



Evaluation of the Mobility Initiative

Computing and Creative Media

21 – 30 May 2018





1. INTRODUCTION

Within the framework of the Erasmus+ KA1 project (No. 2017-1-UK01-KA116-036050), Dundee and Angus College and Pixel organized a mobility initiative, which aimed at arranging internships with companies based in Florence focused on the following thematic area: “Computing and Creative Media”.

1.1 OBJECTIVES

The objectives of the “Computing and Creative Media” Mobility Initiative were to give a group of students the opportunity to:

- have a practical in-company work experience;
- learn about different working methods in use of enterprises of a different country;
- acquire skills and work on the field in order to foster their future employability;
- acquire a stronger motivation to learn;
- get to know the European labour market.

1.2 TARGET GROUP

The “Computing and Creative Media” Mobility Initiative was addressed to a group of students from Dundee and Angus College accompanied by their trainers.

The students involved in the Mobility Initiative were:

- Conor Fyfe
- Pawel Kołbuc
- Eugene Gerber
- Azuolas Venzlauskas
- John Brooks
- Heather Simpson
- Michael Martin
- Alexander Reichert
- Craig Myles

PIXEL – Via Luigi Lanzi 12 - I-50134 Firenze - Tel +39-055-48.97.00 - Fax +39-055-462.88.73
<http://www.pixel-online.net> - e-mail : staff@pixel-online.net



Certificazione di Qualità in
in conformità alla norma
UNI EN ISO 9001:2000.

Certified Quality System
in compliance with the standard
UNI EN ISO 9001:2000.



Accreditamento presso il
Ministero della Pubblica Istruzione
con Decreto del 25/07/2006

Accredited by the Italian
Ministry of Education with the
Legislative Act of 25/07/2006



Accreditamento presso la
Regione Toscana con
Decreto n. 1722 del 25/03/2003

Accredited by the Tuscany County
Council with Legislative Act n.
1722 of 25/03/2003



1.3 RELEVANCE OF THE INITIATIVE

The “Computing and Creative Media” Mobility Initiative was relevant to respond to the needs of the students involved because it gave them the opportunity to:

- learn abroad and develop practical skills enhancing their future employability, by working in a different professional environment, providing them with a better approach to the European job market;
- during the internship, students had the possibility to discover how companies operating in Italy in their field of study carry out their activities. Students also found out how these companies organize their work as well as the specific skills and expertise their staff is expected to have;
- get in contact with professionals of another country, working in the same field. This gave the students involved the opportunity to develop a more aware and open minded approach to the concept of European citizenship.

2. THE MOBILITY INITIATIVE

2.1 ORGANIZING THE INTERNSHIPS

Pixel contacted several schools operating in the field of ICT field and several web design companies based in Florence and in the neighborhood, asking for the specific skills required from the students and producing to Dundee and Angus College a description of every single hosting institution / company.

The students, depending on their course of study and their skills, have been matched by their trainers with a potential hosting institution, in which the student was asked to carry out the internship. The curriculum of each student has been sent to the reference person identified by the schools and companies involved, which expressed their feedback about the matching proposed by the trainers, confirming most of the choices carried out.

2.2 WELCOMING

On Monday, 21 May, the students with their trainers were given an introductory presentation at the Pixel premises. After that, they were accompanied by their Pixel tutor to their accommodation facility and then, from there, to their companies. This way they got to know the route to and from their assigned hosting institution / company.

PIXEL – Via Luigi Lanzi 12 – I-50134 Firenze – Tel +39-055-48.97.00 – Fax +39-055-462.88.73
<http://www.pixel-online.net> – e-mail : staff@pixel-online.net



Certificazione di Qualità in
in conformità alla norma
UNI EN ISO 9001:2000.

Certified Quality System
in compliance with the standard
UNI EN ISO 9001:2000.



Accreditamento presso il
Ministero della Pubblica Istruzione
con Decreto del 25/07/2006

Accredited by the Italian
Ministry of Education with the
Legislative Act of 25/07/2006



Accreditamento presso la
Regione Toscana con
Decreto n. 1722 del 25/03/2003

Accredited by the Tuscany County
Council with Legislative Act n.
1722 of 25/03/2003



The students were introduced to their company tutor and were given information about the company and their own role within it for the duration of the internship.

2.3 ON-SITE EXPERIENCE

The students were matched (see below) in consideration of their specific course of study and their needs and expectations as well as of the requests of the host organisation:

Thematic Area	Company	Students
Web Design	Eurocentro	Conor Fyfe
	Webag	Pawel Kolbuc
	Connectis	Eugene Gerber
	ITIS Leonardo Da Vinci	Azuolas Venzlauskas
		John Brooks
	IPS Datini	Heather Simpson
		Michael Martin
	Pixel	Alexander Reichert
		Craig Myles

2.4 TUTORING

Pixel tutors called the hosting institutions several times in order to verify that everything was going as planned. When minor logistical contingencies happened, Pixel promptly intervened in order to fix them and to find consistent solutions. In addition, Pixel organized all the transports, buying tickets and allowing students to reach their company as best as possible.

3. EVALUATION OF THE INITIATIVE

At the end of the Mobility Initiative students and companies were asked to compile an Evaluation Questionnaire in order to express their assessments and comments regarding the quality of the activities carried out.

3.1 STUDENTS EVALUATION

The Evaluation Questionnaire given to the students was divided into three subject areas related to the mobility initiative. Under each subject area there was a series of questions and the participants were asked to grade them from 1 (min.) to 10 (max.).

PIXEL – Via Luigi Lanzi 12 – I-50134 Firenze – Tel +39-055-48.97.00 – Fax +39-055-462.88.73
<http://www.pixel-online.net> – e-mail : staff@pixel-online.net



Certificazione di Qualità in
 in conformità alla norma
 UNI EN ISO 9001:2000.

Certified Quality System
 in compliance with the standard
 UNI EN ISO 9001:2000.



Accreditamento presso il
 Ministero della Pubblica Istruzione
 con Decreto del 25/07/2006

Accredited by the Italian
 Ministry of Education with the
 Legislative Act of 25/07/2006



Accreditamento presso la
 Regione Toscana con
 Decreto n. 1722 del 25/03/2003

Accredited by the Tuscany County
 Council with Legislative Act n.
 1722 of 25/03/2003



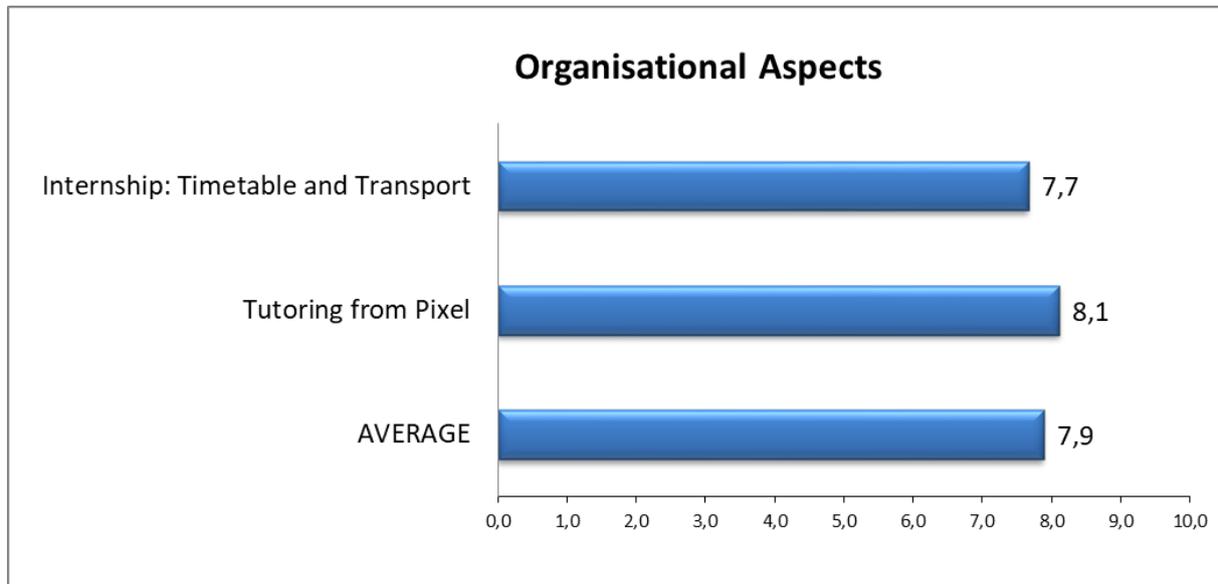
The subject areas addressed by the Evaluation Questionnaire were:

- Organizational aspects
- Internship Contents
- Final Evaluation

3.1.1 Organizational aspects

In this section of the Evaluation Questionnaire the participants in the mobility initiative evaluated the organisational aspects such as the internship's timetable and transportation and the tutoring from Pixel.

In the graph below we can see how the participants evaluated the aspects mentioned:



Timetable and Transport of the Internship obtained a more than positive mark (7.7 / 10): all the students obtained specific information about how to reach the company and how to go back to the hostel. With reference to the timetable of the internship, the specific organizational needs and expectations of the hosting institutions were taken into account. This aspect is confirmed by some of the comments provided by the students: *"We could easily reach our hosting institution. Pixel showed us a quick way how to reach it"* and *"All information given before the internship was in depth and very informative as well as the knowledge and understanding of transports to get to and from the hosting institution"*.

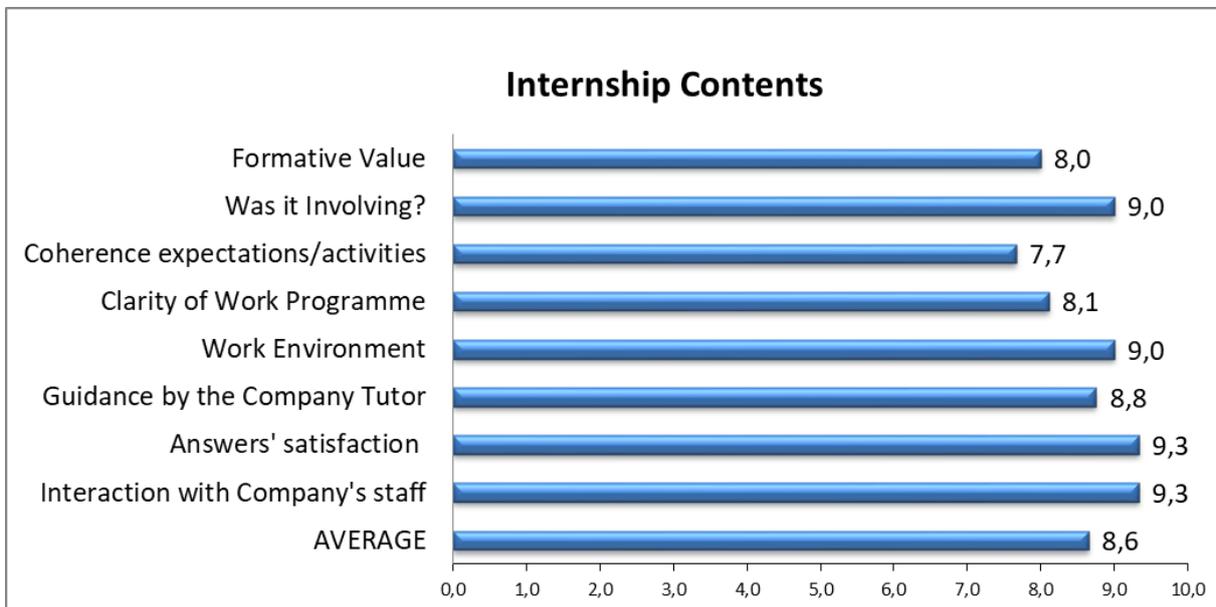
The tutoring received by Pixel was positively appreciated (8.1 / 10) as Pixel staff tried to constantly support the students, the teachers as well as the host organizations: *"The tutoring from Pixel staff*



was excellent” and “Information about the company offered by Pixel made me feel comfortable because I knew what to expect”.

3.1.2 Internship Contents

The graph below illustrates how participants in the Mobility Initiative evaluated the internship proposed to them.



The main aspect of the whole Mobility Initiative is represented by the internship and by its formative value. The final judgement of this aspect (8.6 / 10) depends on the subjective experience of each student: most of them were very satisfied with this experience. This impression is confirmed by the feedbacks expressed in the evaluation form: “I had a great time at the hosting company. I was able to contribute to the company and I am really happy about that” and “I really enjoyed my time, felt comfortable and gained work experience as being able to experience another country”.

Most of the students were actively involved in the carrying out of activities that were very interesting and useful for them: “I had a great experience. Everyone was nice and it was a valuable experience which will benefit my potential future employment”.

Because of the specific fields of interest of the students, which do not necessarily find their exact correspondence in the Italian labour market, not all the initial expectations of the students were



completely met (7.7 / 10), but some others students felt that *“even if I have not been working in my closest field, I had fun teaching English and learning about art / photography”*.

The Mobility Initiative contemplated two main “actors”: the students and the hosting companies, represented by the tutors. After having considered the expectations of the students, it is as much important to consider how the tutors organised the activities to be carried out by the interns. In this field, students really appreciated the clarity of the work programme (8.1/ 10) and the work environment (9.0 / 10): *“Excellent cooperation with the in-company tutor. Co-workers were really nice to me and they responded well to all of my questions”* and *“School staff was very good. Together with the students, they made the trip worthwhile”*.

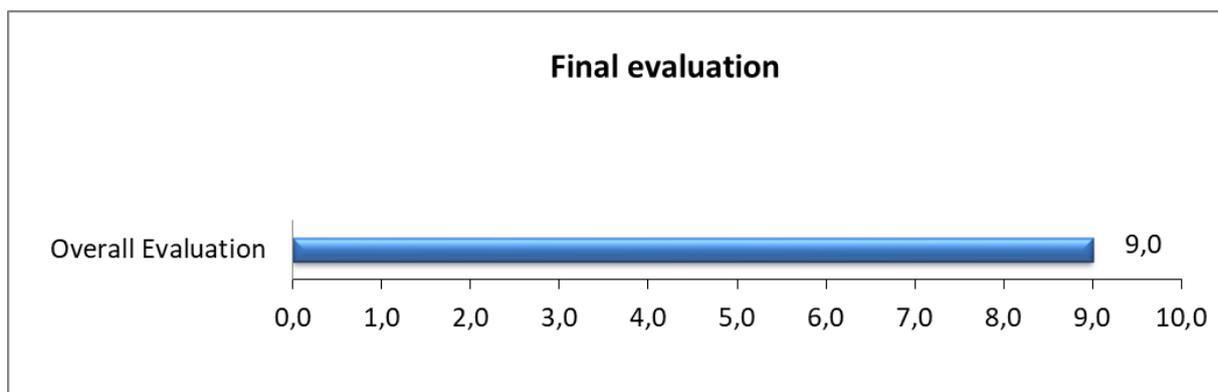
Also the guidance offered by the companies’ tutors was really appreciated (8.8 / 10): *“My tutor offered good clarification of any admitted area and the internship was interesting, relevant and stimulating”*.

“I loved this experience. All my expectations were met. Only wish I could stay longer”; *“I highly enjoyed my stay and placement and would recommend this experience to other students”*; *“such a beautiful city, excellent tour, nice hotel, great restaurant, friendly staff at the hosting company”*:

“This was a wonderful experience; if I would have opportunity to do it again I would sign for it without a doubt” and *“I had a great time in Florence. The work was interesting and relevant. In my spare time, I was able to see and to do an abundance of tourists’ attractions and museums”*: those are the comments which better describe the level of appreciation of the students.

3.1.3 Final Evaluation

The last graph below illustrates a Final Evaluation about the mobility initiative carried out by the students.



The final evaluation of the initiative is more than positive. Indeed, the Mobility Initiative was overall evaluated with an average of 9.0 points on a scale up to 10.

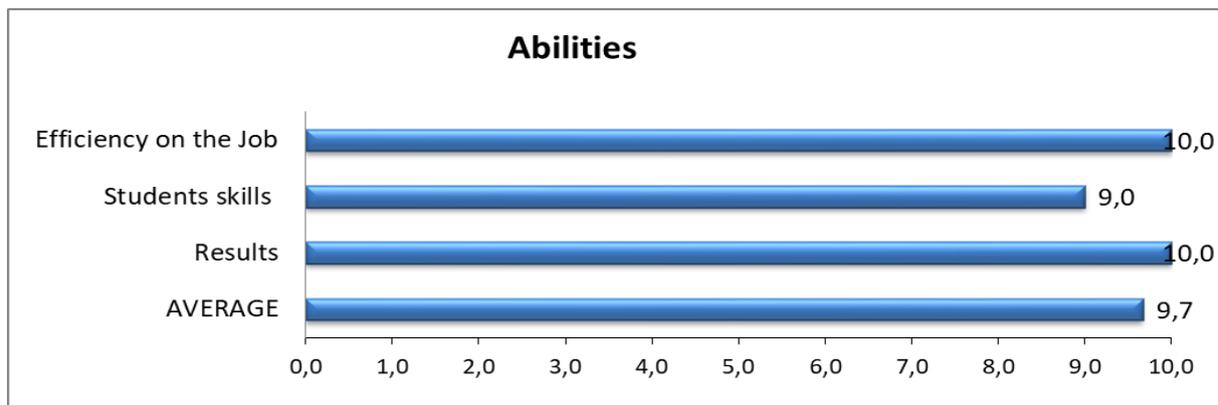


The following comments: *"I enjoyed the work placement as it helped me to grow as a person being put in a few situations but being able to solve them. I am so grateful for having a full understanding of the work at school" and "I have been doing what I wanted. I have met amazing people and I wish to stay longer in Florence. I am happy with the internship and I am glad for this amazing opportunity. Thank you for this: I would decide to do the internship again"* clearly describe how the initial objectives of the mobility initiative have been completely achieved: provide participants with skills and work on the field in order to foster their future employability.

4. COMPANIES EVALUATION

Besides the students, also the companies involved in the Mobility Initiative were asked to compile an Evaluation Questionnaire concerning the students that interned with them, on the following areas:

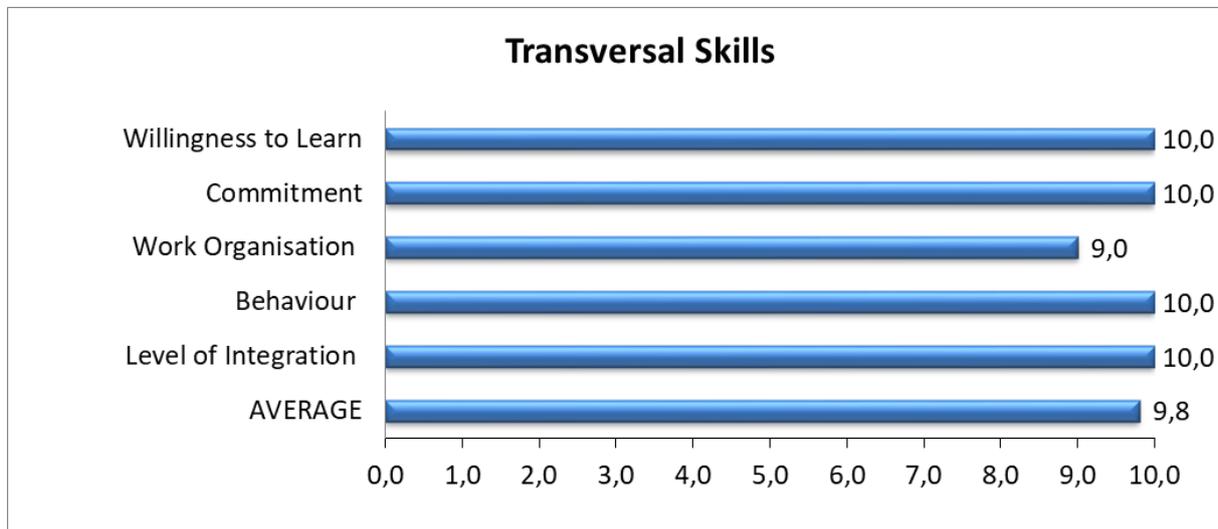
- efficiency on the job, or capacity to do perform the tasks assigned
- adequacy of knowledge already possessed by the student
- results achieved during the two-week internship



The skills of the students (9 / 10) and, much more, their efficiency on the job (10 / 10) were positively considered by the tutors of the hosting institutions. This efficiency made possible the achievement of important work results (10 / 10), despite the short duration of the internship period. Those results confirm how the pre-matching of students' skills and companies' needs, carried out by the trainers, worked efficiently and allowed the general success of the Mobility Initiative.

The companies were also asked to consider students':

- willingness to learn;
- commitment;
- ability to organize autonomously the work they were assigned;
- behaviour on the workplace;
- ability to integrate in the work environment.



From the graph, we can notice that the students behaved appropriately (10 / 10) at work and were able to organize the work they were given (9 / 10). The commitment of the students was highly appreciated by the companies' tutors (10 / 10) and the level of integration with the companies' staff seemed to work properly (10 / 10). This is a remarkable achievement for a 10 days' internship.

The overall experience (9.8 / 10) was positively evaluated by the companies' tutors:

- *"The student showed engagement and desire to get familiar with new tools"*
- *"The student had a strong impact on our activities and showed a good aptitude to work in team"*
- *"The intern was extremely available to contributed and was immediately able to insert in a professional context"*



5. CONCLUSIONS AND RESULTS ACHIEVED

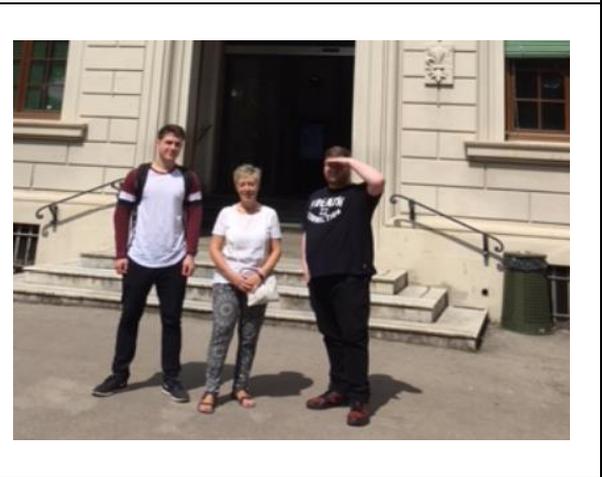
The individuals who participated in the mobility initiative had the opportunity to get to know new methods, strategies and solutions for successful web design. During the internship, they learned some specific skills which revealed to be useful for their future job. In particular, students acquired more familiarity with:

- Image Editing
- PowerPoint Tips and Tricks
- Web Marketing
- Social Media
- Usability of Applications for Tourism
- Adobe Photoshop
- Video editing
- Realisation of web sites
- Linguistic check

Through the contact with the company staff, the participants acquired other important skills such as work organization and team building in the fields of web design.

The internship with the Italian companies gave the participants the opportunity to see how the skills they are acquiring in their course of study are applied in companies' every day work. The participants learned directly from companies' managers and staff how enterprises work, how they organize their activities, how they manage deadlines and share tasks and responsibilities within their workgroups. The real life experience of how things function in the enterprises, in order to answer to the needs of the clients, was indeed at the centre of the internship experience. The companies introduced the students to those skills which are necessary to work in their chosen fields. The internship experience provided students with a very valuable opportunity, early during their course of study, to cope with tasks, duties and responsibilities that they will certainly face should they decide to pursue a career in business management or web design.





PIXEL – Via Luigi Lanzi 12 – I-50134 Firenze – Tel +39-055-48.97.00 – Fax +39-055-462.88.73
<http://www.pixel-online.net> – e-mail : staff@pixel-online.net



Certificazione di Qualità in
 in conformità alla norma
 UNI EN ISO 9001:2000.

Certified Quality System
 in compliance with the standard
 UNI EN ISO 9001:2000.



Accreditamento presso il
 Ministero della Pubblica Istruzione
 con Decreto del 25/07/2006

Accredited by the Italian
 Ministry of Education with the
 Legislative Act of 25/07/2006



Accreditamento presso la
 Regione Toscana con
 Decreto n. 1722 del 25/03/2003

Accredited by the Tuscany County
 Council with Legislative Act n.
 1722 of 25/03/2003