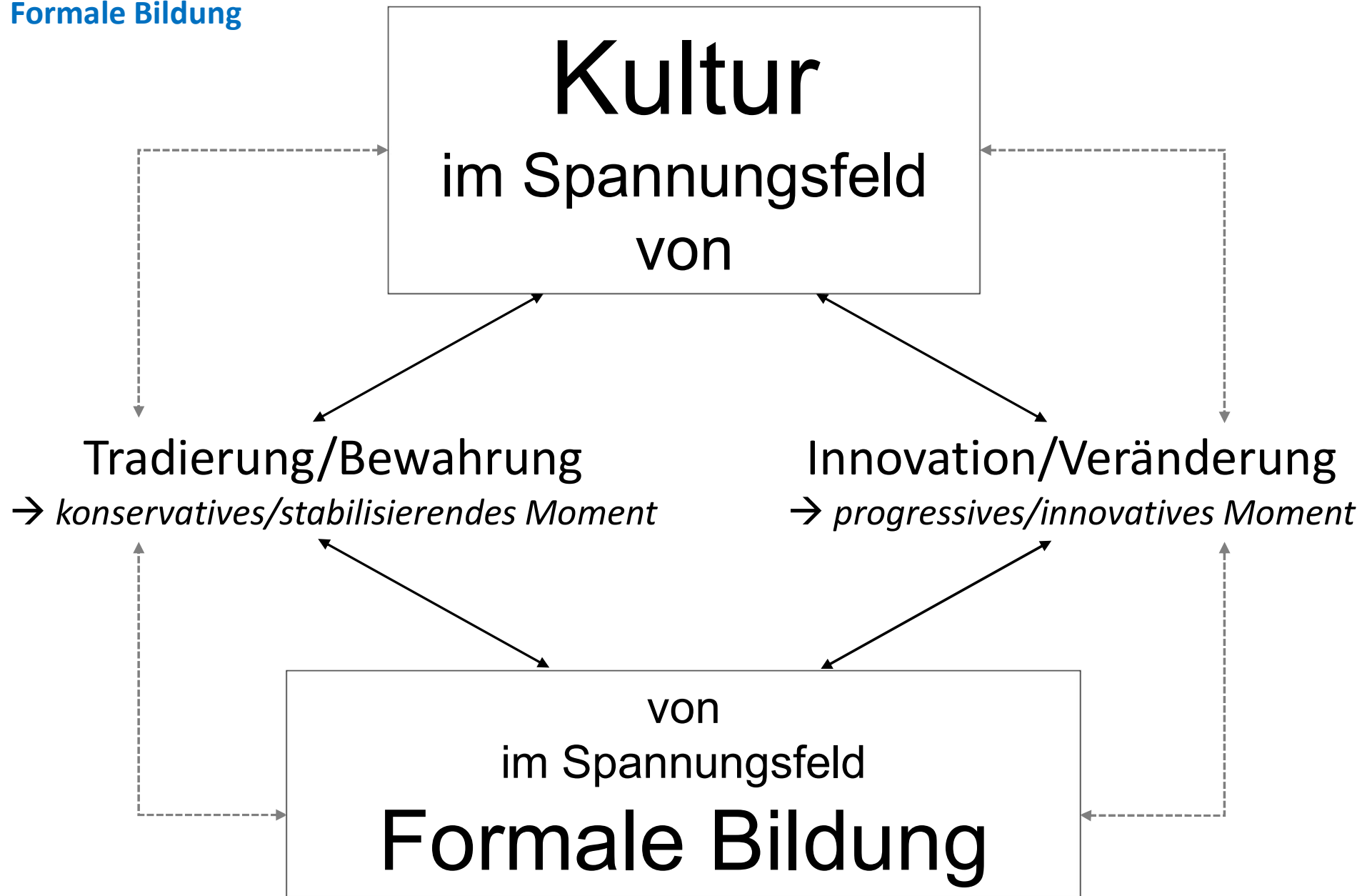
Christian Kraler

Department of Teacher Education and School Research

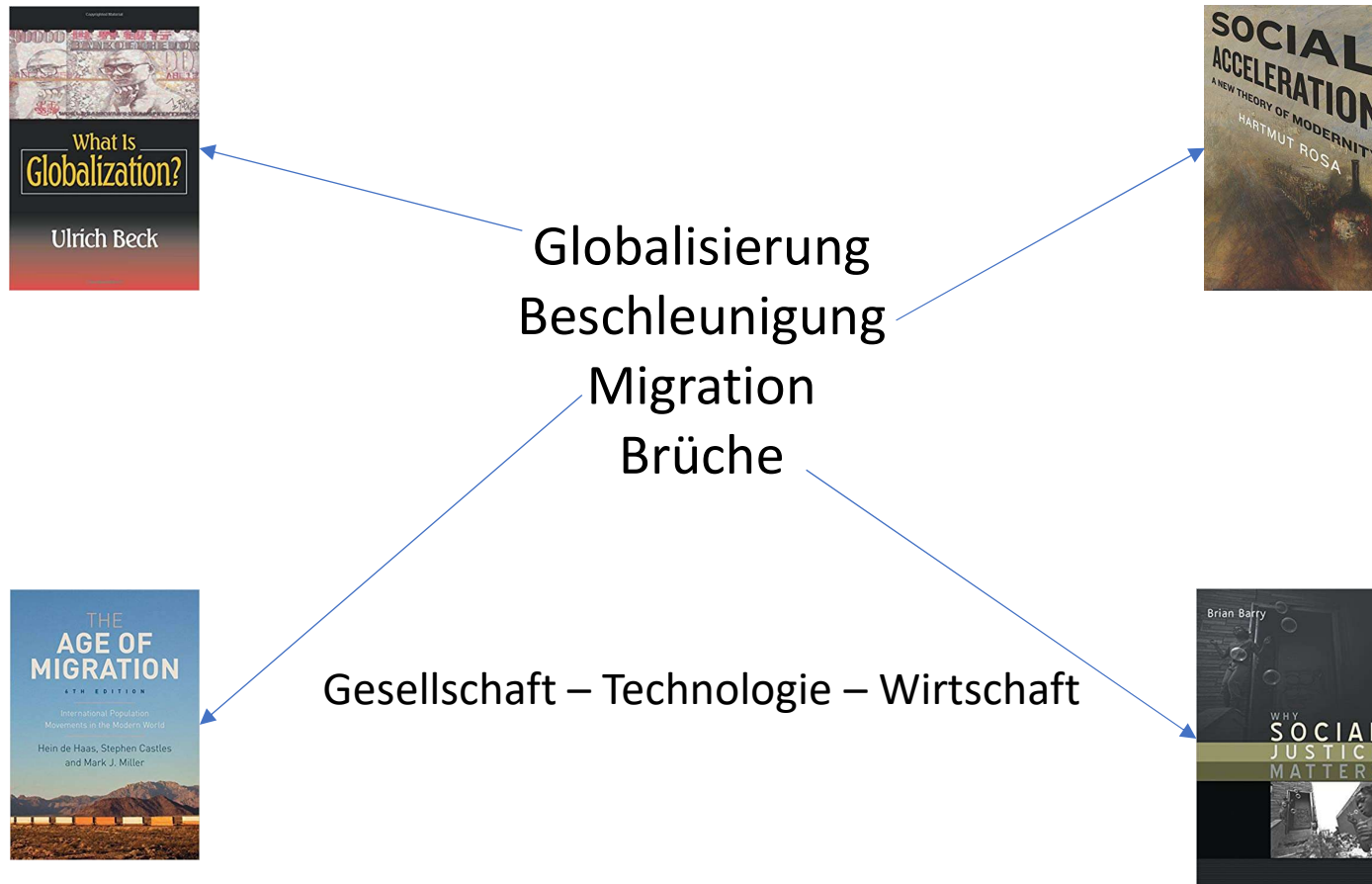
University of Innsbruck

Setting the scene ...

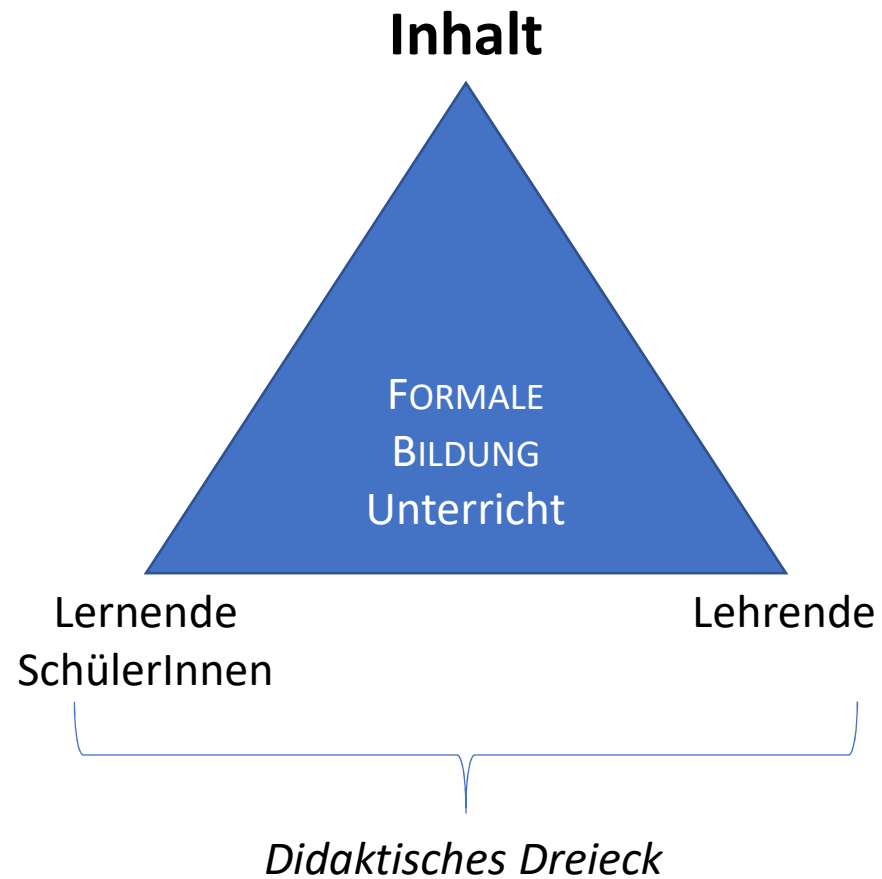




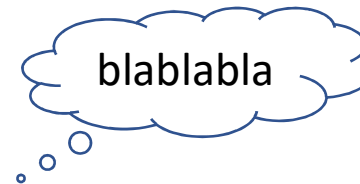
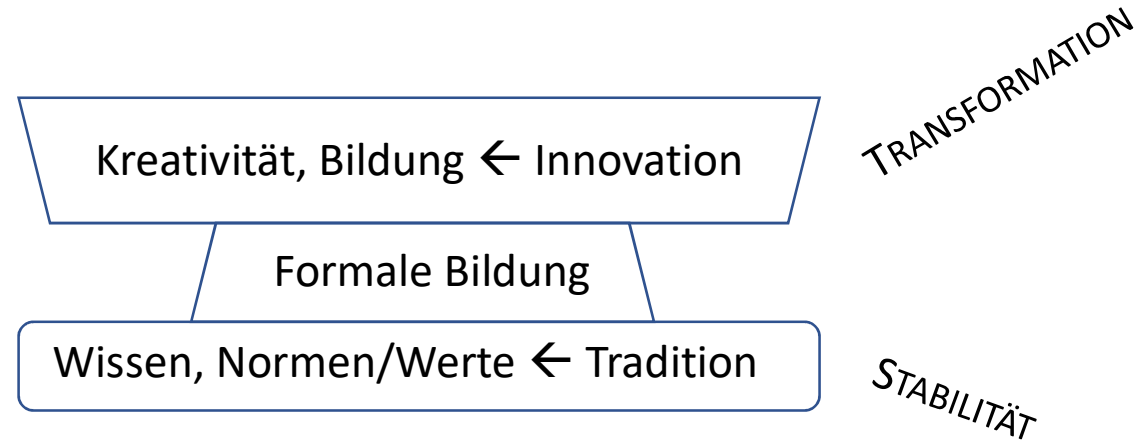
Globale Entwicklungen & Bildung



Konfiguration formaler Bildung



Bildung



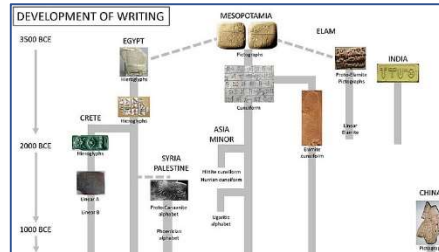
Weitergabe von ...
Kreation von ...

Wissensbeständen

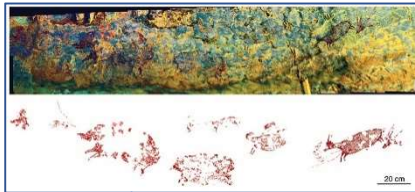


„Digitalisierung“

since 3500 b.c. cuneiform



42.000 b.c. Sulawesi



letterpress
Eastern Asia: 6.-12.Jh



1989-92 WWW



2021

spoken
word

painted
word

written
word (manuscript)
individual item

printed
word
mass product

.....physical.....

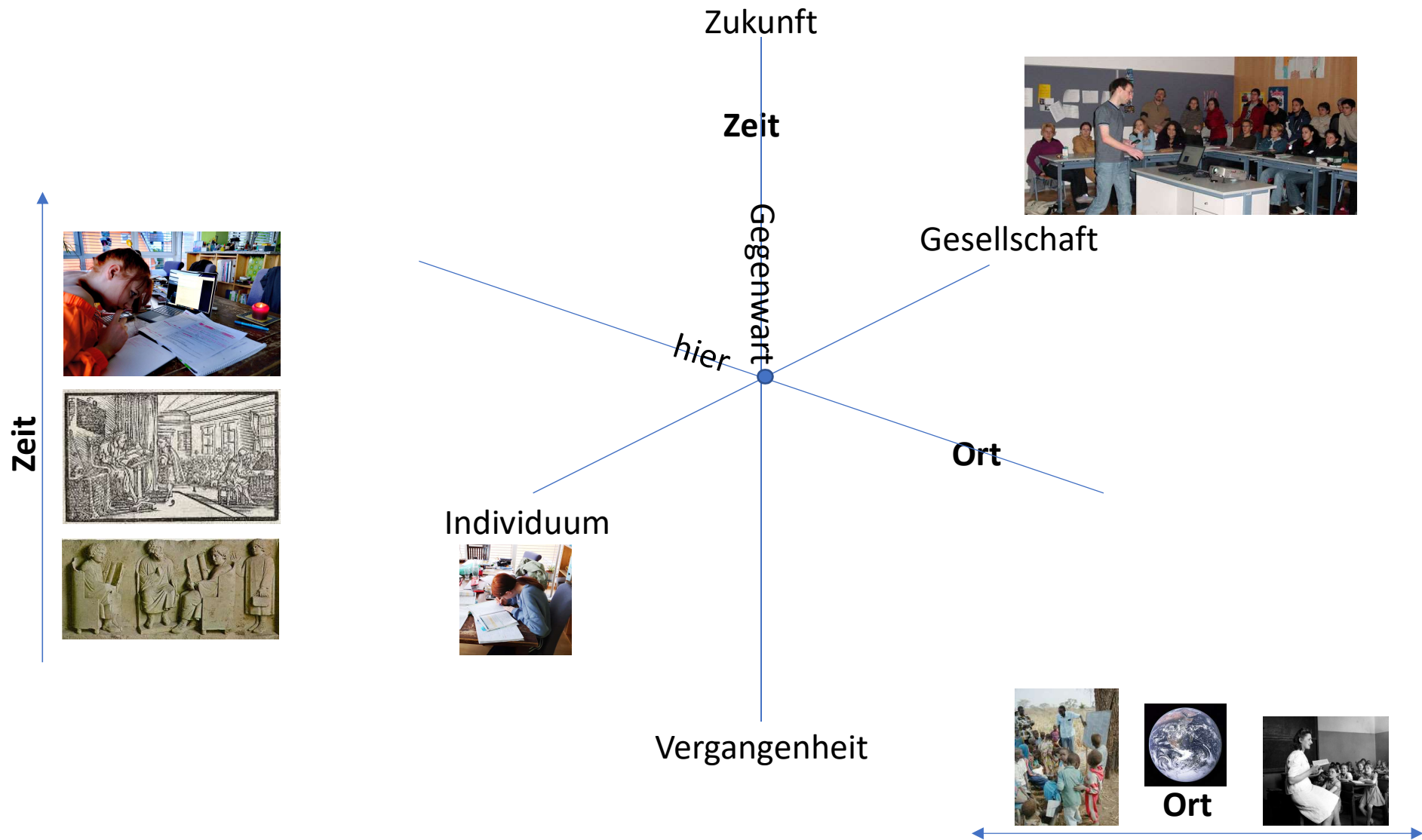
__ virtual __
space-time
invariant

volatile

solid, unique

solid, multiple

Bildung

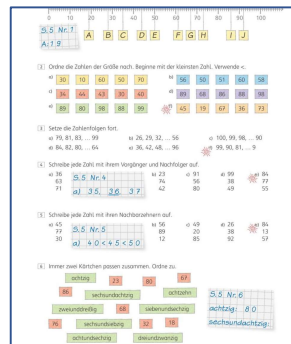


Bildung



Bilderflut bei gleichzeitiger
Ikonographischen Legasthenie

→ Bilder lesen lernen



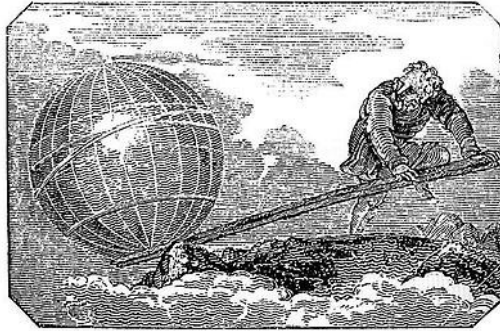
Postmoderne Gestaltungsflut

→ Layout & Typographie



Trägermedium:

→ physisches Blatt, Buch oder
digitales Medium



Lehrer:innen als zentraler Hebel
zur Weitergabe von Wissen (EU,
OECD, UNESCO)

Lehrer:innenausbildung
an der



Universität Innsbruck



ANGELIKA JUNG
Visuelle Bildung



CHRISTIAN MARIACHER
Gestaltung & Design



ANDREAS KLINKHARDT
Bildungsmedien



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