

Final thesis titled Visual Literacy in the Digital Era is primarily focused on understanding image in the context of contemporary digital era, which is characterized particularly by abundance of visual images. Using analysis of principles of New Media and Surface Aesthetics, which is based on visual communication strategies, it tries to define new demands on viewers' perceptual capabilities and emerging consequences for their cognitive functions. Farther there are applied findings of contemporary cognitive psychology and neurobiology on artistic movements of 20th and 21st century and general artistic tendencies. In dependence on the analysis and application of gained findings there is in conclusion reassessed Visual Literacy in its existing definition, which is not sufficient for new demands that has arisen and do not take account of current level of viewers' literacy.