

EDUCATIONAL AVATARS OF KONSTRAKTA

Artificial Intelligence and Virtualization

Konstrakta (Ana Đurić) is a well-known Serbian singer-songwriter. At the end of March 2025, she published a video clip entitled Skup slova (Letter Group) on YouTube, consisting of four parts. The project's artistic elaboration, acoustic, visual and textual world, as well as its narrative framework, form a compact whole, while vividly illustrating the process of digitalization and virtualization amplified by the application of artificial intelligence. The presentation demonstrates the integrability of these phenomena into public and higher education through Konstrakta's creation. The scientific and educational-methodological findings can be utilized not only in Vojvodina and Serbia, but also in a broader context.

Keywords: Konstrakta, artificial intelligence, digitalization, virtualization