



DEVELOPING STUDENTS' VISUAL LITERACY  
THROUGH THE ANALYSIS OF ADVERTISING IMAGERY

*Nishanova Liliya Viktorovna*

*Master's student, Kamoliddin Behzod National Institute of Arts and  
Design, Tashkent*

**Abstract.** This paper considers the use of advertising imagery as educational material for developing visual literacy and aesthetic perception among students of art and design disciplines.

**Keywords:** visual literacy, art education, advertising, visual culture, design, Uzbekistan.

Contemporary students encounter advertising, social-media imagery, and screen graphics every day; therefore, the ability to interpret visual form consciously is becoming an important component of art education. Advertising imagery is particularly useful in teaching because its composition, color, rhythm, typography, and hierarchy of accents are organized around a clear communicative objective. The analysis of such material helps students move beyond subjective judgments of whether an image is simply 'liked' or 'disliked' toward an evidence-based evaluation of artistic decisions and a better understanding of visual perception [1].

Advertising in Uzbekistan has particular pedagogical value because contemporary design solutions often interact with national artistic motifs. Ornament, traditional color combinations, and forms derived from decorative and applied arts are frequently transformed into concise graphic signs. Their analysis makes it possible to discuss cultural identity, stylization, and responsible engagement with artistic heritage. In class, students may first identify the compositional center and color relationships, then recognize



cultural references, and finally examine how these elements shape audience perception. This sequence combines formal-compositional and cultural analysis.

Advertising material can be incorporated into courses on composition, color theory, history of design, and visual culture. Comparing print and digital advertising, modifying color schemes, or examining how traditional motifs are simplified makes theoretical concepts more concrete and develops observation, comparison, and evidence-based interpretation. Advertising imagery can therefore be treated not only as a form of commercial communication, but also as an accessible pedagogical resource that supports aesthetic perception, visual literacy, and a responsible attitude toward the contemporary visual environment [2-5].

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