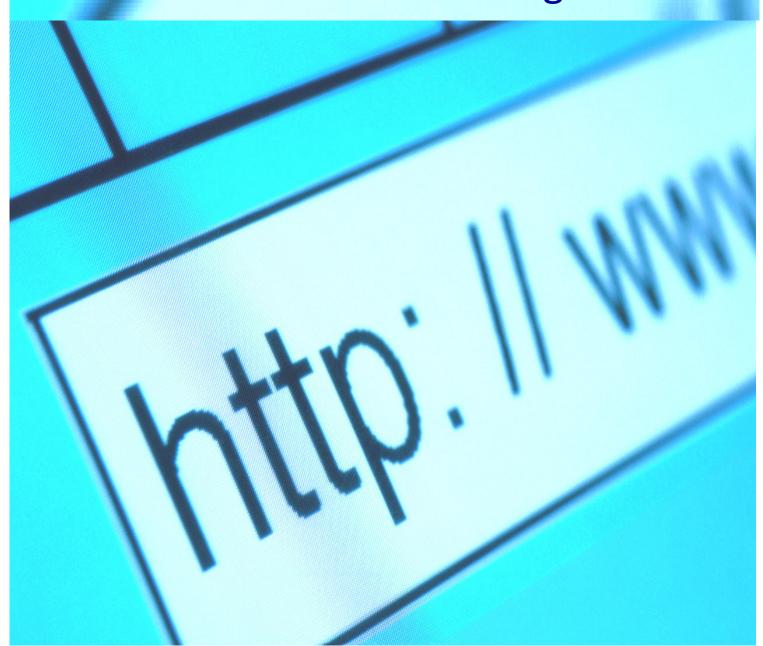# EWD
European Web Designer

Initial Vocational Training Initiative

OBJECTIVES OF THE INITIATIVE

The objectives of the "EWD European Web Designer" Initial Vocational Training Initiative is to give a group of technical and vocational school students the opportunity to:

- Acquire skills to foster their future employability
- Acquire a better motivation to learn
- Improve English language skills
- Get to know the European Labour Market
- Learn in a different training environment
- Learn in a different country
- Have a practical in company training experience

TARGET GROUP

The "EWD European Web Designer" Initial Vocational Training Initiative is addressed to a group of technical and vocational school students accompanied by one or two teachers.

The technical and vocational school students involved in the initiative have good school grades and are willing to have a European experience helping them to develop specific skills related to their subject area as well as to get to know the Italian labour market in their subject area.

PROGRAMME OF THE INITIATIVE

The "EWD European Web Designer" Initial Vocational Training Initiative was relevant to respond to the needs of the students involved because it gave them the opportunity to:

- Learn abroad, in a different training environment that provide them with a better approach to the European Job Market
- Develop practical skills that enhance their future employability, for this reason the classroom based part of the initiative is organized integrating theory and practice and is always supported by practical simulations and activities.
- Acquire European English language skills according to the CLIL (content and language integrated learning) approach as all the activities of the initiative were carried out in English.
- Have a direct contact and get to know the European Labour Market, participating in in-company presentations so as to understand the needs and expectations of companies operating in the field of web design, also learning about different existing experiences and work methods of another European Country (i.e. Italy)
- Get in contact with pupils of other country, attending the same course of study. This gave the students involved the opportunity to develop a more aware and open minded approach to the concept of European citizenship, through the

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visits to Italian Vocational training Institutes and technical and vocational schools.

PREPARATION

The students involved in the "EWD European Web Designer" Initial Vocational Training Initiative, before the beginning of the mobility project will have to:

- Review their English language skills to be ready to undertake two weeks of course, in-company training, study visits and cultural initiatives in that will take place using the English language.
- Review the basis of the web design subject in order to be ready for the practical course and in-company training.
- Carry out a brief study on the Italian labour market and prepare a list of questions and topics of discussion that will be proposed to the managers of each of the Italian company they will visit during the in-company training. The questions and topics of discussions will be checked and revised by the students and teachers before their departure for Italy and will then be proposed to each of the companies visited.
- Carry out a brief study on the Italian education system and prepare a list of questions and topics of discussion for the teachers and students of the Italian technical and vocational schools and institutes that they will visit.

MONITORING

During the "EWD European Web Designer" Initial Vocational Training Initiative the supervision of the participants is carried out in close cooperation between Pixel trainers and tutors and the students' national school teachers. The correct development of the training programme is monitored by the organizers of the initiative at Pixel, the host institution. The progress of the students is monitored through the delivery of an Entry Test on the day of arrival and an Final Test on the day of their departure. The content of the test is the same, this allows the measurement of the skills acquired during their stay in Italy.

EVALUATION

Each participant in the "EWD European Web Designer" Initial Vocational Training Initiative, at the end of the two weeks, is asked to fill in an evaluation form focusing on all aspects of their mobility experience in Italy. The evaluation forms are collected by Pixel and they are used to create an evaluation Report on the experience. The results of the evaluation are used for the planning of further mobility initiatives that will be based on the strengths of the experiences concluded and will overcome the weaknesses.

VALIDATION OF THE ACQUIRED SKILLS

Each student involved in the "EWD European Web Designer" Initial Vocational Training Initiative, at the end of the two weeks, receive a the Europass Mobility document to record the competences acquired during the initiative itself.   The document is produced in cooperation between Pixel and the school in the country of origin. Also, each student have to pass a specific examination at their school to receive a specific school grade by their teacher to assess and validate the skills acquired during the experience abroad.

THE HOST ORGANIZATION

GENERAL DESCRIPTION

The initial vocational training initiative is organized by Pixel, an education and training institution based in Florence (Italy). Pixel was created in 1999 and now has a permanent staff of 15 people and a network of about 100 external experts and trainers that cooperate with them on specific activities.

Pixel has over 10 years of experience in the following areas:
- **In Service Training** addressed to Public Authorities, Universities, Schools, Training Institution, Cultural Associations.
- **Initial Vocational Training**, addressed to persons undergoing education and vocational training, to support the acquisition of transversal skills to support their insertion in the labour market.
- **European Projects**. 60 projects were carried out to date in the field of education, training and culture.
- **Projects funded by the European Social Fund**. 40 projects carried out to date in Tuscany in the fields of initial vocational training and in service training.

Pixel has developed cooperative agreements and partnerships throughout Europe with over 400 institutions. Pixel's European partners are: ministries, universities, schools, regions, provinces, municipalities, training institutions, research centres, cultural institutions, schools, hospitals etc. in 30 different European countries.

Pixel is engaged in a constant improvement in the quality of training and consulting services performed. Pixel obtained quality certification according to UNI EN ISO 9001:2000. Pixel is accredited as a training agency in the Ministry of Education. Pixel is accredited as a training agency in the region of Tuscany.

More information on the expertise of Pixel can be found at: http://www.pixel-online.net.

STAFF EXPERIENCE AND EXPERTISE

The initial vocational training initiative, at Pixel, is organized by:

- Dr. Elisabetta Delle Donne has over 15 years of experience in the planning and management of international education and training events. She is in charge of the creation of the programme for the group of students, of the identification of the trainers and experts who deliver the practical course, who are chosen among the network of about 100 experts who continuously cooperate with Pixel.

The trainers involved in the delivery of the classroom based part of the initial vocational training initiative have a long experience in delivering courses for initial vocational training, adopt a very practical approach for the training, based on the constant integration between theory and practice and speak a very good and clear English.

- Dr. Andrea Peraldo has 10 years of experience in the organization of international training events. He is in charge of the contacts with the local bodies who are actively involved in the initiative (i.e. enterprises, social parties, schools etc). He organize all activities related to in company training and study visits.

- Dr. Stefano Zanini has a 3 year experience in the support to the organization of international training initiatives. He is in charge of tutoring the group of students and is with them from their arrival until their departure. He organizes the cultural visits and social events.

THE PROGRAMME

Week 1

	Activities	Information on Activities
Tuesday 22 February	**Morning** (09:00 – 13:00)	**Self presentation of all participants in the study visit** • Power Point Presentation of each of the school involved • Brief self presentation of each of the accompanying teachers • Brief self presentation of each of the participating students. This can include, for example: name, nationality, age, type of studies carried out, future perspectives in terms of studies/ work opportunities, expectations from the mobility initiative to Florence etc. • Presentation of Pixel and practicalities • Brief self presentation of the trainers and tutors **Classroom Training on: Flash** • Find your way around the flash environment • Flash development tool: CS5 (download and installation) • Other useful tools like GIMP GNU Image Manipulation Program (download and installation) • Understand the Timeline • Use rulers, grids and guides • Be able to change your document properties • Use the Property panel (inspector) • Practical simulations
		Free Time for Cultural Visits with teachers
Wednesday 23 February	**Morning** (09:00 – 13:00)	**Classroom Training on: Flash** • Use the zoom tool • Be able to draw simple graphics • Be able to work and create colors • Know how to change fill and stroke attributes • Be writing with the text tool • Modify text and paragraph attributes • Be able to make detailed graphical selections • Be able to modify simple graphics (flipping, rotating, skewing, distorting) • Create more complex graphics on a single layer • Create transparent objects • Understand grouping • Know how to change the stacking order of objects • Be using the align tool • Know how to combine objects together
	Afternoon (15:00 – 17:00) *Meeting at least one hour earlier in Pixel*	**Enterprise Training: Visit to Connectis, Software House located in Prato** • Presentation of the company • Overview of the company activities and organization • Analysis of the company work methods • Presentation of skills needed by the company's staff • Questions and Answers Session
Thursday 24 February	**Morning** (09:00 – 10:45) *Meeting at least one hour earlier in Pixel*	**Study Visit: ITI Leonardo Da Vinci. Vocational Training Institute** • Exchange of experiences with representatives of the students in a lesson (9-10) • Presentation of the school • Overview of the school activities and organization • Visit to the structures

	Afternoon **(14:00 – 18:00)**	**Classroom Training on: Flash** • Create graphics on multiple layers • Understand and organize layers • Work with different types of layers (Guide, normal, Mask) • Create layer folders • Change layer properties • Distribute graphics to layers • Know how to import non-Flash graphics • Know what formats you can import in Flash • Be able to turn raster graphics into vector graphics • Understand the Library panel • Understand why symbols are so important • Create, modify and use symbols • Know how to change one symbol into another • Be duplicating symbols easily • Create basic frame-by-frame animations • Know the difference between frames and key-frames • Know how to create/add/remove frames or key-frames • Be able to preview your animations • Understand and use Onion Skinning • Be able to edit multiple frames • Understand the notion of speed or Frame Rate in Flash • Vary the speed of your animations • Practical simulations
Friday **25 February**	**Morning** **(09:00 – 13:00)**	**Classroom Training on: Flash** • Be able to animate with motion tweening • Move, rotate, scale and create color effects for your graphics • Move objects along a path you define • Morph shapes into other shapes • Create shapes that move as they change • Understand how to create scenes • Animate multiple tweens • Reverse frames • Use movie clip symbols • Create animated masks • Be able to create more complex animations • Practical simulations
	Afternoon **(15:00 – 17:00)** *Meeting at least one hour earlier in Pixel*	**Enterprise Training: Mummu Accademy** • Presentation of the company • Overview of the company activities and organization • Analysis of the company work methods • Presentation of skills needed by the company's staff • Questions and Answers Session

Week 2

	Activities	Information on Activities
Monday 28 February	**Morning** (09:00 – 13:00)	**Classroom Training on: Flash** • Understand the Actions panel • Understand the Actions panel and its modes • Add actions to frames • Assign frame labels and comments • Create named anchors • Control movie playback • Create basic buttons • Assign actions to your buttons • Be able to deliver movies to your audience • Control movie placement in your browser • Create HTML pages to play your Flash files • Be able to export your movie in formats other than Flash • Be able to create standalone .exe Flash Projectors • Understand some of the basics and possibilities of ActionScript 3.0 • Understand Dot syntax • Writing code with Dot syntax • Practical simulations
	Afternoon	**Free Time for Cultural Visits with teachers**
Tuesday 1 March	**Morning** (09:00 – 13:00)	**Classroom Training on: Flash** • Advanced flash tips and strategies • Animated buttons and actions to buttons • Event handlers • Invisible buttons • Keyboard input • Sound types • Sound in frames and buttons • Importing sounds • Animation/button sync • Importing and exporting video • Simulating Video • Simulating 3D • Practical simulations
	Afternoon (15:00 – 17:00) *Meeting at least one hour earlier in Pixel*	**Enterprise Training: SPACE** • Presentation of the company • Overview of the company activities and organization • Analysis of the company work methods • Presentation of skills needed by the company's staff • Questions and Answers Session
Wednesday 2 March	**Morning** (10:00 – 12:00) *Meeting at least one hour earlier in Pixel*	**Study Visit: Galilei. Vocational Training Institute** • Presentation of the school • Overview of the school activities and organization • Visit to the structures • Exchange of experiences with representatives of the students

	Afternoon **(14:00 – 18:00)**	**Classroom Training on: Flash** • Create a Drop-Down menu • Naming Instances • Target Paths • Absolute and relative paths • Targeting movie clip instances from different locations • Using the Trace action • Start/stop dragging a movie clip • Centering and constraining a draggable movie • Understanding and working with levels • Loading/unloading an external movie • Replacing a loaded movie • Loading movies inside movie clips • Practical simulations
Thursday **3 March**	**Morning** **(09:00 – 13:00)**	**Classroom Training on: Flash** • Controlling the movie clip with buttons • Clip Events • _alpha, _visible, _rotation, _x, _y and other properties • Operators • If Statement • Creating an advanced preloader • Flash detection • Creating pop-ups for your flash movies • Testing your work with different flash versions • Hit Test • Practical simulations
	Afternoon	**Free Time – Museums**
Friday **4 March**	**Morning** **(09:30 – 12:00)** *Meeting at least one hour earlier in Pixel*	**Study Visit: Sassetti. Vocational Training Institute** • Presentation of the school • Overview of the school activities and organization • Visit to the structures • Exchange of experiences with representatives of the students
	Afternoon	**Free Time – Museums**
Saturday **5 March**	**Morning** **(09:00 – 10:00)** **Training in Classroom**	Course Closure *Flight at 14.00*