VISUAL AND DIGITAL PERSPECTIVE SHAPING THE FUTURE OF STUDENT EDUCATION

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ABSTRACT

This paper examines graphic responses to the assignment *The Future of Education*. The project was undertaken by Information Design students at the Zagreb University of Applied Sciences, who visualized a highly relevant theme directly related to their own educational experience. The research presents graphic solutions that critically address the quality of education, its dependence on digital technologies, and the role of design in making knowledge clear, accessible, and inspiring.

The findings indicate that graphic design will play an essential role in the education of the future, particularly in fostering creative thinking, inclusivity, and the global democratization of knowledge. Education worldwide is currently at a turning point shaped by technology, globalization, and social change. In this context, visual communication emerges as a key factor, acquiring new dimensions through the application of emerging technologies.

Furthermore, the study argues that advanced technologies such as Augmented Reality (AR) and Virtual Reality (VR) will contribute to the personalization of the educational process. Such developments necessitate visual optimization, clear structuring of content, and strong visual appeal to achieve educational effectiveness.

The paper also presents a series of posters entitled *The Future of Education*, produced under faculty mentorship during one semester and later exhibited at the Nikola Tesla Technical Museum in Zagreb. The analysis highlights how these graphic solutions provide a critical and creative response to the future of education in a global context.

Keywords: education, visual and digital communication, graphic design, virtual reality

INTRODUCTION

Innovation in higher education refers to the development and implementation of new ideas, practices, technologies and institutional strategies to enhance teaching, learning and research. Basically, innovation in education is considered as improving the student experience and includes pedagogical innovation (new ways of teaching and assessing) and institutional innovation (laws, policies, curricula, etc.). According to Clayton et. al. (2011) [1] innovation in universities often mirrors processes and needs from other sectors, which then challenge traditional teaching and learning structures. One of the main subjects discussed today is the role of AI in education, which has become inevitable. It is a tool helping students and teachers to improve, or a tool teaching us to reach many solutions effortlessly. Innovation in higher education is not solely about technology but

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