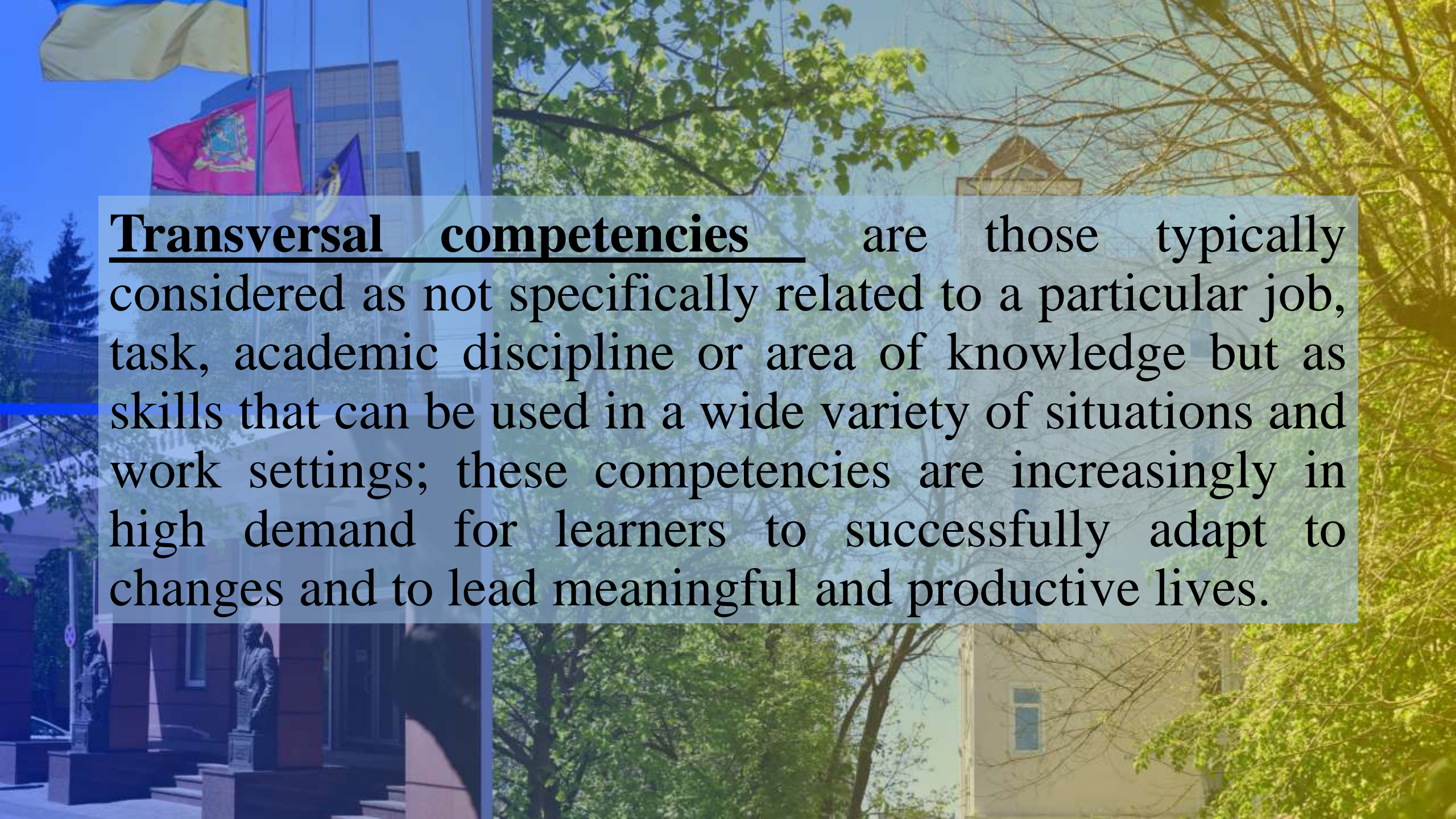


# Enhancing transversal competencies through infographics

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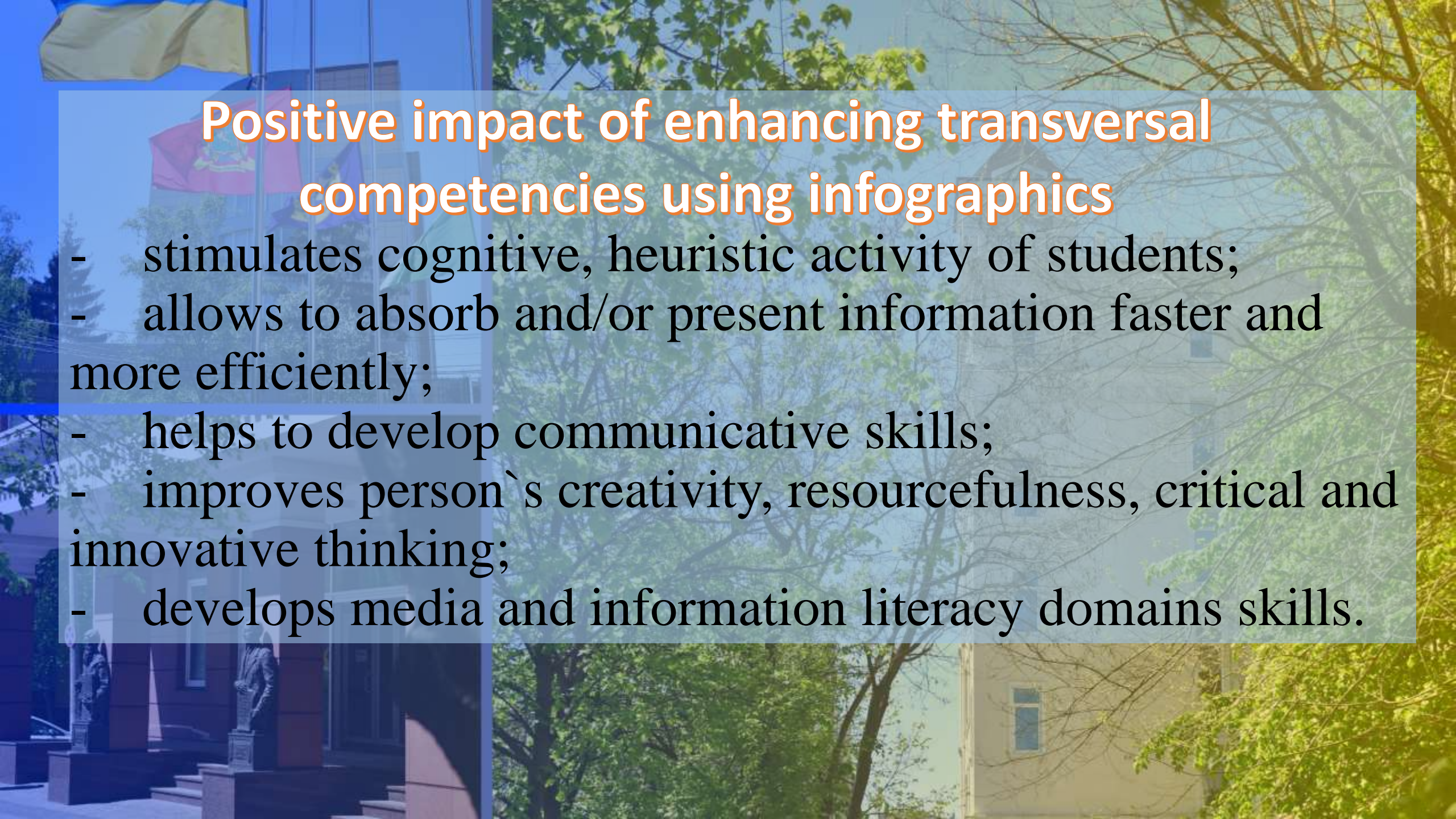


The background is a collage of four images: top-left shows flags on poles; top-right shows a building through trees; bottom-left shows a statue in front of a building; bottom-right shows a building facade with trees.

**Transversal competencies** are those typically considered as not specifically related to a particular job, task, academic discipline or area of knowledge but as skills that can be used in a wide variety of situations and work settings; these competencies are increasingly in high demand for learners to successfully adapt to changes and to lead meaningful and productive lives.

# ERI-Net's framework on transversal competences

- 1) critical and innovative thinking;
- 2) interpersonal skills;
- 3) intrapersonal skills;
- 4) global citizenship;
- 5) media and information literacy;
- 6) physical health, religious values.

The background of the slide features a collage of images. On the left, there is a building with a red flag and a yellow flag flying. On the right, there are green trees and a building with a window. The text is overlaid on a semi-transparent blue rectangle.

## Positive impact of enhancing transversal competencies using infographics

- stimulates cognitive, heuristic activity of students;
- allows to absorb and/or present information faster and more efficiently;
- helps to develop communicative skills;
- improves person`s creativity, resourcefulness, critical and innovative thinking;
- develops media and information literacy domains skills.

# Infographics creators

Graphic editors

Online resources

Adobe Illustrator

GoogleCharts

Adobe Photoshop

Infrog.am

Adobe Premiere Pro

Piktochart

Visual.ly

Ease.ly

Canva

## How To Promote Your Blog



### Define KPIs

KPIs allow you to understand the status of your business project

### Choose a Reliable Web Host

Important to find the right words and phrases that your target audience is asking for on Google search engines.



### Conduct competitor analysis

Pay attention to the content topics they choose

### Know your target audience

At the initial stage experiments are necessary to understand how to develop your blog and attract any audience



### Create interesting content that people will want to share

Writing posts for the sake of following a daily posting plan will not help your business in the long run

Without a well-formulated marketing strategy, it is difficult for a blog to grow and generate a steady stream of readers coming to the site

## Conclusion:

Infographics are essential for transversal competence development as they involve two of their main domains. The usage of infographics has positive impact on educational process as well as improvement on many students` abilities.

